



LEE'S SUMMIT

MISSOURI

June 18, 2018

Mr. Dick Jarrold
KCATA
Via email to Djarrold@kcata.org

Dear Mr. Jarrold:

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 City of Lee’s Summit 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;

Administration

- 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 SmartMoves 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. **Pending possible, future approval by the Lee’s Summit City Council**, fund a local share portion of the Project’s cost in an anticipated amount of \$4000 which will be due to be paid by January 31st, 2019.

We thank you 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.

Yours Truly,



Christal Kliewer Weber
Assistant City Manager
City of Lee’s Summit



Joe Snook
Administrator
Lee’s Summit Parks and Recreation