


**Rethinking the Design of Capital Improvement Projects  
Ridgeway Road Bridge**

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The logo features a stylized house icon inside a circle, followed by the word "KETTERING" in a bold, sans-serif font, and "is home" in a cursive script below it.

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**Traffic Counts**  
Under 1,000 vehicles use the bridge per day  
Over 200 pedestrians (walking and bicycling) average per day during nice weather  
Dorothy Lane carries over 20,000 vehicles per day

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## RESIDENT ENGAGEMENT METHODS & TIMELINE

**2017**

Bridge replacement study  
Resident engagement campaign  
Website created with the following goals:

- Project video & documents
- Update notices & information

Social media  
Direct mail  
Resident survey  
Emails (refuse collection list)  
Traffic counts

**2018**

ODOT Municipal Bridge Program funding obtained

- Resident engagement results used to secure grant funding

**2019**

Project design  
Artist selection & design

- AIPP Committee/residents
- ODOT Environmental Clearance
- Project brochure mailing
- Public meeting

**2020 – 2021**

Bridge demolition & construction  
Artwork fabrication & installation

- Print, TV, & radio media
- Social media
- Direct mailings
- Direct emails

**2022**

Project Completed  
Landscaping installed  
Highly positive community feedback

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### Connections/Timeline

- City Council
- Postcards
- Social Media Posts
- Website Updates
- Emails
- Letters
- Surveys
- Public Meetings
- Videos

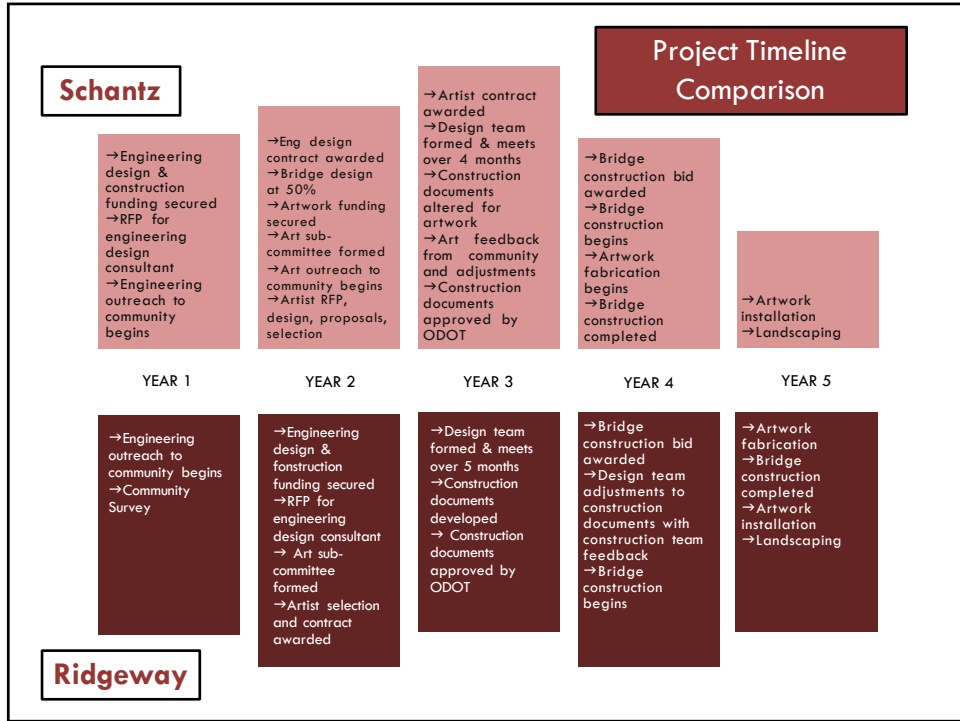
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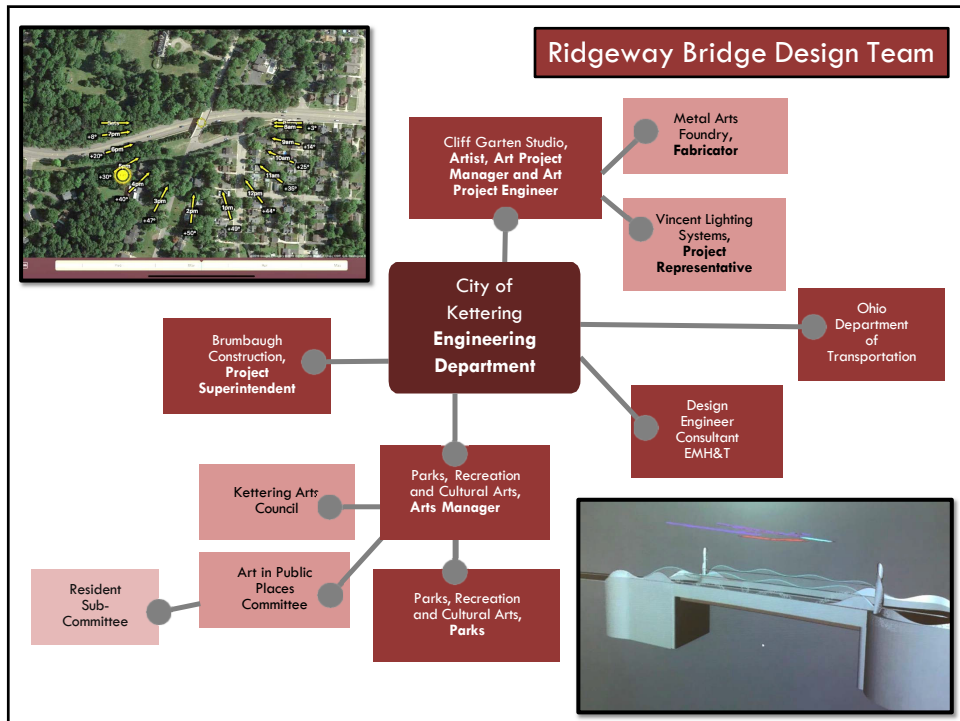
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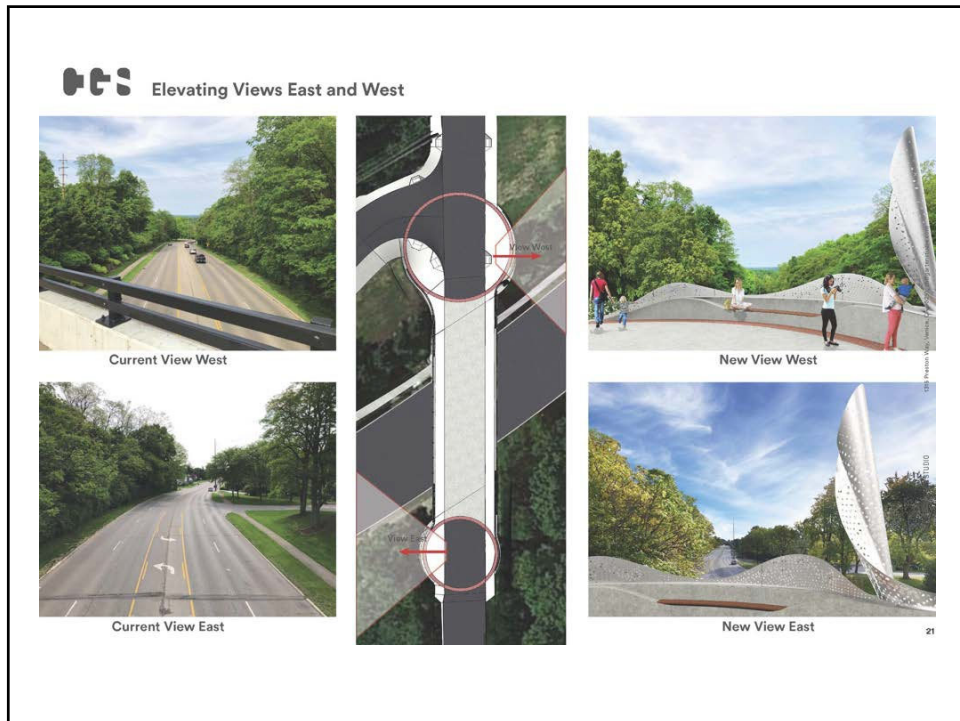
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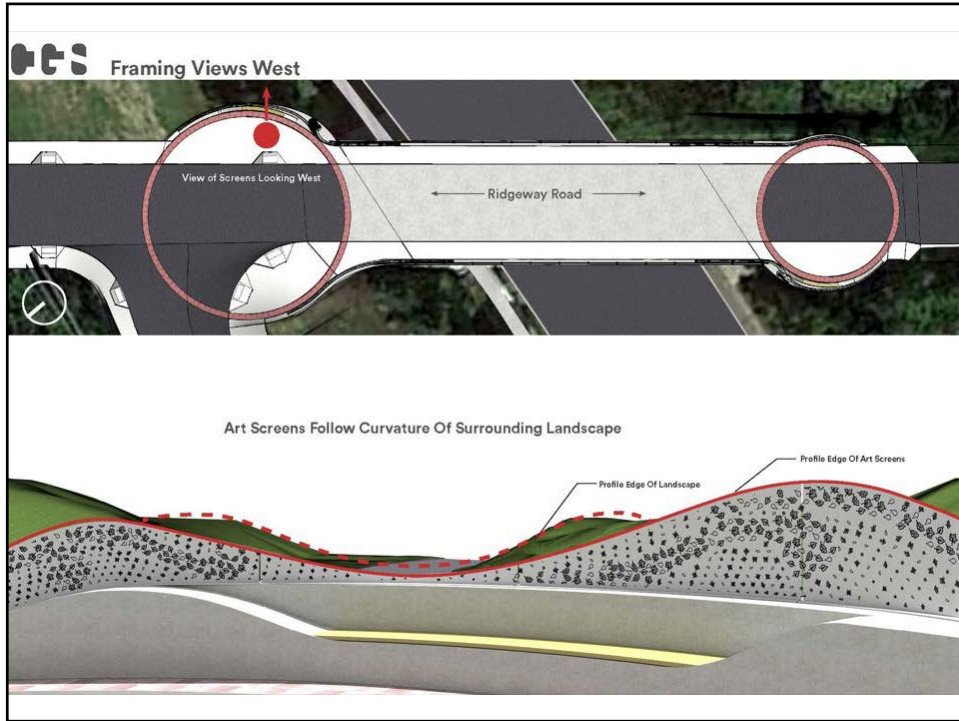
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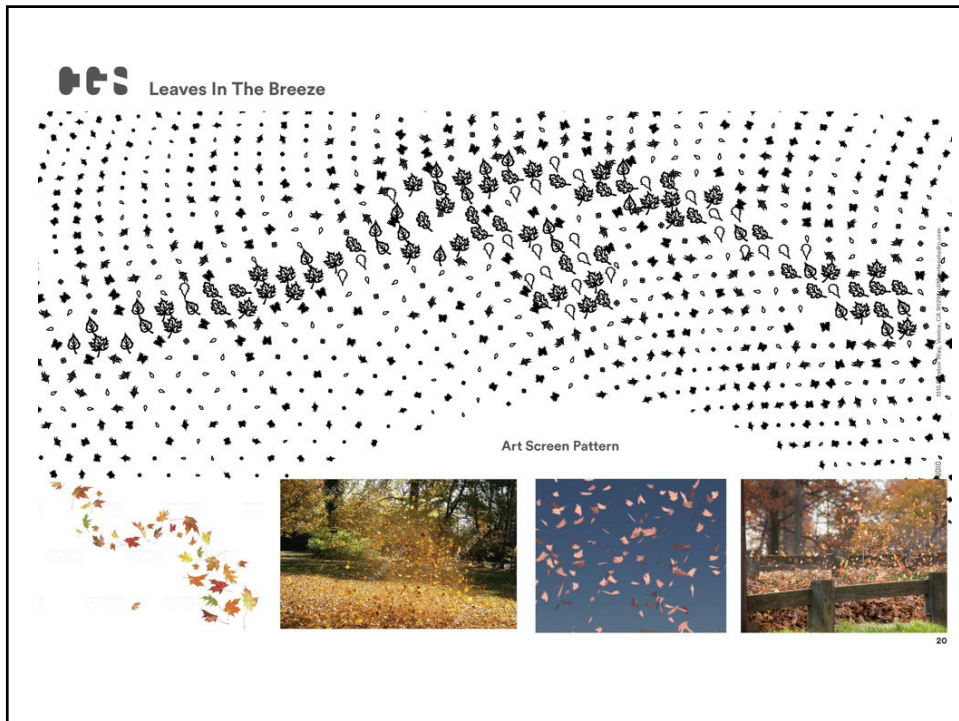
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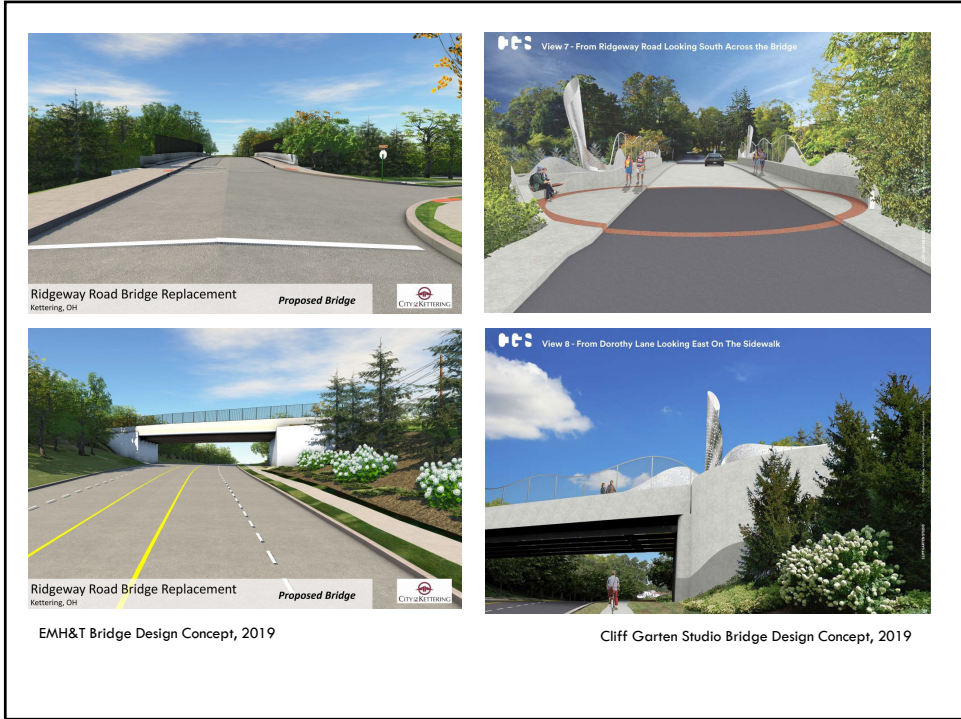




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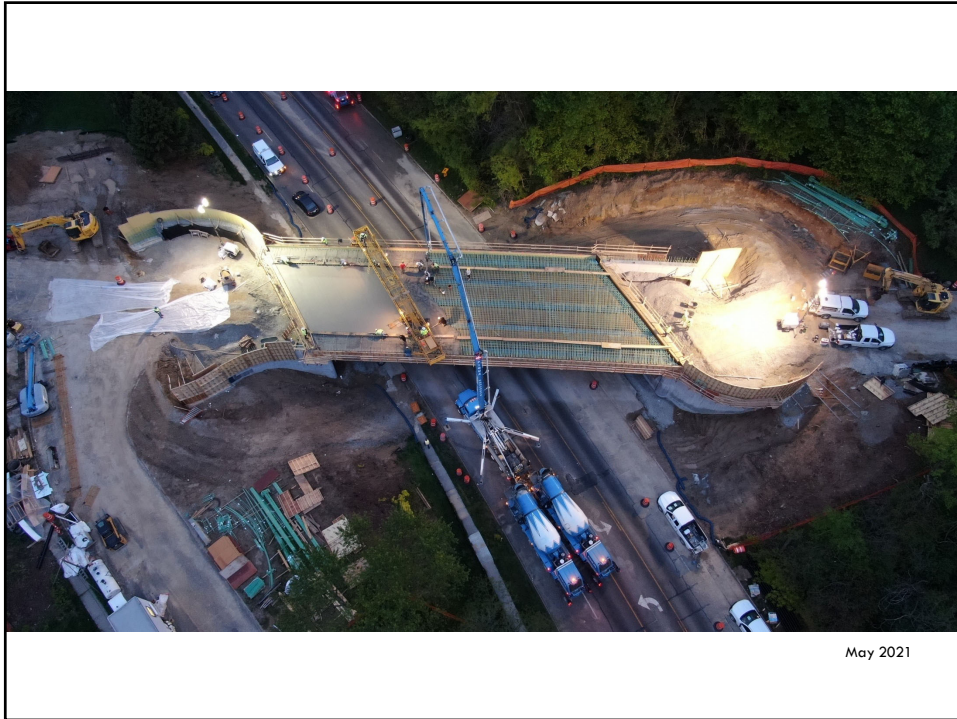
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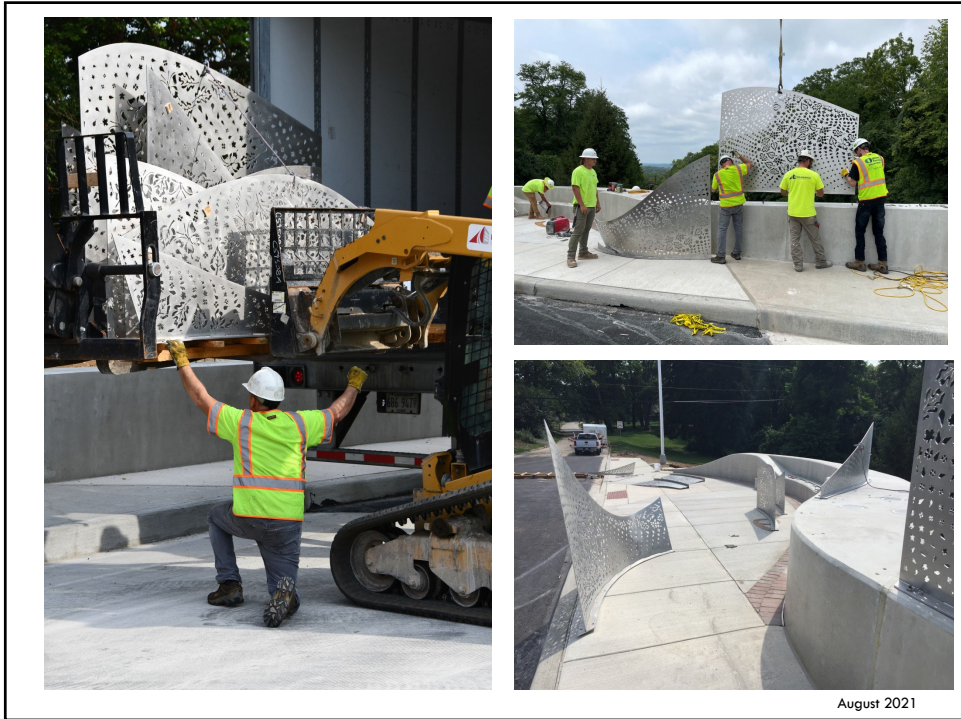
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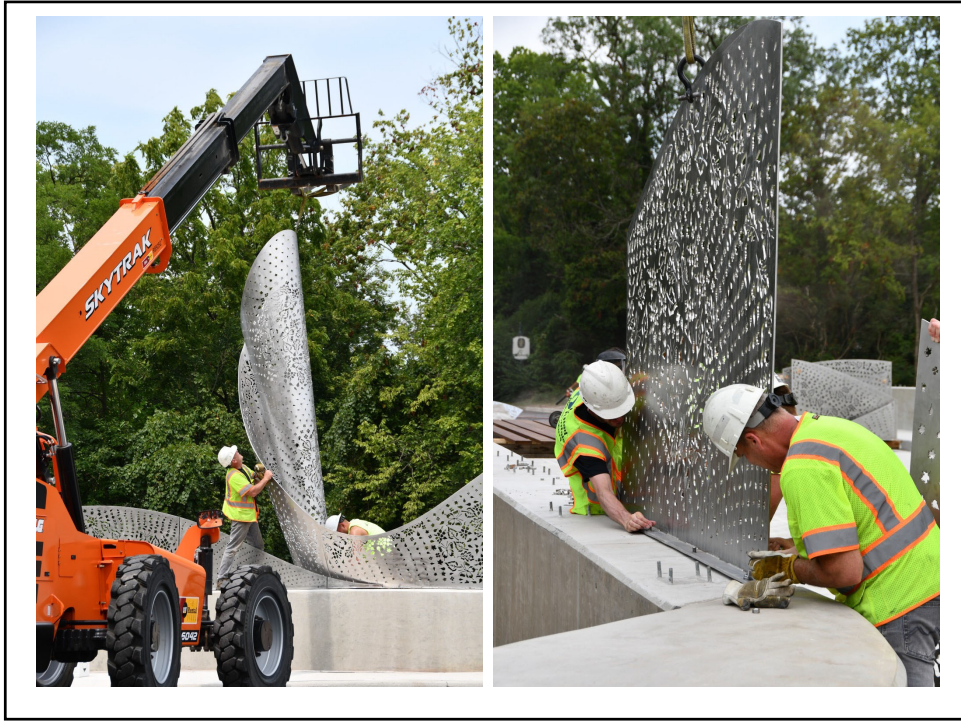
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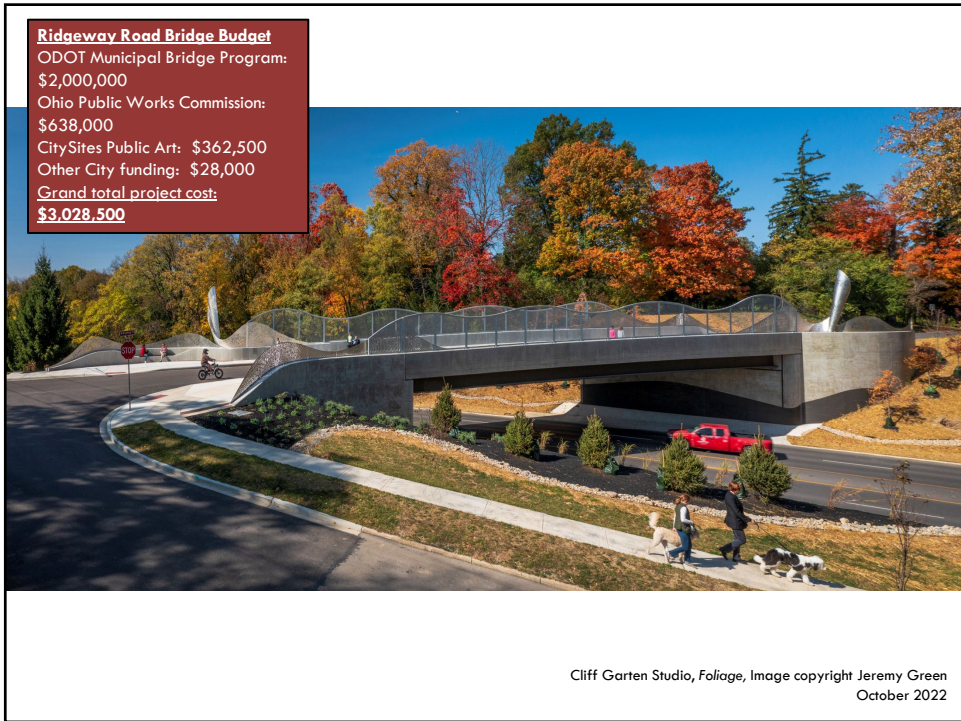
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