

**UNIFIED PLANNING WORK PROGRAM
FOR TRANSPORTATION PLANNING**

FY 2012 PROJECTS AND BUDGETS

FOR

CITY OF ANNAPOLIS

(\$132,700)

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PROJECT: UPWP MANAGEMENT

PURPOSE: This task involves managing, coordinating, and guiding the various technical activities related to the UPWP and the regional transportation planning process. These work efforts are carried out through a variety of means including direct involvement in planning activities and support to the multi-disciplined and multi-agency committees essential to a coordinated process. These activities specifically include management of the current fiscal year work program and budget, preparation of detailed work programs, and preparation of quarterly progress reports.

FY 2012 PERFORMANCE OBJECTIVES:

1. Manage the City of Annapolis’ local and regional involvement in the transportation planning process.
2. Prepare quarterly reports and invoices.
3. Prepare the FY 2013 UPWP grant application and associated contracts in conjunction with all pertinent federal, state, and local agencies.
4. As necessary, participate in seminars, workshops, and short courses designed to develop technical skills and broader perspectives on transportation-related subjects.

PRODUCTS/ MILESTONES	SCHEDULE
Quarterly progress reports, invoices, audit preparation and other financial reports for FY 2012 UPWP	Throughout Fiscal Year
Budget amendments for FY 2013	As Necessary
City of Annapolis FY 2013 UPWP submittals	2 nd Quarter
Completion of formal grant acceptance process for FY 2013	4 th Quarter

PARTICIPANTS: City of Annapolis

BUDGET: \$7,620

PROJECT: LEGISLATIVE COORDINATION AND ANALYSIS

PURPOSE: To review, analyze and respond to proposed federal or state legislation or changes in existing legislation related to transportation or air quality issues. The intent is to provide decision makers with background information and impacts that the proposal could have on the county, region and state.

FY 2012 PERFORMANCE OBJECTIVES:

1. Provide timely review and analysis of proposed legislation and changes to existing legislation related to transportation.
2. Prepare briefing memoranda for decision makers on the potential impacts of the proposed legislation.

PRODUCTS /MILESTONES	SCHEDULE
Provide timely analysis and policy implications on proposed state and federal legislation	Throughout Fiscal Year

PARTICIPANTS: City of Annapolis

BUDGET: \$5,000

PROJECT: BICYCLE AND PEDESTRIAN PLANNING

PURPOSE: Provide local assistance in integrating bicycle and pedestrian considerations into the overall planning and programming processes of the state, regional and local jurisdictions.

The City of Annapolis will assist the Bicycle and Pedestrian Advisory Group in the identification of appropriate opportunities to integrate bicycle and pedestrian travel options within a regional framework. The City of Annapolis will examine opportunities to incorporate bicycle and pedestrian uses along county roads, greenways and other non-motorized corridors. Promotional and educational efforts will also be used to increase awareness for bicycle and pedestrian opportunities.

FY 2012 PERFORMANCE OBJECTIVES:

1. Assist in development of regional work plan for analysis of regional bicycle network.
2. Support Bicycle/Pedestrian Advisory Group in reviewing regional opportunities.
3. Support activities related to enhanced greenways planning, along with opportunities to include pedestrian and bicycle activities.
4. Work with local bicycle groups to encourage non-motorized transportation alternatives.

PRODUCTS/MILESTONES	SCHEDULE
Joint activity on work programs and other efforts related to the regional bicycle/pedestrian plan	Throughout Fiscal Year
Other studies and analyses to support regional efforts	Throughout Fiscal Year

PARTICIPANTS: City of Annapolis

BUDGET: \$3,810

PROJECT: TRANSPORTATION IMPROVEMENT PROGRAM

PURPOSE: This project develops the City of Annapolis’ component of the annual Transportation Improvement Program (TIP), revisions to the City of Annapolis’ component of the TIP and review and comment on the regional TIP. The task also includes review and comment regarding proposed TIP amendments during the fiscal year.

FY 2012 PERFORMANCE OBJECTIVES:

1. Develop the City of Annapolis’ annual submission to the TIP including assessment of all federally-funded projects.
2. Review and comment on the Draft 2013-2016 TIP.
3. Revise and correct TIP submission as needed.
4. Review and comment on all TIP amendments as submitted throughout the fiscal year.

PRODUCTS/MILESTONES	SCHEDULE
Review and comment on proposed TIP amendments	As Needed
Submit Local TIP component of 2013-2016 document	3 rd Quarter
Revise City of Annapolis local TIP component per comments and review draft TIP document	3 rd Quarter
Final revisions to 2013-2016 TIP	4 th Quarter

PARTICIPANTS: City of Annapolis

BUDGET: \$1,270

PROJECT: REGIONAL FREIGHT ANALYSIS – LOCAL INPUT

PURPOSE: To coordinate and assist with the various technical and outreach activities in an effort to better understand and plan for improvements to the regional freight network.

 As an outgrowth of the *Imagine 2060* process, establishing a vision for the Baltimore region, feedback from a range of stakeholders led the BRTB to undertake a regional freight analysis to understand the transportation network supporting the movement of goods through and within the region as well as identify regional priorities to maintain and enhance the system.

Throughout FY 2012, local government staff will assist BMC staff and consultants in efforts to access both local data and expertise, including the private sector. Tasks will include meeting logistics, attendance and preparation/review of technical materials.

FY 2012 PERFORMANCE OBJECTIVES:

1. Contribute data and identify stakeholders.
2. Identify appropriate data as requested, facilities, etc.
3. Review and comment on materials as presented.

PRODUCTS/MILESTONES	SCHEDULE
Data and stakeholder identification	1 st and 2 nd Quarter
Identify data sets, locations, zoning as requested	Throughout Fiscal Year
Attend technical planning workshops	Throughout Fiscal Year

PARTICIPANTS: City of Annapolis

BUDGET: \$2,500

PROJECT: REGIONAL TRANSIT ANALYSIS – LOCAL INPUT

PURPOSE: To assist with the various technical activities in the efforts to undertake a regional analysis of transit services and networks.

 As an outgrowth of the *Imagine 2060* process, establishing a vision for the Baltimore region, feedback from a range of stakeholders led the BRTB to an effort where the current system would be documented, followed by short- and long-term opportunities to pursue within the region.

Throughout FY 2012, local government staff will assist BMC staff and consultants in efforts to access both local data and expertise, including the private sector. Tasks will include meeting logistics, attendance and preparation/review of technical materials.

FY 2012 PERFORMANCE OBJECTIVES:

1. Contribute data and identify stakeholders.
2. Identify appropriate data as requested, facilities, etc.
3. Review and comment on materials as presented.

PRODUCTS/MILESTONES	SCHEDULE
Data and stakeholder identification	1 st and 2 nd Quarter
Identify data sets, locations, zoning as requested	Throughout Fiscal Year
Attend technical planning workshops	Throughout Fiscal Year

PARTICIPANTS: City of Annapolis

BUDGET: \$2,500

PROJECT: SUBAREA ANALYSIS: CITY OF ANNAPOLIS RESPONSIBILITIES

PART A: TRANSIT PLANNING

PURPOSE: This project evaluates the impacts of the City of Annapolis Transit System service including route and frequency of service modifications. This evaluation will allow the City to apply transit performance guidelines to identify cost and performance effectiveness of route modifications and expansion of service. Route analysis can also be applied to further refine the City’s mobility service and coordination with Maryland Transit Administration’s routes and schedules as well as other local jurisdictions.

Application of MTA transit standards will build upon Howard County’s 2010 project and will assist in testing the reasonableness of the standards for the Baltimore region. An analysis of transit routes in the City of Annapolis will emphasize regional connections with other transportation systems and modes including MTA, MARC, BWI Airport and commuter routes. Further refinement and potential expansion of routes and schedules will focus on achieving better regional coordination with adjacent systems.

FY 2012 PERFORMANCE INDICATORS:

1. Apply transit performance tools and measures to City of Annapolis transit routes and schedules.
2. Evaluate all current and potential City of Annapolis transit routes in regard to the state efficiency measures and regional connectivity.
3. Recommend changes to Annapolis Transit routes and schedules as needed to meet transit performance standards and increase system efficiency.
4. Implement recommended changes based on public feedback and available funding.

PRODUCTS/MILESTONES	SCHEDULE
Assemble FY 2011 performance data	1 st Quarter
Produce a report detailing the application of efficiency measures to Annapolis Transit and potential regional connections	2 nd and 3 rd Quarters
Prepare and implement recommended changes to routes and schedules as needed	4 th Quarter

PARTICIPANTS: City of Annapolis – DOT

BUDGET: \$35,000

PART B: EVALUATING EFFECTIVE AND INTERACTIVE PEDESTRIAN WAYFINDING SYSTEMS IN HISTORIC DISTRICTS

PURPOSE: The purpose of this project is twofold: 1) to study the effectiveness of wayfinding signs for pedestrians and bicyclists that are visible, interactive, and dynamic—yet appropriate for historic districts with selective sign guidelines and 2) to develop a model wayfinding system that can be used regionally, with initial implementation in Annapolis.

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From Chester, Virginia, to Quincy, Illinois, the issue of electronic and interactive signs has gripped planning commissions and city councils alike. Sign companies often claim that “[signs, screens and displays that are interactive, rather than static, are far more effective at capturing people’s attention and engaging them with your brand”. However, there has not been as much research to indicate that these signs can be used by public entities as wayfinding tools that can direct pedestrians and bicyclists to sites of interest and eliminate or reduce confusion for out-of-town visitors. Government jurisdictions need more assistance and guidance in selecting the most appropriate, and the most innovative, wayfinding signage options. Most importantly, jurisdictions need to craft a comprehensive wayfinding program that can make broad recommendations for future sign implementation.

There are many different types of interactive signs currently available, with a wide range of designs. These kinds of signs include interactive plasma displays; vehicle-activated signs; and solar and wind powered signs. There are also signs that integrate different technologies to coordinate real-time parking information. Because the cost of these signs can be considerable, it is crucial for jurisdictions with limited means to have the appropriate information to make the right decision about the kind of sign that will work best for the residents of and visitors to that jurisdiction.

The City of Annapolis is proposing this study in conformance with elements of its Comprehensive Plan calling for the creation of a cohesive program of placemaking and

wayfinding that not only identifies gateways, cultural districts, city landmarks, and public services, but influences travel behavior and promotes multi-modal travel options. The first performance indicator for this wayfinding system study would be an analysis and evaluation of the most effective type and location of signs, considering the purpose of the signs and considering the resources available. This would be a preliminary work program that would compile a comprehensive inventory of all wayfinding signage, supplementing the already existing geo-coded inventory of all traffic signs and signals. This effort would include the City's existing "You Are Here" signs, and the "Navigate Annapolis" signs installed in 2005. The program could include the compilation of other interpretive signs currently displayed in the City.

Traffic and pedestrian counts could help provide guidance for the most suitable location for different signs. The most effective number of signs would also need to be evaluated. Too many signs would be distracting and detract from the wayfinding purpose and potential of the signs. The ultimate goal would be to help effectively and dynamically welcome out-of-town visitors and to point them to places of interest and assist them in learning more about the cultural history of Annapolis.

The second performance indicator for the wayfinding system study would be to evaluate design options to ensure the compatibility of the signs in a historic district. It would be critically necessary to test a prototype sign to ensure that it is optimally placed and well-suited to its surroundings. Currently, there are discussions underway to plan for the placement of a prototype sign in the next nine months. This study could identify benchmarks by which the prototype sign could be evaluated. For example, performance could be measured by the number of times it is accessed by pedestrians. Before installation of a prototype sign, it would also be necessary for project staff to visit three model communities (in Maryland and Virginia) to view sites where wayfinding systems are already in place. Chestertown, Maryland, for example, has recently installed an interactive sign, and it would be invaluable to hear feedback from that jurisdiction's staff.

The best way to evaluate the effective number of signs, their design, and the success of the prototype sign would be with a public hearing, which is the third performance indicator for the study. This hearing, which could be advertised on the prototype sign itself, would give the public a chance to give feedback on the work program and on the design and placement of the prototype sign.

This signage study would enable the City of Annapolis to promote visitation to historic sites in Annapolis and throughout the region, publicize city events, identify community gateways, locate neighborhood businesses, and help visitors and residents more easily find their way to local destinations. This process, and the final report that would follow the public hearing, could be developed into a model program for other jurisdictions that are looking at electric and interactive signage.

FY 2012 PERFORMANCE INDICATORS:

1. Develop a work program to comprehensively plan guidelines for the types and locations of wayfinding signs. Include an inventory of existing signs.
2. Develop design options for signs and benchmarks for the evaluation of a prototype sign.
3. Have a public meeting to share potential designs and sign placement options. Also, solicit feedback on prototype sign.
4. Prepare a final report with changes recommended by public and develop a regional model for signage studies.

PRODUCTS/MILESTONES	SCHEDULE
Send out RFP and select a successful candidate	1 st Quarter
Have consultant review existing signage plans and begin field research into successful wayfinding programs; develop benchmarks for prototype sign performance	2 nd Quarter
Hold a public hearing to present preliminary findings and to gather feedback on prototype sign and wayfinding program	3 rd Quarter
Complete planning study with recommendations for a wayfinding system for jurisdiction	4 th Quarter

PARTICIPANTS: City of Annapolis, Consultant

BUDGET: \$75,000