



HIGH TECH ELECTRONIC POLLING TO BE USED AT PUBLIC MEETING

Community to provide input on bridge design concepts

Louisville, Ky. – (January 30, 2009) – When residents of Milton, Ky., and Madison, Ind., gather at the first public meeting of the Milton-Madison Bridge Project, they will use high tech electronic devices to provide input on design characteristics they would like to see in a new bridge.

The Kentucky Transportation Cabinet (KYTC) and the Indiana Department of Transportation (INDOT) have scheduled the meeting for February 12, 2009 at Brown Gymnasium, 100 Broadway St. in Madison, Ind., from 6:00 – 8:30 p.m.

The meeting starts with an “Information Fair,” followed by a presentation and public polling exercise beginning at 6:30 p.m.

Milton-Madison Bridge Project Public Meeting	
6:00 – 6:30 p.m.	Information Fair
6:30 – 8:00 p.m.	Presentation & Electronic Preference Polling
8:00 – 8:30 p.m.	Information Fair Continues

“Because we are still in the early stages of the project we want public feedback on very general bridge design qualities like height, shape and symmetry,” said Steve Smith, INDOT’s project manager. “We are not asking the public to choose a specific bridge type because we are not at that point in the project.”

Electronic polling will be conducted by the Kentucky Transportation Center (KTC), a research branch of the University of Kentucky College of Engineering. “It’s like when contestants poll the audience on the TV show, *Who Wants to be a Millionaire*,” said Ted Grossardt of KTC. “We show choices up on the screen and the public gives us instant input.”

Eighteen computer generated images of various bridge design concepts will be presented. The public will use handheld keypads to rate each image’s appeal on a scale of 1-10. “While the technology behind electronic polling is complex, the keypads themselves are very simple and easy-to-use,” added Grossardt.

“We should come away from this meeting with a better idea of the general qualities the public prefers in a bridge,” explained Gary Valentine, KYTC project manager. “For example, do they want the design to be open and simple or complex in appearance? We don’t want to get too caught up in a specific bridge type; that’s not what this is about.”

Polling data from the meeting will be analyzed and used in conjunction with other factors, like cost, to develop six bridge type alternatives. Those alternatives will be shown at a second public meeting in the fall of 2009.

KYTC and INDOT announced the kickoff of the Milton-Madison Bridge Project in August 2008. The effort to determine the best options for replacement or possible rehabilitation of the bridge is underway. Current project goals, expected to take three years and cost \$5 million, include selection of a bridge location, identification of affordable bridge types and the completion of a federal environmental study.

In case of inclement weather, meeting cancellation information will be made available to the local media and on the project Web site at MiltonMadisonBridge.com, or by calling 859-254-5759 extension 269.

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