

MEETING MINUTES

date	Tuesday, March9, 2021
time	11 AM
purpose	Stakeholder Meeting #2
attendees	Christina Hartsfield Alfred Lott Adrian Bell Kevin Barry Matthew Carroll Adam Dodgshon Leslie Graves Jonathan Greene Hu Haixia David Iannucci* Michael Jackson Josh Mitchum Katie Hart Jonathan Katz Kris Phillips Kyle Snyder Karen Mierow Molly Porter Nataliya Schroeder Ryan Chelton Noelle Smith Terri Hruby Terry Schum Cicero Salles Jaimie Karsan Panayiotis Campanides Victor Weissberg Yvonne Odoi

A virtual status meeting was held on Tuesday, March 9, 2021 at 11AM via Microsoft Teams, the following was discussed.

Welcome and Recap

- Last meeting covered existing conditions
- This meeting will cover the proposed guidelines

Recap

- Guidelines and advice for people who are not engineers to understand what the process is and how creative you can be with wayfinding signage
- It is important to note there is increasing ability to be creative and include your local identity (relative to the further you get away from high volume roadways)
- While some things need to be consistent – there is interest in knowing where there is flexibility

The Guidelines

- Key elements
 - Summary of standards, regulators and references
 - Simplified process charts for preparation, planning and design to implementation
 - Example scenarios of how this is applied to common situations with illustrations
 - Tips and good practice advice
- Three major pieces to the flow chart: Preparation, Planning, Design
 - It may be easy to make a mistake with the complexity of the process – so these charts can help map out the process for you and the examples will help you navigate the process in the future
- Attract visitors to comment, explore downtown, connect to trail network, encourage transit ridership
- Illustrations will give you a sense of how you can achieve implementation
- Potential Topics
 - Destination selection criteria
 - Planning route hierarchies
 - Costs and sources of funding
 - Using engagement effectively
 - Hiring the right people
 - Case studies
 - Others?
- Jonathan Katz: ADA and Section 504 Compliance – not always an understanding of why a common practice exists. Might be a good idea to use some of the WHY behind the rules.
 - ADA section 504 – why common practice may not be a good idea. Example is fonts not good for people with dyslexia
 - Engagement
- Bob Patten: Would like to see a section that lists the local government agencies that have to be dealt with (DPWT, HOAs, Business Associations, Municipalities, Federal Land Owners) and what are the contacts and the policies or key issues that are of concern for those regulatory agencies.
- Michael Jackson: Offering different perspective of MUTCD – retired from SHA – currently updating MUTCD bicycle section. The manual says a lot about bike signage and pedestrian signage. Would like to clarify difference between standards and guidelines. Bold text (force of federal law) Community Signage – does have the most flexibility for colors – but I would not characterize bike/ped as less involved in bike/ped signage. Especially in terms of graphics, colors, etc. Pedestrian signage guided by overall language for guide signage. He would agree there is flexibility for community signage, we do not want to convey that the MUTCD is less strict about bicycle and pedestrian signage.

- [11:14 AM] Carroll, Matthew D
- In addition to MUCTD, for National Park Service sites Harper's Ferry Center guidelines should be used for approaches to park properties. I can provide a copy of these documents.
- like 1
- [11:16 AM] Carroll, Matthew D
- For NPS there are several issues to address for park units and the Baltimore Washington Parkway. I can address those on this call or during a separate discussion.

Work Example

- Small local, unincorporated area (Walk Through)
 - [11:27 AM] Carroll, Matthew D
 - Associated with the process chart it would be helpful to have a list of contacts to move an initiative forward.

Questions and Discussion

- Matthew: NPS Park Service: Superintendent. Have been looking at signage for several years. (Greenbelt Park) Looking at focusing on the parkway itself – there is the signage that is currently installed – (wrong – indicates it is green and white, but in fact it is parkway and has specific designation – should be brown and white) We are initiative signage changes this summer that will indicate brown and white on all entry points to parkway. Will also have NPS arrowhead and plaque that says no commercial vehicles. CFR language restricts commercial traffic (not trucks) and will be engaging the state shortly. Not just identify management, also a public safety issue. Too many problems with oversized vehicles on the parkway. In general: may of the park properties (brown and white used mostly) also would appreciate having the NPS arrowhead on there. Level of identity management. NPS sites draw people to local communities – also leaves their dollars behind. Keeping with standards of Harper's Ferry.
 - NPS has been looked at signing at MD 295 and at entry points and Fort Washington and Oxon Hill – Signs that is leading into NPS are incorrect and these signs should be brown on white. NPS is working with MDOT SHA on initiating signing upgrades to include NPS arrowhead and prohibiting commercial vehicles this summer.
 - Adrian – do you engage the County and State – yes, and federal highways.
- Bob Patten: My experience: people in the community who you are talking about – the users of this guide – are not going to be signage professionals. Early on it is important to communicate modal separation for the sign process. My experience with pedestrians – they do not travel that far so you don't sign specific routes you try to give them multiple bits of information at key locations so they can find their way from one destination to the next. For bikes – it has been in the past more for establishing a preferred route for bicyclists – different from vehicles – so this signage becomes more route oriented. These were historically based on comfort and preferred routes. For Motor Vehicle – people often get information from other sources – paper maps, verbal guidance, and phone maps – so it is key to help motorists when they get to the more local granular point – and how to not be confused about the thing they are looking for and having your signage be compatible with what guidance is given by the other sources.

- Christina: Questions to the municipalities – how can some form of guidance assist in your future efforts?
- Peter Campanides: When it comes to review – key is legibility, color background, and retroreflectivity. Amenities in public right of way change as roadways evolve, I think there are more opportunities for applying these types of signs because hopefully the roadway characteristics will improve (slower traffic) and landuse will catch up in terms of promoting the type of environment that lends to having wayfinding signs. (TOD, Central Business Districts).
 - Adrian: tip we can include: consider and manage clutter. We should reinforce what you are saying about the regulatory framework so people do not make mistakes.
- [11:43 AM] Patten, Robert
- The Example scenarios look very good. The flow charts are a good idea. Perhaps your approach to graphics can help make them a little less intimidating.
- like 2
- [11:45 AM] Patten, Robert
- Another issue that the uninitiated often do not understand is that the cost of planning and designing the sign is way more than the sign itself and installation. And one reason this is the case is that there are 100 ways to do it wrong and only one way to get it right.
- Michael Jackson: saw an example that had their own bikeway destination sign that is contrary to the MUTCD. With NPS – one challenge is that 2/3 is owned by federal government. Different destination signage is present from brown and white to green and white. Do either Adrian or Peter want to comment about how you work around the MUTCDs ban on commercial advertising with office traffic control signs.
 - Adrian (not only MUTCD) – it is usual that they preclude advertising
 - Peter – typically that signage needs to be outside of the ROW.
- Cicero Salles: rule of thumb – no commercial advertising. Pictograms may be appropriate. Willing to promote destinations – that is what we are going to work toward. Hiring an engineer early on is important.
- Victor Weissberg – This is all great – the presentation is terrific in providing focus and a template for advancing and managing wayfinding. Question: When you are on mapping applications, is there any consideration for digital push notifications.
 - Adrian – we acknowledge these, but this is focused on more traditional wayfinding.
- [11:58 AM] Patten, Robert
- Generally, I like where this is headed. Thanks.
- [11:58 AM] Carroll, Matthew D
- Good conversation this morning. Unfortunately I have to drop off but welcome any sidebar discussion to dive deeper into NPS issues.
- [12:02 PM] Mierow, Karen
- Excellent discussion. Thanks.

Next Steps

- Design Team to refine flow charts and develop draft guidance document