Tasks

- Task 1 Project Tracking and Mapping
- Task 2 Identify Project Priorities
- Task 3 Priority Project Advancement
- Task 4 Branding and Marketing
- Task 5 Signage and Wayfinding
- Task 6 Events and Meetings

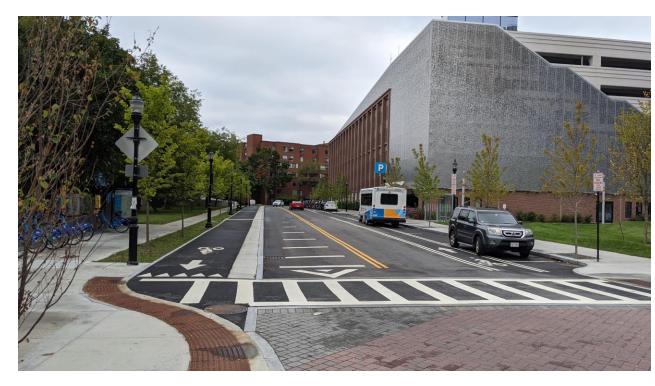
Task 1 Project Tracking and Mapping



Task 2 – Identify Project Priorities

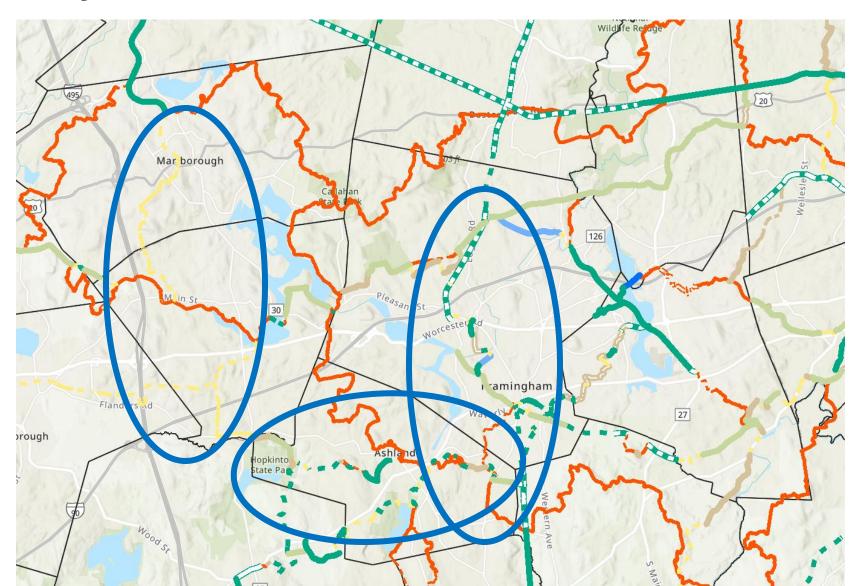
Goal for each community to have at least one greenway the meets the following criteria

- □ Separation from Traffic
- Accessible surface
- Connects to two or more adjacent communities
- Connects to the nearest transit station
- ☐ Highest Priority
 - Environmental Justice communities (Framingham, Ashland, Marlborough, West Natick)
 - Closing small gaps
 yield significant network miles
 - Close proximity to MBTA stations

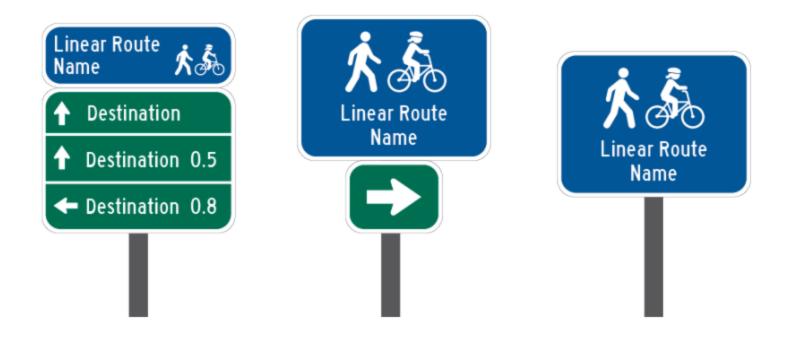


Task 3 Priority Project Advancement

Framingham
Ashland
Southborough
Marlborough



Tasks 4 and 5 Marketing and Signage



Task 6 Upcoming Meetings

- Annual Trail Summit –
 Marlborough, Southborough,
 Ashland??
- Individual meetings in the above locations



LandLine webpage

• Develop branding for the effort that can be used in digital and print.

Deliverable – website, perhaps paper products, media attention

Task 5 – MW regional signs and wayfinding

Using the Mass DOT Signage and Wayfinding Guide, identify funding to begin to implement signs and wayfinding throughout the region on completed segments.

- Identify funding through foundations and other sources to do a wayfinding pilot.
- Develop a signage plan with selected communities (more than 1 adjacent)

Deliverable – procure funding to develop and install signage in a selected area

Task 6 – MW Trail focused meetings

During 2024, three trail focused meetings will be held, as well as the annual summit. The trail focused meetings to occur separate from regular MW meetings, and focused on projects in 3 or less communities.

Place based focused meetings, with deep dive dicussion on scoping, planning or implemention of priority projects

- 1) Framingham focus recap of the fall trail summit progress toward next steps on a number of projects
- 2) Ashland Upper Charles Trail—work toward revisioning the Upper Charles Trail
- 3) Southborough and Marlborough Focus developing a Greenway corridor to connect the Assabet and Open Channel Trails
- 4) Aqueduct Trail Network Focus on completing the last remaining sections. Identify challenges and opportunities

Annual trail summit focusing on information sharing and an outdoor walk. Target locations – Marlborough, Southborough, or Ashland