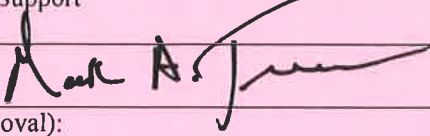
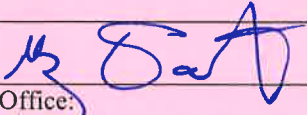



REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:
 Res/~~Ord~~ No.: 19868
 Sponsor(s): Scott Burnett
 Date: May 21, 2018

SUBJECT	<p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: <u>Authorizing the County Executive submit a letter of support and express the County's intent to participate in a Regional Wayfinding and Branding Plan that is being led by the Mid-America Regional Council (MARC) and Kansas City Area Transportation Authority (KCATA).</u></p>																		
<p>BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i></p>	<table border="1" data-bbox="324 546 1209 861"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td></td> <td>\$</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td></td> <td>\$</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td></td> <td>\$</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td></td> <td>\$</td> </tr> <tr> <td>Source of funding (name of fund) and account code number; FROM / TO</td> <td>FROM ACCT</td> <td></td> </tr> <tr> <td></td> <td>TO ACCT</td> <td></td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input checked="" type="checkbox"/> No budget impact (no fiscal note required) <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable): Prior Year Actual Amount Spent (if applicable):</p>	Amount authorized by this legislation this fiscal year:		\$	Amount previously authorized this fiscal year:		\$	Total amount authorized after this legislative action:		\$	Amount budgeted for this item * (including transfers):		\$	Source of funding (name of fund) and account code number; FROM / TO	FROM ACCT			TO ACCT	
Amount authorized by this legislation this fiscal year:		\$																	
Amount previously authorized this fiscal year:		\$																	
Total amount authorized after this legislative action:		\$																	
Amount budgeted for this item * (including transfers):		\$																	
Source of funding (name of fund) and account code number; FROM / TO	FROM ACCT																		
	TO ACCT																		
PRIOR LEGISLATION	<p>Prior ordinances and (date):</p> <p>Prior resolutions and (date):</p>																		
CONTACT INFORMATION	<p>RLA drafted by (name, title, & phone): Mark Trosen, Deputy COO, ext. 11377</p>																		
REQUEST SUMMARY	<p>Requesting a resolution that would authorize the County Executive to submit a letter of support and express the County's intent to participate in a regional coalition to develop a "Regional Wayfinding and Branding Plan".</p> <p>The Regional Wayfinding and Branding Plan proposes to provide a conceptual planning, wayfinding guidelines and specifications to create a unified regional bikeway network. This plan will focus on navigational improvements between key destinations, such as activity centers, mobility hubs, and state and national bikeway systems.</p> <p>A partnership of local governments led by KCATA, with support from MARC, will convene to develop this plan. This partnership will develop a joint FY 2019 Planning Sustainable Places (PSP) program "grant application", If funded by the states of Kansas and Missouri, Jackson County's local share, subject to appropriation in the 2019 budget, would be \$3,000 (Parks + Rec - \$2,000 and Rock Island Rail Authority - \$1,000).</p>																		

CLEARANCE	<input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office)	
ATTACHMENTS	Draft – Multimodal Branding and Wayfinding System Plan Sample of a Letter of Support Proposed Cost Share	
REVIEW	Department Director: 	Date: 5/14/2018
	Finance (Budget Approval): <i>If applicable</i>	Date:
	Division Manager: 	Date: 5/14/18
	County Counselor's Office: 	Date:

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the _____ Fund in _____.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # _____
- Funds sufficient for this appropriation are available from the source indicated below.

Account Number:	Account Title:	Amount Not to Exceed:

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

PSP Project – Multimodal Branding and Wayfinding System Plan
(RideKC Mobility Hub/MetroGreen® Trail/ Regional Bikeway Network)

Project Purpose:

Wayfinding provides important navigational information to users of bikeway, trail, and transit systems. As such, several current regional planning efforts identify the need for wayfinding. The wayfinding plan will serve communities by providing a framework to support local and regional wayfinding planning efforts and coordinate those efforts regionally through the Smart Moves Mobility Hubs (using RideKC brand), Regional Bikeway Network and MetroGreen® corridors. While RideKC and MetroGreen® systems already have recognized branding there, regional bikeway network brand has not been developed. Moreover, there is no clear vision for how the branding of these regional systems will work together. A multimodal branding and wayfinding system will serve to create a seamless and coordinated transportation system.

The plan will provide conceptual design and wayfinding guidelines and specifications to create a unified regional network. It will focus on navigational improvements between key destinations, such as activity centers, mobility hubs, and state and national systems. The work will build upon past investments in major transit corridors, regional bikeways and trails. This work will establish a hierarchy of destinations typologies ranging from regional to local. Additionally, it will address protocols for the look and design of signs and markings to identify regional corridors. Protocols will be established for destination, distance/travel time and for sign or marking placement. Local bikeway and trail wayfinding systems will be evaluated to promote consistency and compatibility between regional and local systems.

On-street bikeway wayfinding must comply with the Manual of Uniform Traffic Control Devices (MUTCD). The plan will address wayfinding systems for on-street bikeways networks including decision signs and confirmation signs. The plan will also address a wayfinding system for trails along linear greenway systems. The plan should also provide information about fabrication and cost. Implementation strategies will address funding sources and the prioritization of developing wayfinding plans for existing networks.

Background:

MetroGreen® (bikeway and trail system)

The 2002 MetroGreen® Action Plan provides wayfinding guidance in Appendix D: Design Guidelines for MetroGreen®. Appendix D includes “Trail Signage” on pages D-34 through D-41. This wayfinding trail signage was developed 16 years ago.

The Greater Kansas City Regional Bikeway Plan (RBP) primarily focuses on roadway corridors and does not offer any wayfinding guidance. The RBP supplements MetroGreen® in three ways.

1. The plan recommends adding 128 miles of stream and river corridors in Miami County, Kansas to the MetroGreen® System.
2. The plan expands the concept of MetroGreen® Type 5: Bike & Pedestrian Facilities in Right-of-Way to a complete streets approach using modern design guidelines from the National Association of City Transportation Officials – NACTO guide.
3. Once fully implemented, the plan will substantially expand the MetroGreen® system, adding hundreds of miles of roadway corridors (from 344 to over 2,000 miles).

The RBP recommends that MARC coordinate development of new and updated guidelines and specification to meet the needs of a regional bikeway and trail wayfinding system. This work will:

1. Guide the architecture of a regional wayfinding network for bikeways and trails.
2. Promote consistency and compatibility between regional and local bikeways to make it easier to navigate across community boundaries and to key destinations

Smart Moves

The Smart Moves Regional Transit and Mobility Plan, adopted in 2017, offers a range of strategies and recommendations to guide transit, mobility services, and land use investments in the Kansas City region. In terms of wayfinding, Smart Moves contains a recommendation (MH-2) to develop wayfinding and landmark signage for the regional mobility hub network recommended in the plan. The recommendation also calls for coordination of this effort with the development of wayfinding for the regional bikeway and other regional systems. Wayfinding will be applied to various modes that could be integrated into mobility hubs, based on the type and location of hub. These modes could include: transit, demand response service, loading and parking for vanpool and RideShare, carshare, bikeshare, and loading and parking for taxi and ridehailing.

Plan Benefits

- Enhance the quality of the user experience
- Improves connectivity between people and places
 - Destination(s)
 - Direction
 - Distance and or travel time
- Supports seamless transition between transportation modes.
- Digital systems provides transportation users with real time information and interactive feedback.
- Increase productivity and efficiency by identifying preferred route
- Strengthens system branding and public recognition.
- Supports stronger economy

Preliminary Scope of Work

Objectives and Tasks:

- Create a Project Steering Committee.
- Develop consensus of community stakeholders
- Sustain a robust public involvement process to get input.
- Use national best practices in wayfinding for regional systems during the development process
- Develop a wayfinding system that can expand incrementally
- Develop a wayfinding system to allow for regional and local branding.
- Evaluate ways to incorporate emerging wayfinding technologies and recommend strategies.

Deliverables

Coordinated wayfinding and branding for MetroGreen®, Regional Bikeway System, and Smart Moves mobility hubs and corridors

- Inventory and assessment of current transit, bikeway and trail wayfinding and branding practices in the MPO area.
- Assessment of national best practices in wayfinding for regional systems
- Assessment of the 2002 Design Guidelines for MetroGreen® “Trail Signage” and determine which part(s) need to be updated.
- On-road regional signage options that comply with the Manual on Uniform Traffic Control
- Wayfinding for concept level trail design standards.
- Concept level design for mobility hubs with regard to adjacencies of services.
- Concept wayfinding system to for regional and local branding and destination hierarchy.
- Specifications for sign and pavement marking
- Cost estimates for fabrication and installation
- Integrated wayfinding technology recommendations
- Options to integrate with existing signage systems.
- Phased implementation plan that identifies coordinated wayfinding installation for the Smart Moves mobility hub system, MetroGreen® corridors and Regional Bikeway Network systems.
- Develop a Memorandum of Understanding to help advance the use of the document across jurisdictions.

Process:

A partnership of local governments and the Kansas City Area Transportation Authority, with support from MARC, will convene to develop a regional multimodal wayfinding and branding plan. Discussions will include the formation of goals and objectives of this plan and funding strategies. The partnership will develop joint PSP application(s), involving funding from both states, for the FY 2019 Planning Sustainable Places program. A lead will be identified to submit applications for Missouri and Kansas funding respectively.

Benefits to Local Partners

- Part of Steering Committee which guides planning process - in the future this plan may influence wayfinding within each individual city
- Participate in consultant selection process
- Guide phasing plan for implementation of first priority corridors

PSP FY 2019 Call for Projects

- May 1, 2018 release call for projects
- June 11, 2018 deadline for letters of support
- June 22, 2018 deadline for project submittals
- July - August the Sustainable Places Policy Committee (SPPC) reviews applications and scores
- September SPPC submits final funding recommendations
- September TTPC considers funding recommendations
- September MARC Board considers funding recommendations

If PSP funding is awarded, MARC can provide support to partnership towards a joint consultant procurement process, and overall project management.

PSP Consultant Procurement

- October MARC begins on RFPs and local funding agreements.
- November RFP released
- December the Project Steering Committee reviews proposals, interviews consultants and recommends selection.
- January develop Scope of Work and execute Agreements.

June 10, 2018

Mr. Dick Jarrold
KCATA

This letter serves as a letter of support and expresses our intent to participate in an upcoming “**Regional Wayfinding and Branding Plan**” as described below. We understand that work towards development of this plan will include coordination between the Kansas City Area Transportation Authority, the “KCATA”, as the lead agency and a number of local governments, including the (Agency Signing Letter)_____, in a regional coalition of parties assisted by the Mid-America Regional Council.

The Regional Wayfinding and Branding Plan proposes to provide conceptual planning, wayfinding guidelines and specifications to create a unified regional bikeway network. This plan will focus on navigational improvements between key destinations, such as activity centers, mobility hubs, and state and national bikeway systems. The work will build upon past regional investments in major SmartMoves transit corridors, regional bikeways and MetroGreen® trails. This work will establish a hierarchy of destinations typologies, and will address protocols for the look and feel of system-wide signs and markings. The plan will include implementation strategies and the prioritization of developing wayfinding plans for existing networks. The wayfinding plan will serve communities by providing a framework to support wayfinding planning efforts in a seamless and coordinated manner. The plan’s deliverables are included, but not limited to:

- *Concept level signage for bikeway elements of SmartMoves mobility hubs;*
- *Wayfinding for concept level trail standards;*
- *On-road regional signage options that comply with the Manual on Uniform Traffic Control;*
- *Concept wayfinding system to for regional and local branding and destination hierarchy;*
- *Conditions for sign and pavement marking;*
- *Potential cost estimates for fabrication and installation;*
- *Integrated wayfinding technology recommendations;*
- *Options to integrate with existing signage systems;*
- *Phased implementation plan that identifies coordinated wayfinding installation for the Smart Moves mobility hub system, MetroGreen® corridors and Regional Bikeway Network systems.*

A partnership of local governments led by the Kansas City Area Transportation Authority, with support from MARC, will convene to develop this plan. This partnership will develop a joint FY2019 Planning Sustainable Places (PSP) program “grant application”, involving funding from the States of Kansas and Missouri programs. We understand that the project will be funded by a combination of FY2019 PSP funds and local funds from the Primary Partners to total an anticipated \$220,000. We also understand that the project will not get underway and no local funding will be requested if FY2019 PSP funds are not awarded to this project.

If PSP funds are awarded to this project, we as a party to the coalition anticipate to participate in this plan as follows:

1. To participate in the project management and provide any required technical assistance, data and any other necessary information needed to successfully manage the project.
2. To participate in selection committees to review consultant/vendor proposals, interview prospective consultant/vendors, and make final selection of consultant/vendor.
3. Fund a local share portion of the Project's cost in an anticipated amount of \$_____, which will be due to be paid by January 31st, 2019.

We thank for the opportunity to participate in this important regional planning work. Please let us know if you have any other questions or comments regarding this letter.

Sincerely,

City of _____,

City / County / Department Manager

Attachment B
Cost/Price Summary Sheet

		MO		KS
	FY 2019	\$	600,000.0	\$ 355,000.0
PSP Request	Percent of Total Available		11%	19%
	State Split 50/50		50%	

Federal match	80%	\$	132,000
Required min. match	20%	\$	33,000
Over match		\$	56,500
Total Ask		\$	89,500

Project Budget Request		Share		MO 60%		KS 60%
PSP	\$132,000	60%	\$	66,000.0	\$	66,000.0
Local Match	\$88,000	40%	\$	44,000.0	\$	44,000.0
Total	\$220,000					

Total Local	\$	88,000	
	MO	\$	44,000
	KS	\$	44,000
Less KCATA	\$	39,000	\$ 39,000

	Est. Pop.	1% % of Pop		Pop% x \$36,500	Ask
Kansas City Area Transit Authority					\$ 5,000
Kansas City, MO	481,420	53%	\$	20,855.9	\$ 15,000
Independence, MO	117,030	13%	\$	5,069.9	\$ 5,000
Lee's Summit, MO	94,044	10%	\$	4,074.1	\$ 4,000
Blue Springs, MO	54,431	6%	\$	2,358.0	\$ 2,500
Jackson County (balance)	22,694	3%	\$	983.1	\$ 2,000
Platte County (balance)	27,759	3%	\$	1,202.6	\$ 2,000
Liberty, MO	30,614	3%	\$	1,326.2	\$ 1,500
Gladstone, MO	27,114	3%	\$	1,174.6	\$ 1,500
Streetcar Authority					\$ 1,000
Rock Island Rail Authority					\$ 1,000
Cass County (balance)	24,997	3%	\$	1,082.9	\$ 1,000
Clay County (balance)	15,766	2%	\$	683.0	\$ 1,000
North Kansas City, MO	4,376	0.5%	\$	189.6	\$ 1,000
Total Population	900,245			\$39,000	\$ 43,500

Kansas City Area Transit Authority					\$ 5,000
Overland Park, KS	188,966	26%	\$	10,180.1	\$ 10,000
Kansas City, KS	151,709	21%	\$	8,172.9	\$ 7,500
Olathe, KS	135,473	19%	\$	7,298.3	\$ 7,000
Shawnee, KS	65,194	9%	\$	3,512.2	\$ 3,500
Lenexa, KS	52,903	7%	\$	2,850.0	\$ 3,000
Johnson County	14,852	2%	\$	800.1	\$ 3,000
Leawood, KS	34,565	5%	\$	1,862.1	\$ 2,000
Leavenworth, KS	36,154	5%	\$	1,947.7	\$ 2,000
Miami County (balance)	15,883	2%	\$	855.7	\$ 1,000
Leavenworth County (balance)	20,574	3%	\$	1,108.4	\$ 1,000
Bonner Springs, KS	7,659	1%	\$	412.6	\$ 1,000
Total Population	723,932			\$39,000	\$ 46,000