

## WBR Virtual Series: Demonstration Projects 101, Q&A Session

1. What are the avenues for public input about demonstration projects?
  - a. Jared: We've done several different things. We will print a large yard sign that has information about what is happening, and who's doing it. We ask people to tell us what they think of it by using a QR code or a website link that takes them to a survey. We also have done in-person engagement, so we've stood out where the demonstration project is with a tent and people can come by and give feedback in person. Whether or not we have in-person engagement is really dependent on volunteer time or staff time to do that, but that's really effective. We actually had postcards where people could write what they thought or what they want to see, and those were presented to the commission to show support for the plan. Those are the two main ways that we've collected public input.
2. Is there any industry standard stating that when video is being used for traffic studies, how long does the continuous recording need to be?
  - a. Jared: I'm not aware of an industry standard, but our GoPro would film for 8-9 hours continuously (on the timelapse 0.5 second setting). So we set it out 30 minutes before school started and it would last until just after school was out.
  - b. Gregory: The main thing in my mind is always to link the valuation to what you want to measure. So, if you're looking near a school it's just school hours that matter. If you're looking at something that is a more of a full day, more time capturing is better. We had the limitations of the recording, but if you could have more full day information that's better. The other thing that's really important is if you have a limitation on how long you can record make sure that you match the hours from the before and after, so it's comparable.
  - c. Jared: We learned a lot from some of the failures I had on my end with this GoPro. This was just an idea we had and we were trying to capture a bunch of different things, and I maybe could have done a better job of collecting a few things instead of trying to collect everything. With that GoPro, we basically had an intern and I work through that imagery and then do manual counting so it was labor intensive. It was not like some of the out of the box things that you can pay for that are much easier to do.
  - d. Gregory: We wanted to experiment and try some things. It's not bad that it didn't quite work out. We were in talks with the computer science team at Kansas State to automate the counting, and there are a lot of products now that are available that use computer vision to identify different things. I was shocked at the number of new vendors in this space, and those can also be real possibilities.
  - e. Jared: The MPO has had wonderful partners, we've had cities we've worked with, we've had engineers, we've had Kansas department of health and environment as well as KDOT. We've had some really great partners that have allowed us to do this work, and I want to be clear that if you go through these workflows that the MPO has provided, not



that many intersections truly qualify for what we're doing because we're looking at a specific set of intersections and crosswalks. So when you go through it, it does not apply to every intersection. I don't want to give the impression that anywhere we want to do a project it is going to work. That's not the case. This is set up so that you go step by step and you really home in on acceptable project locations.

- f. Gregory: And if I just go low tech, video is awesome because it's unobtrusive and you get this data, but you do have to look at it afterwards. Another option is just old school observation, and it certainly works and we use tons of my students for Jared's traffic counts around town. It's another simple way to collect the data.
  - g. Tammy: And then we've gotten a couple of additional resources/ides that were dropped in the chat: using drones, considering approaching businesses for security camera footage, things like that. There's some other ideas out there as well.
3. Have any of your demo projects been constructed permanently after the trial period?
    - a. Jared: Yes, we've had 12 projects that have gone from either semi-permanent or demonstration projects to complete construction. The one that Greg spoke about at Manhattan Catholic School will be built next year. The Junction City bike boulevards have been constructed permanently. So we are seeing that the iterative project design is working.
  4. Were the materials used in the example installation property of your MPO or the city? Will they be reused for a new project?
    - a. Jared: There is a small investment upfront. The MPO was able to purchase a few thousand dollars' worth of material in 2019 to do these as public outreach. Since that time, we've reused those materials dozens of times, and so the cost just keeps going down. The MPO owns those materials, and we loan them out. We currently have a project in Ogden where we have loaned out a series of them so they can do a semi-permanent project. We're also talking with Neodesha now, and just discussed potentially going back and loaning them materials so that they can do a semi-permanent project until they can do final construction. So we own them, but we like to see these projects done, so we are willing to do MOUs use and agreements to share these with you since we have them and they're not in constant use.
  5. When gathering public input during the demonstration, how did you spread word about your survey?
    - a. Jared: We always put out a yard sign at the demonstration project that says this is an MPO and City project, that explains what we're doing and lets people know they can find more information with a link to the website with the survey. When we do projects by a school, we also send that link to the school administration for them to send out to parents. It informs parents of what's going on and that there's going to be a project or what that was that their child just walked or drove through, and it also lets them give us feedback.





they got a solution. Before that there was no solution, there was no talk of it. Everyone just complained. So this helped get a different solution.

- d. Gregory: Evaluation helps make a stronger case to challenge naysayers.
8. You talked a little bit about recording video and using the GoPro and how that wasn't exactly how you were hoping things would work in terms of the data collection. Any other major things that you would not do again?
  - a. Gregory: A cool part about this work is we bring in people. Lots of people working together, MPO, local, county, and state. From a data point of view, it's really important to have a really clear plan for evaluation at the outset. We had to kind of graft on some plans in ways that were not ideal. From my perspective, incorporating the evaluation plan into the demonstration plan is the essential takeaway to avoid something going wrong.
  - b. Jared: I would second that. The evaluation came in midstream on some projects, and I should have done a better job with the evaluation plan, but I'm glad we have it. It's really valuable, but it absolutely should be part of your planning process.