

Town of Johnson  
Town Administrator's Report

Monday, November 4<sup>th</sup>, 2024; 6:30pm

**6:30 p.m. Call to order and Standing Items**

1. Consider additions or adjustments
2. Review invoices and orders
3. Public Comment
4. Selectboard issues and concerns
5. Consent Agenda
  - a. Consider approving Minutes for October 2<sup>nd</sup>, October 7<sup>th</sup>, and October 21<sup>st</sup>.
  - b. Retroactively approve decisions of 10/21
6. Planned Purchases
  - a. Backhoe Tires for \$5824.98 and labor TBD (20% Village Owned)

The village has agreed to pay 20% of this purchase.

**6:40 p.m. Clerk & Treasurer's Report: warrants, licenses, and any action items.**

**7:00 p.m. Road Foreman Report and any action items.**

**7:10 p.m. Administrator's report, action items, and business of the Selectboard**

7. Rail Trail Committee
  - a. Expense Request

The Rail Trail Committee would like to board to approve the expenses from the Community Foundation's grant (\$20,000) and some of Lea Kilvadyova Memorial Fund. Doug Molde will be present to answer questions and elaborate.

- b. Wayfinding Guidance and Grant Request

The Rail Trail Committee would like to bring the board up to speed on the statewide signage for the rail trail. They will also be making a request to apply for LVRT Community grant due in December. The need for approval now is that there may be a preapplication deadline in November. The committee meets again on 11/20 and would not be able to meet that preapplication deadline if they wait until the 12/2 meeting.

8. Library Relocation

There are two RFP's ready to go out for the Library. Moving the physical building and architectural services. Moving of the building is waiting on Mumley to calculate an estimate of the weight of the building. I recommend for an action item the board is to delegate one member to work with the

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Library Trustees and the Library Director to review and recommend both an architect and a building mover to the larger board.

**9. Industrial Park**

There are no action items at this time. There will be several items for the 11/18 meeting. We had a great meeting on Wednesday, Randall is really killing it! My one takeaway from the meeting is that there is an opportunity to change the scope of work for the NBRC grant to allow for alternative uses within the light industrial park. This doesn't mean that the board will have to allow those alternatives, it only means the option is available. This could make the potential of selling all of the lots easier and more importantly if we don't add any change of scope in this stage we lose the opportunity to change after the project is complete. This may come up at the 11/18 meeting or in the future, please just keep the idea on the back burner for now.

**10. LCPC Presentation – Tasha Wallis**

Tasha Wallis will be presenting for LCPC and will be presenting to make the board aware of all the opportunities that are available for the Town of Johnson to access. LCPC has been a key player in the success of Johnson's flood recovery and economic development. They should be our first phone call with every bright idea and potential opportunity.

**11. ROW Arboretum Update**

The ROW agreement is out for signatures and this can be skipped over. I'll bring the board up to speed if anything arises.

**12. Website Redesign Bid Review and Award**

The board delegated Shayne Spence, Charles Flaum, and the Town Administrator to make a recommendation to the board from the 11 responses to the RFP. After careful review, the subcommittee recommends TownWeb as the contractor who will be able to meet the needs of Johnson. The sub committee did select a next best of Davis Hill Designs. Charles Flaum is preparing a presentation or a q&a if needed.

**13. Grow Cemetery**

Duncan Hasting has been working directly with the Whitehill family to work out an untied loose end Grow Cemetery. The Whitehill family has a large plot that is unfilled and would like to continue their plan of interments. The Whitehill family has performed maintenance on the cemetery for several decades and had made arrangements with Red Hooper while he was the sextant. Duncan is working through the details and will bring the board up to speed on next steps.

**14. Old Business**

- a. TA and CEDS priority list, Capital Budget and Plan, TSSA, Joint Properties, Interlocal Kennel, Road Reclassification, Town Website, Scribner Bridge Grants, Beautification MOU, Buyout Property Planning, Gravel Pit

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**Executive Session**

15. Executive Session for Employment Evaluation 1 V.S.A. § 313(a)(3)

**Other Points of Note:**

-Cash Flow

The town is engaged 5 major grant projects that are all reimbursable. They are Holmes Meadow Floodplain Restoration, VECOop Public Private Stormwater, Lendway Lane Bank Stabilization, NBRC Light Industrial Park, and the Library Relocation. These grants range from \$500K to \$1.7M. The industrial park is the only grant that is requiring a match. I strongly recommend that the board authorize Rosemary Audibert as Treasurer to take out a Tax Anticipation Note in the form of a Line of Credit to float these projects. I'm working on timing of construction, however a line of credit will allow all of them to be successful.

-David Butler

It is with regret to announce that David passed on the 28<sup>th</sup>. He was an active part of Johnson's municipal government with DRB and the Planning Commission. I'm asking the board for direction on the traditional procedure to acknowledge and thank David for all his hard work and commitment.

-Holmes Meadow

The town road crew assisted UVM archeology in preparing test pits and trenches for permitting on Holmes Meadow. During their visit they did find some evidence of a hearth or firepit, that is going back for carbon dating. Although this is a delay in the project, it is also a celebration of Johnson's history. We will get through this regardless of the outcome of Carbon Dating. I am sincerely taken back by the notion that this project is intended to protect Johnson's future, although it is delayed by its past.

-Grow Cemetery Fence

After several years of delay, the Grow Cemetery has a fence around it once more. The road crew installed a split rail fence that the board authorized in June of 2024. Brian Story laid out stakes for this fence in 2022 or earlier. After meeting with several family members of the deceased and the caretakers of the cemetery the road crew was able to move forward on Thursday. The fence looks gorgeous. The first settler of Johnson is interred here, this cemetery is a gem for Johnson.

# Quote



Quote #

## QUOTE FOR:

JOHNSON VT HIGHWAY DEPT

Unit #:

Thank You John Pellerin

Date 10/28/2024		Quote Valid Through 11/27/24			
Size	Description	Qty	Unit Price	Unit FET	Extension
340/80R18	NOKIAN HAKKA TRI 143A8/138D	2	\$1,026.40	\$0.00	\$2,052.80
500/70R24	NOKIAN HAKKA TRI 171A8/166D	2	\$1,886.09	\$0.00	\$3,772.18
					Subtotal: 5,824.98
					Sales Tax: 0.00
					Total FET: 0.00
					Quote Total: 5,824.98

Notes:

## TOJ Administrator

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**From:** d.molde@pshift.com  
**Sent:** Thursday, October 17, 2024 10:40 AM  
**To:** TOJ Administrator  
**Cc:** Kyle Nuse  
**Subject:** Request for placement on Selectboard agenda

Tom,  
On behalf of the Johnson Rail Trail Committee (working Group), I am requesting placement on upcoming first meeting of the Selectboard in November the purpose of:

1. Approving expenditures by the committee from grant funds obtained by the committee; and
2. Informing the Selectboard with regard to the Vermont Rail Trail Community Wayfinding Guidance document and seeking approval for our committee to identify and select locations in Johnson for signage in accordance with the Wayfinding Guidance.

The Wayfinding Guidance is attached to Victoria Hellwing's email of January 10, 2024, which in turn is an attachment to my email to you of June 27, 2024.

Douglas Molde

# State Rail Trail Community Wayfinding Guidance

Final Guidance Document

PREPARED FOR VTRANS

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Vermont Agency of Transportation  
219 North Main Street  
Barre, Vermont, 05641  
802.917.2458

PREPARED BY ROSE O'BRIEN

---



40 IDX Drive  
Building 100, Suite 200  
South Burlington, VT 05403  
802.497.6100

10/24/2023

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# 1

## Purpose and Need

The purpose of this document is to provide guidance to municipalities along Vermont State Rail Trails on wayfinding signs to provide cohesive directions to Vermont State Rail Trails for the Vermont Agency of Transportation (VTrans). The need is to address creating a consistent approach to off-route directional signs following the Manual on Uniform Traffic Control Devices (MUTCD) and the Vermont Sign Law (10 V.S.A. Chapter 21) for all State Rail Trails. This guidance document does not just address vehicular wayfinding to trailhead parking areas, but also takes a deeper dive into municipal connections to nearby amenities where trail users can safely depart the trail, utilize amenities in neighboring communities, and navigate back to the trail.

# 2

## State Route Wayfinding Guidance

### Recreational Destination Signs for Trailheads for State-Owned Rail Trails

Recreational destination signs may be installed along State routes by VTrans to direct users to parking areas for State-owned Rail Trails. At State route intersections, within five miles of an existing trailhead, a Recreational Destination Sign (VD1-1A) specifying the trail name, an appropriate arrow, and distance may be installed in accordance with VAOT Standard T-93 with a white retroreflective legend and border on a brown retroreflective background. Where an existing destination sign assembly is present, the Rail Trail Recreational Destination Sign shall be sequenced with other destination signs on the assembly consistent with standard practice for

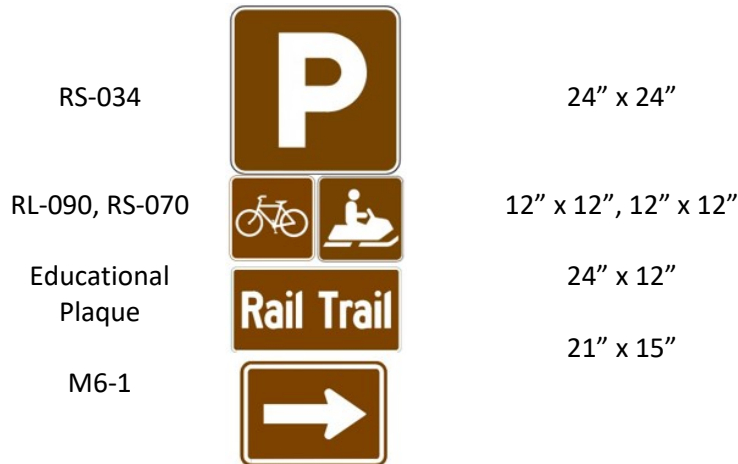
destination signs (see T-93). Mileage shall be rounded to the nearest whole mile, and where the destination is within half a mile from the sign assembly, a VD1-1 sign shall be installed in lieu of a VD1-1A. An example Recreational Destination Sign can be found in **Figure 1**.



**Figure 1: Recreational Destination Sign**

## Recreational Directional Assemblies

Recreational Directional Assemblies may be installed along State routes by VTrans in advance of parking areas for trailheads and other public recreation accesses where the parking area is either directly accessed from the State highway or is within 0.5 miles to the State highway. A Recreation Directional Assembly is made up of a brown 24x24 Parking symbol sign (RS-034), and an appropriate arrow. A 24x24 symbol showing the primary recreational use and/or a 12x24 text plaque may be added to the assembly. If this is a multiuse facility, (2) 12x12 symbols showing the primary uses may be installed instead of a single 24x24 symbol. Where Community Wayfinding Signs are present for the parking, Recreation Directional Assemblies will not be installed. An example of a Recreational Directional Assembly for a multi-use Rail Trail is shown in **Figure 2**.



**Figure 2: Recreational Directional Assembly**

# 3

## Municipal Roadway Network Wayfinding Guidance

Unlike the State Route wayfinding guidance found in Chapter 2, the Municipal Roadway Network Wayfinding Guidance is not intended to identify where existing municipal wayfinding signage is “non-compliant”. This municipal guidance is provided to present a compliant sign package that can be utilized along local roads to fill gaps between State routes and State Rail Trail trailheads, and to replace outdated wayfinding signs throughout a community when municipal maintenance projects plan for replacement.

The sign package includes a recreational directional assembly, as shown in **Figure 2**, at all intersections along a municipal roadway network leading to the trailhead. This package will include the RS-034 (parking), RL-090 (bicycling), and RS-070 (snowmobiling) symbol signs, an educational plaque that reads “Rail Trail” and the appropriate M6 series directional sign. This sign assembly can also be placed before the entrance of the trailhead if the trailhead sign is not visible from an adequate distance for safe turning movements.

Municipalities may also include a State Rail Trail sign as part of their existing community wayfinding sign assemblies on town highways within their community. These signs must meet standards outlined in the Vermont Sign Law and the MUTCD Part 2 Chapter D “Guide Signs for Conventional Roadways.” Where Community Wayfinding Signs are present, Recreation Directional Assemblies may be omitted so long as the Community Wayfinding sign clearly indicates the entire name of the Rail Trail, or the words “Rail Trail” with an appropriate arrow, and has no less than four-inch lettering, at every turn required to navigate from the State route to the trail access point or trailhead.

### Sign Placement

Sign placement must consider not impeding intersection sight distance for vehicles pulling out of parking entrances as well as vehicles approaching the entrance from the connecting roadway. Placement of the recreational directional assembly for wayfinding on town highways shall meet the minimum distance from the intersection as outlined in MUTCD Table 2C-4 deceleration column 0 for the respective roadway speed. Signs shall be placed 100 feet from existing signs on roadways with speeds equal to or less than 35 miles per hour and 200 feet from existing signs on roadways with speeds greater than 35 miles per hour. See **Table 1** for a summary of the above requirements.

**Table 1 Sign Spacing Requirements**

Connector Road Speed	Distance from Intersection <sup>1</sup>	Distance from Other Signs <sup>2</sup>
<= 35 MPH	100' Minimum	100' Minimum
40 MPH	125' Minimum	200' Minimum
45 MPH	175' Minimum	200' Minimum
50 MPH	250' Minimum	200' Minimum

Source:

- 1 MUTCD Chapter 2C. Warning Signs and Object Markers, Table 2C-4. Guidelines for Advance Placement of Warning Signs.
- 2 VTrans Traffic Engineering Instructions MUTCD Clarification of Sign Options on Non-Limited Access Highways.

Horizontal and vertical offsets of signs from edge of pavement shall follow VAOT Construction Standard E-121 Standard Sign Placement for Conventional Roads or A-78 Shared Use Path Typical. See **Table 2** for a summary of these requirements.

**Table 2 Horizontal and Vertical Offset Requirements**

Route Type	Vertical Offset from Edge of Travel Way to Bottom Edge of Sign	Horizontal Offset from Edge of Travel Way to Near Side Edge of Sign
Roadway <sup>1</sup>	6' Minimum	6' Minimum
Roadway with Sidewalk <sup>1</sup>	7' Minimum	6' Minimum
Shared-Use Path, Sidepath, or Trail offset from Roadway <sup>2</sup>	4' Minimum, 5' Maximum	2' Minimum

Source:

- 1 VAOT Construction Standard E-121 Standard Sign Placement.
- 2 VAOT Construction Standard A-78 Shared Use Path Typical.

Trailhead Entrance signs are considered on-premises signs per Vermont Sign Law and must be within 1500 feet from centerline of the entrance road and less than 25 feet above the elevation of the entrance road while remaining on-premises (within the parcel containing the trailhead). Placement of signs shall also consider sight distance, the length along the centerline of a roadway to a stationary object, in this instance a sign, visible to a driver, utilizing the minimum recommended sight distance from the AASHTO Roadway Design Guide, categorized by the posted speed limit of the intersecting roadway. **Table 3** shall be used for placement of the Trailhead sign in relation to the entrance, parking facility, and adjacent roadways.

**Table 3 Trailhead Entrance Sign Spacing Requirements**

Connector Road Speed	Distance from Other Signs <sup>1</sup>	Trailhead Entrance Sign Placement based on Sight Distance <sup>2</sup>
<= 35 MPH	100' Minimum	165' Minimum
40 MPH	200' Minimum	195' Minimum
45 MPH	200' Minimum	220' Minimum
50 MPH	200' Minimum	245' Minimum

Source:

- 1 VTrans Traffic Engineering Instructions MUTCD Clarification of Sign Options on Non-Limited Access Highways.
- 2 AASHTO Roadside Design Guide.

Conflicts with existing features that prevent meeting the requirements found within **Table 1**, **Table 2**, and **Table 3** may result in modifications or relocation of existing features to meet proper Trailhead Sign placement. When investigating relocation of existing signs, “engineering judgement” and the hierarchy of sign importance shall be considered with regulatory sign locations taking highest priority.

# 4

## Community Wayfinding Within the State Rail Trail Corridor

Community Wayfinding is important for connecting trail users to the surrounding communities where they can access goods and services to improve the quality of their trip and increase economic development to local communities. Each municipality can decide what types of wayfinding works for their community from the options outlined in this document and which align with the Trail Friendly Business Program.

### Review Process

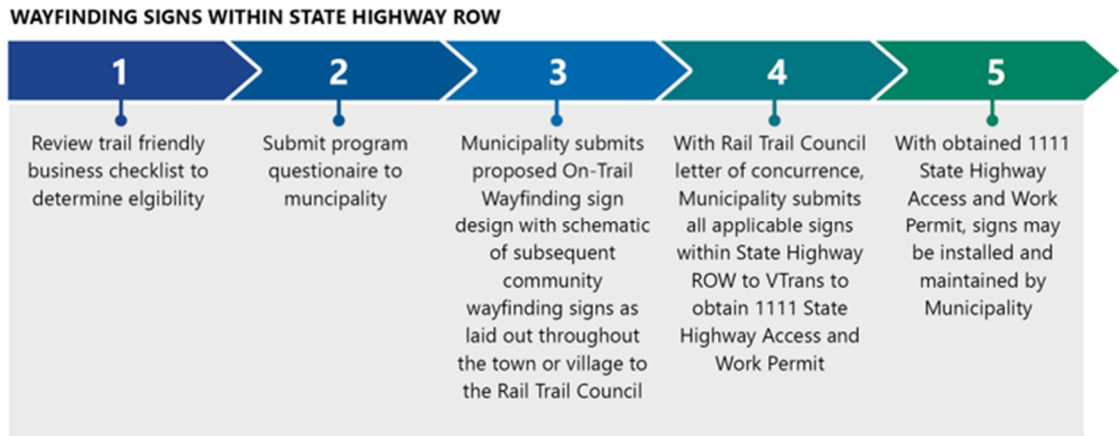
The Rail Trail Council and VTrans are developing a Trail Friendly Business checklist and questionnaire which businesses will utilize to be recognized as a Trail Friendly Business. The checklist and questionnaire are used to confirm businesses are accessible for trail users with a series of general questions and questions specific to restaurants, lodging, and retail businesses. Ensuring that businesses are trail friendly helps improve users experience leading to future use of the trail and encourages patronage of businesses within local communities. Refer to the Trail Friendly Business Checklist and Trail Friendly Business Questionnaire for more details on what makes a trail friendly business. Amenities included within the on-trail wayfinding sign must be Trail Friendly Businesses and year-round assets. Additionally, amenities shall only be signed when they are within two miles of the departure point of the Rail Trail. Any amenities further than two miles that wish to be signed must have a Kiosk installed at the Rail Trail departure point to detail the trip to the amenity including mileage and other important information.

Before installing wayfinding signage, businesses and municipalities are required to complete the following steps based on the right-of-way (ROW) where the sign is located. For all wayfinding signs, first businesses will refer to the Trail Friendly Business Checklist to determine whether their business is suitable as a Rail Trail amenity. Businesses will then fill out and submit the program questionnaire to the municipality. Municipalities will design On-Trail Wayfinding signs following

this guidance document, including preapproved amenity symbols of only municipality-accepted Trail Friendly Businesses. If no preapproved amenity symbol corresponds to the Trail Friendly Business, then an appropriate symbol from the MUTCD recreational symbol signs may be suggested and approved by the Rail Trail Council and VTrans. Signs will be checked for compliance annually by the VTrans Trail Program Manager as amenities may be added or removed from the On-Trail Wayfinding signs. Municipalities will also layout signage placement between Rail Trail and amenity location based on connection facility as outlined in this guidance document. Municipalities will then submit the signage design and layout to the Rail Trail Council to obtain a letter of support stating there is concurrence with the proposed signage and Community Wayfinding standards. VTrans Traffic Operations Unit can also review any state wayfinding signs prior to installation.

### Wayfinding Signs within State Highway ROW

With the Rail Trail Council letter of concurrence, municipalities will then submit all applicable sign designs for locations within the State Highway ROW to VTrans to obtain an 1111 State Highway Access and Work Permit. Signs may then be installed and maintained by the Municipality. A flow chart of the approval process for Wayfinding Signs within State Highway ROW can be found in **Figure 3**.



**Figure 3: Review Process Flow Chart for Wayfinding Signs within State Highway ROW**

### Wayfinding Signs within State Rail Trail ROW

With the Rail Trail Council letter of concurrence, municipalities will then submit all applicable sign designs for locations within the State Rail Trail ROW to VTrans Trail Program Manager for their concurrence. Signs may then be installed and maintained by the Municipality. A flow chart of the approval process for Wayfinding Signs within State Rail Trail ROW can be found in **Figure 4**.

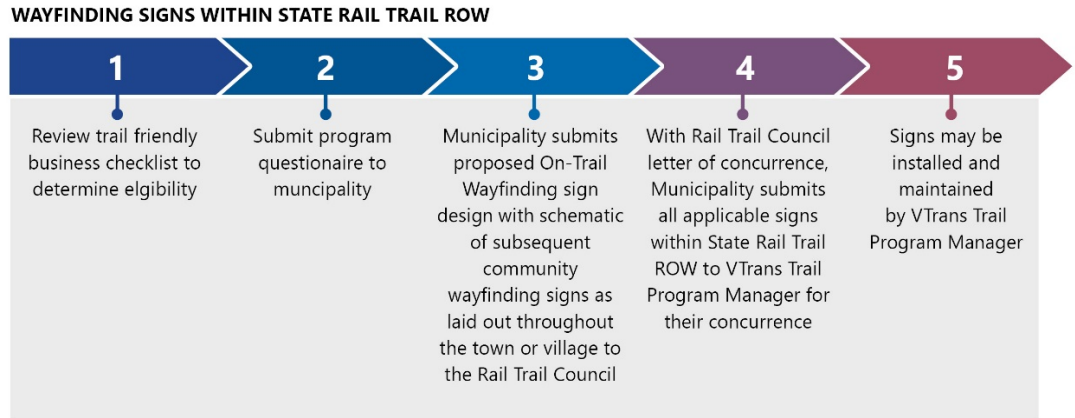


Figure 4: Review Process Flow Chart for Wayfinding Signs within State Rail Trail ROW

## Wayfinding Signs within Town Highway ROW

With the Rail Trail Council letter of concurrence, municipalities may install and maintain signs within the Town Highway ROW. A flow chart of the approval process for Wayfinding Signs within Town Highway ROW can be found in **Figure 5**.

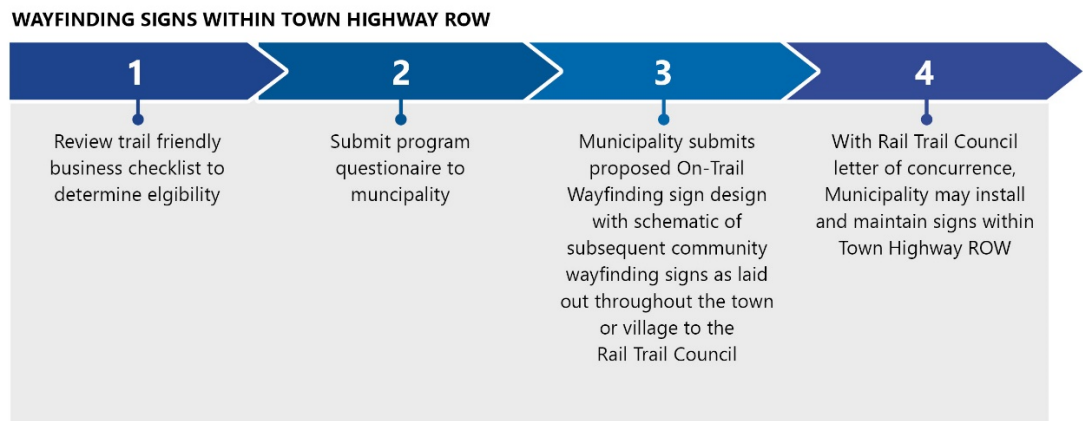












Figure 5: Review Process Flow Chart for Wayfinding Signs within Town Highway ROW











## On-Trail Wayfinding Sign Destination Symbols

A selection of modified recreational, general information, and tourist information symbol signs are provided to represent the different amenities available off the Rail Trail corridor. These symbols should be used by municipalities to create On-Trail Wayfinding signs. See **Table 4** for a list of the pre-approved symbols. Additional symbols not included in the table below may be considered for use within the On-Trail Wayfinding sign but must be accepted by the Rail Trail Council or VTrans prior to being used. Use of symbols on wayfinding signs is only permissible within State Rail Trail ROW.

**Table 4 Proposed Destination Symbology**

SHSM Identifier	Sign Graphic	Graphic Representation	LVRT Examples
RS-034		Parking	Wolcott: LVRT Trailhead on School St Johnson: LVRT Trailhead on Railroad St
RS-080		Point of Interest	Highgate: Franklin County Fair Ground Jeffersonville: Smugglers' Notch Distillery
RS-142		Cultural Interest Area	Danville: Danville Historical Society Wolcott: Fisher Covered Bridge
RS-150		Electrical Hookup	Could be used for future charging stations for vehicles, e-bikes, or electronics
RL-100		Hiking Trail	Johnson: Long Trail Cambridge: Cambridge Greenway
RM-010		Camping	Greensboro: Vermont Freedom Campground Swanton: Lakewood Campground
RM-050		Food	Hyde Park: Two Son's Bakehouse Fairfield: West End Pizza
RM-060		Gas	Morrisville: Maplefields Wolcott: Wolcott Store
RM-070		Grocery Store	Jeffersonville: The Farm Store Fairfield: Fairfield Market
RM-090		Lodging	St. Johnsbury: Cherry House B&B Hardwick: Inn by the River



RM-100		Bike or Outdoor Gear Shop	St. Johnsbury: Link Vermont Swanton: Porter's Bike Shop
RM-120		Picnic Area	Johnson: Old Mill Park Morrisville: Oxbow Park
RM-140		Restrooms	Morrisville: At Oxbow Park Trailhead Johnson: At Johnson Trailhead
RS-076		Viewing Area	Johnson: Dog Head Falls Jeffersonville: Brewster River Gorge
RG-100		Information	St. Johnsbury: Welcome Center Trailhead Kiosk Maps
OBDS		Brewery	Morrisville: Rock Art Brewery, Lost Nation Brewing
D9-2		Hospital	Morrisville: Copley Hospital St. Johnsbury: Vermont Regional Hospital
D9-14		Police	St. Johnsbury: St. Johnsbury Police Department Hardwick: Hardwick Police Department
D9-22		Wireless Internet	For future locations of wireless hotspots available at trailheads or other community centers
I-8		Library	Hardwick: Jeudevine Memorial Library Danville: Pope Memorial Library

## Signs At Trailheads

### Trailhead Entrance Signs

Trailhead Entrance signs shall be installed at all State-owned trailheads. Trailhead Entrance signs are considered on-premises signs per Vermont Sign Law and must follow placement details as outlined in Chapter 2: Municipal Roadway Network Wayfinding Guidance, Section: Sign Placement of this guidance document. Refer to the LVRT Trailside Facility Design Guidelines for information regarding the construction of Trailhead Entrance signs.

### Kiosks

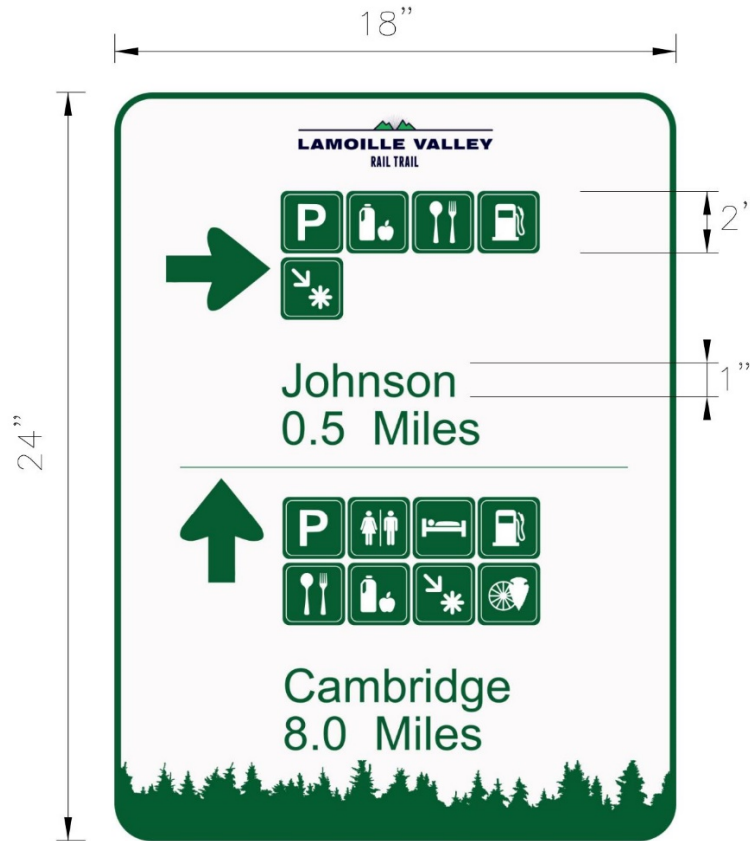
Kiosks serve a key role with the trail network by providing trail users with multiple sets of information about the trail. Kiosks include maps which show the context of the trail, convey distance, and where trail users can expect to find certain amenities such as bike repair stations or restrooms. Additional information such as maintenance contact and a QR code linking users to the Rail Trail website can be included on kiosks. Beyond the trail, kiosks can serve as an important link back to communities and downtown centers by highlighting local business categories available within the vicinity and will include space for the municipality to include regional specific information such as events. These maps are as important to trail users that have just arrived at a trailhead and are planning their trip as they are to users already on the trail, looking to see where they are and plan their next move. Refer to the LVRT Trailside Facility Design Guidelines for information regarding the construction, placement, and allowable content details for Kiosk Maps.

## Signs At Municipal Intersections with Connections to Community Amenities

Utilizing recreational symbols to identify amenity types provides an opportunity to eliminate any language barriers for trail users. These symbol graphics are combined with town names, mileage, and directional arrows to create an On-Trail Wayfinding sign. The colors, fonts, and background, including State Rail Trail logos, shall meet the criteria outlined in the LVRT Management Plan Graphics Guide and LVRT Trailside Facility Design Guidelines. These signs include depictions of the services and amenities accessible from the intersection where the sign is located and the next amenity access point if both locations have more than two amenity categories each (if either location has only one amenity category refer to Chapter 5: Community Wayfinding for Trail Users Along a Municipal Connection, Section: Connections to Community Amenities, Subsection: Singular Point of Interest Connection of this guidance document for sign design). These signs will be located within the State Rail Trail ROW at intersections with municipal connections. Signs placed at intersections with no stop sign can be mounted on their own post where a stop sign would be located sized at 18 inches wide by 24 inches high as detailed in **Figure 6**. At intersections with stop signs, the on-trail wayfinding sign shall be mounted 25 feet before the stop sign assembly and 6 feet from the edge of trail. Signs shall be located outside of the line of sight of stop signs to avoid hindering trail user safety by distracting users from viewing the higher priority regulation sign. Stop signs shall be required to be gate posted where the trail users' line of sight does not promote a primary line of sight to the stop sign prior to the line of

sight to the wayfinding sign. Placing signs near the intersection with stop signs with a further offset from the edge of trail helps avoid creating additional areas near a trail crossing where users are congregating and obstructing movements of other users. Additional clearing may be required to achieve proper sight distance to the on-trail wayfinding sign. An example layout for the placement of these signs at trail crossings can be seen in **Figures 7 and 8**.

On-Trail Wayfinding signs may be placed at Rail Trail intersections with locally owned trail networks. These networks may utilize the on-trail wayfinding sign package to indicate allowable uses on the trail network and other amenities accessed from the trail network. Additional signing for any locally owned trail network shall be placed outside the State Rail Trail right of way.



"ON-TRAIL WAYFINDING" SIGN TO BE COLORED AS FOLLOWS:  
 - BACKGROUND - WHITE, NON-RETROREFLECTIVE  
 - TEXT - FEDERAL COLOR CHIP 14115  
 - SYMBOLS & ARROWS - FEDERAL COLOR CHIP 14115

Figure 6: On-Trail Wayfinding Sign Specifications

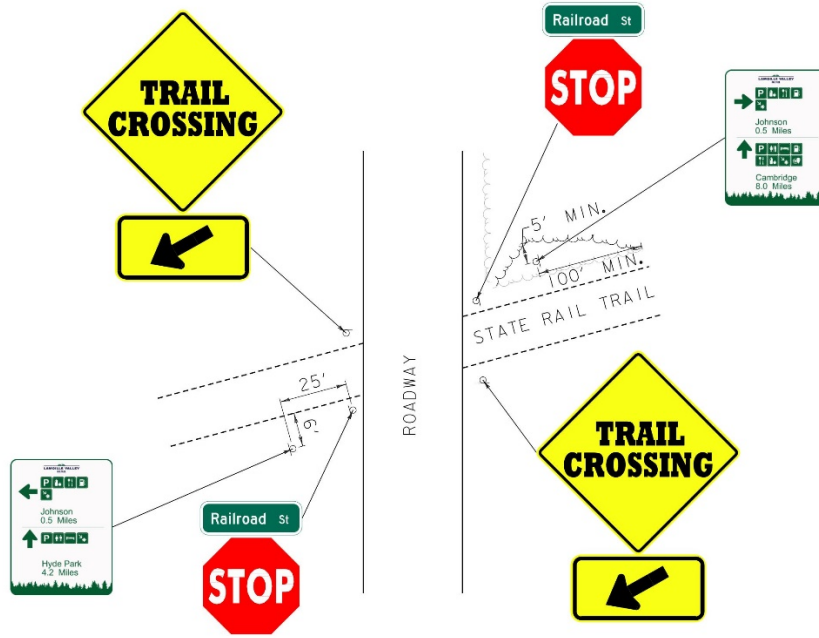


Figure 7: On-Trail Wayfinding Sign Layout

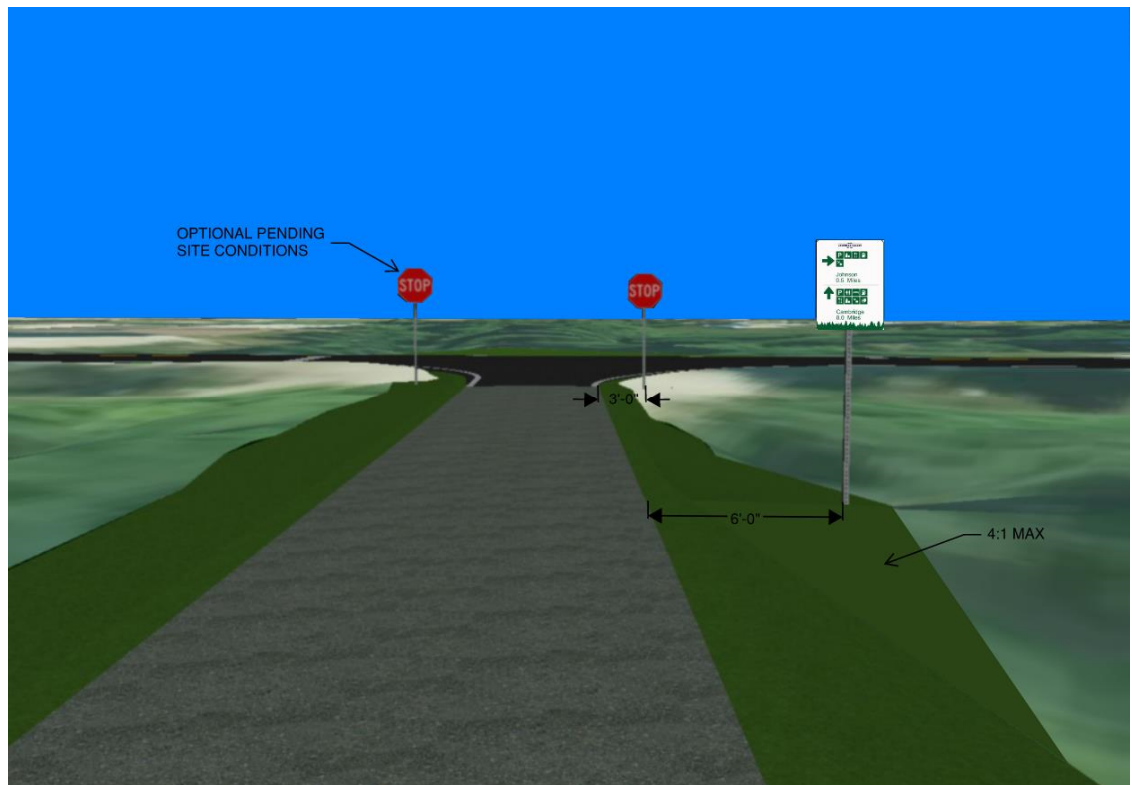


Figure 8: On-Trail Wayfinding Sign Layout Cross Section

# 5

## Community Wayfinding for Trail Users Along a Municipal Connection

Communities, in collaboration with the Rail Trail Council and VTrans, will be responsible for approving what amenities are signed as part of the wayfinding package to ensure consistent signing is used. These signs need to lead trail users from the State Rail Trail to destinations, and back to the rail trail. Amenities should fall into one of the previously discussed categories. A seamless connection leading trail users between the State Rail Trail and destinations is required to ensure an off-route connection remains available for a community.

### Connections to Community Amenities

#### On-Roadway Routes

On-Roadway Routes are classified within this document as roadways without designated pedestrian or bicycle facilities such as sidewalks, sidepaths, or bicycle lanes. These types of trail-to-town connections shall only be signed routes if the roadway is classified as a conventional roadway or low-volume roadway, as defined by the MUTCD, with a speed limit equal to or less than 35 miles per hour or has shoulders greater than four feet wide. If the above standards cannot be met due to roadway characteristics, the on-trail wayfinding sign package leading trail users off-route to town amenities shall not be installed until corridor enhancements are made to appropriately support safe and comfortable travel to the amenities for all users.

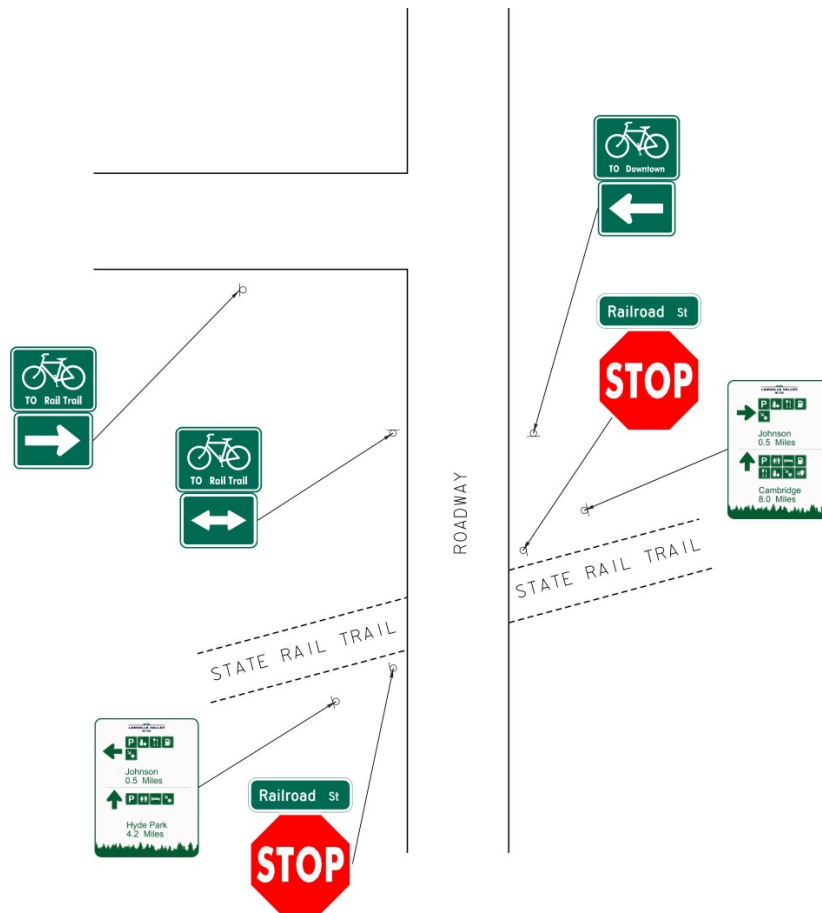
Per the AASHTO Guide to Bicycle Facilities and MUTCD, a D11-1c sign with text modified to read "TO Downtown" with the respective M6 series arrow mounted below, is the recommended sign assembly for On-Roadway connections. "Downtown" could be replaced with the town name or "Village." The assembly shall be installed at all intersections between the trail and downtown area or amenities. Both signs shall be white legend on green background and will be sized for the minimum allowable size for the roadway classification. This sign package can be seen in **Figure 9**.



**Figure 9: Wayfinding from State Rail Trails on Roadways**

Signs located on roadways must be sized to be legible for vehicle roadway users traveling at the posted speed as defined in the MUTCD Part 2: "Signs", even if intended for pedestrians or bicyclists traveling at slower speeds. Undersized signs can create confusion and lead to safety issues on a roadway.

Sign placement for these wayfinding signs shall be as defined above in the Sign Placement subsection within the Municipal Roadway Network Wayfinding Guidance chapter. An example layout for wayfinding signs on roadways can be seen in **Figure 10**.



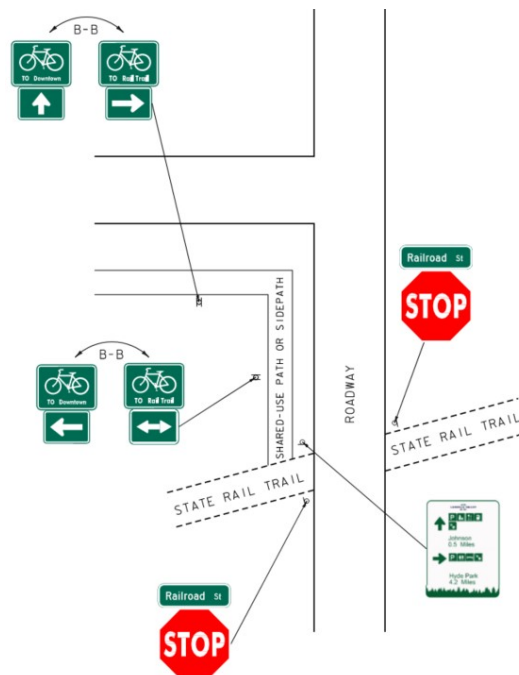
**Figure 10: Wayfinding on Roadways Sign Layout**

## Share-Use Path, Sidepath, and Sidewalk Routes

Shared-use paths are defined in the AASHTO Guide to Bicycle Facilities as bikeways that are physically separated from motorized vehicular traffic by an open space or barrier and can be in either the highway or an independent ROW. Sidepaths are defined in the AASHTO Guide to Bicycle Facilities as shared use paths adjacent to roadways within the right of way of the road. They are a minimum of five feet from the edge of travel way or curb of the roadway. Paths are a minimum of eight feet wide, accommodate multiple modes of travel including bicyclists and pedestrians, and can be a paved or aggregate surface material. Sidewalks, like sidepaths, are adjacent to roadways but do not need to have a buffer. They are a minimum of five feet wide, typically only accommodate pedestrian travel, and are typically a concrete or paved surface material.

A D11-1c sign with text modified to read "TO Downtown" with the respective M6 series arrow mounted below is recommended for this type of sign assembly. "Downtown" could be replaced with the town name or "Village". The on-trail wayfinding sign will be placed at the beginning of the shared-use path or sidepath to ensure trail users follow the signed route. See **Figure 9** for this package.

Signs adjacent to shared-use paths, sidepaths, or sidewalks will follow the VAOT Construction Standard A-78 "Shared Use Path Typical" for horizontal and vertical placement. Signs will be sized at the minimum size for shared use paths according to MUTCD Table 9B-1 at 24 inches wide by 18 inches high for D11-1c signs and 12 inches wide by 9 inches high for M6 series signs. Shared-use paths and sidepaths will only be signed as separate entities from roadways if the sign is a minimum of fifteen feet from the edge of vehicle travel way, otherwise sign sizing shall be in accordance with MUTCD Part 2: "Signs". See **Figure 11** for an example of the layout of wayfinding signs on sidepaths or sidewalks.



**Figure 11: Wayfinding on Shared-use Paths, Sidepaths, or Sidewalks Sign Layout**

## Municipal and State Trail Connections

There are currently many municipal and State trail connections connecting the Rail Trails with adjacent communities and amenities. These trails range in design but are defined in this document as any publicly accessible pathway.

Recreational symbol graphics are combined with town names, mileage, and directional arrows to create an On-Trail Wayfinding sign. The colors, fonts, and background, including State Rail Trail logos, shall meet the criteria outlined in the LVRT Management Plan Graphics Guide and LVRT Trailside Facility Design Guidelines. These signs include depictions of the services and amenities accessible from the intersection where the sign is located and the next amenity access point if both locations have more than two amenity categories each. If either location has only one amenity category refer to Chapter 5: Community Wayfinding for Trail Users Along a Municipal Connection, Section: Connections to Community Amenities, Subsection: Singular Point of Interest Connection of this guidance document for sign design. Utilizing the appropriate recreational symbols, allowable uses on the off-network trail should be specified on the On-Trail Wayfinding sign if they differ from the State Rail Trail. These signs shall be located at intersections between the State Rail Trail and the off-network trail.

Where an off-network trail is used to connect trail users to town amenities, any deviation from the off-network trail used to complete the connection shall be signed and meet the criteria defined within the On-Roadway Routes or Sidepath and Sidewalk Routes sections of this guidance document. Connections shall be signed not just to the local amenities, but also back to the Rail Trail to guide trail users returning to their desired travel routes and destinations. Approximate distances to amenities being signed shall be given on the signs where the off-network trail intersects with the State Rail Trail, as well as at any deviation from the off-network trail that would be utilized to connect trail users to the signed amenities. No additional signs are permitted within the State ROW besides the signs outlined in this document. The D11-1c and M6 series sign package will be used at any intersection between the State Rail Trail and destination and will be placed and sized for the type of facility it is located on. See **Figure 12** for an example layout for wayfinding signs on municipal and State trail connections.

Trail amenities such as kiosks may be appropriate at trail junctions as defined for Level 1 Small Trailheads in the LVRT Management Plan and shall be installed in accordance with the LVRT Trailside Facility Design Guidelines. All designs requesting to have kiosks and other amenities installed in the State Rail Trail ROW shall be submitted to the Rail Trail Council to gain approval by VTrans Rail Property Management Section prior to installation.



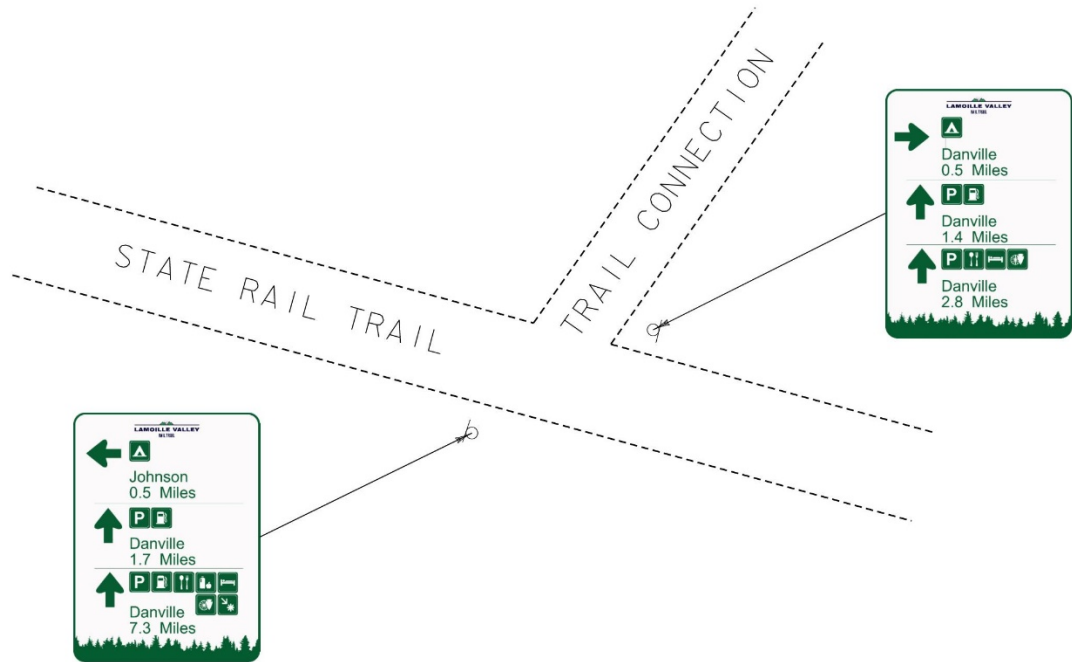


Figure 12: Municipal or State Trail Connections Wayfinding Sign Layout

## Singular Point of Interest Connection

Where a municipal connection leads to only one destination a singular point of interest wayfinding sign should be used. These connections can be on roadways, shared-use path, sidepaths, sidewalks, or trails and the appropriate subsection shall be followed for sign placement and sizing.

Recreational symbol graphics are combined with town names, mileage, and directional arrows to create an On-Trail Wayfinding sign. The colors, fonts, and background, including State Rail Trail logos, shall meet the criteria outlined in the LVRT Management Plan Graphics Guide and LVRT Trailside Facility Design Guidelines. These signs include depictions of the services and amenities accessible from the intersection where the sign is located and the next two amenity access point if only one amenity category is available from either the access point the sign is located at or the next access point. These signs shall be located at the intersection where trail users leave the trail to access amenities. See **Figure 13** for an example of this type of wayfinding sign. For singular points of interest accessed from that trail, in accordance with Vermont Sign Law, the town name can be replaced with the name of the destination such as the Lamoille Valley High School in Hyde Park or the name of the trail such as The Long Trail or Cambridge Greenway if the destination is not a private business. Signs at following intersections leading from the trail to destinations should be a D11-1c sign with text modified to read "TO Downtown" with the respective M6 series arrow mounted below per the applicable route type's subsection within this guidance document.



Figure 13: Singular Point of Interest Wayfinding Sign

## Connections to the State Rail Trail

Wayfinding signs should not only connect trail users to local amenities, but also back to the Rail Trail to guide trail users returning to their desired travel routes and destinations.

Signs from downtown areas or amenities on roadway routes, sidepaths, sidewalks, or trails shall be a D11-1c sign with text modified to read "TO Rail Trail" with the respective M6 arrow mounted below it. See **Figure 14** for the proposed sign package. These signs shall be sized and placed according to the connection facility supporting trail users as discussed in the On-Roadway Routes, Sidepath or Sidewalk Routes, and Municipal and State Trail Connections subsections within the Connections to Community Amenities section. These signs will be used at all intersections between the amenity and State Rail Trail and will be placed and sized for the type of facility it is located on. If subsequential signs are on a shared-use path, sidepath, sidewalk, or trail they may be mounted back-to-back with signs leading to amenities. An example layout for wayfinding signs to amenities can be found in **Figure 9**.

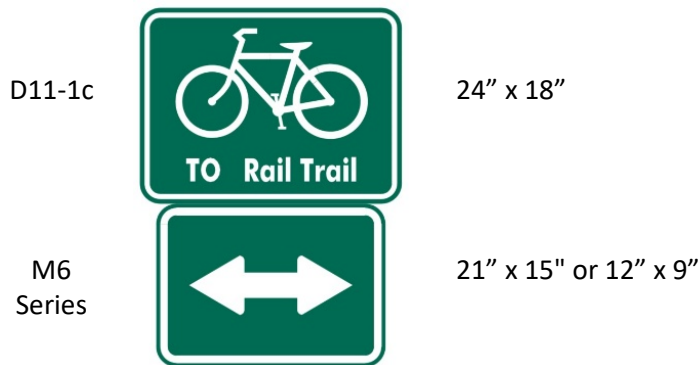


Figure 14: Wayfinding to State Rail Trails on Roadways, Sidepaths, Sidewalks, and Municipal and State Trails

# **Website Design Services for the Town of Johnson, Vermont**



**Clerk Tested, Board Approved**

1360 Regent Street #355  
Madison, WI 53715  
P: 877.995.8696  
<https://www.townweb.com/>

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Mr. Thomas Galinat  
Administrator  
Town of Johnson, VT

Dear Mr. Galinat,

Thank you for the opportunity to submit a proposal for the redesign of Johnson's website. Town Web Design offers specialized website services, in-depth local government knowledge, and an innovative project team to make your vision a reality.

Our mission is to create accessible, affordable, easy to use, beautiful municipal websites for local governments across the country. Our web design and hosting system have improved the way municipalities communicate with residents, visitors, and vendors by providing a mobile-friendly portal which showcases the community and its services while furnishing information at the touch of a button. With nearly two decades experience and over 770 customers, we have a well-oiled machine, industry-standard methods, and an unlimited supply of creativity. We will make the perfect website for you.

As a former Clerk/Treasurer/Administrator and past Town Web customer across three municipalities, I have first hand experience using the platform and transitioning to a new website. What initially drew me in as a customer was the price, know-how of Town Web staff, and ease of updating my websites. What kept me was how accessible the websites are, unlimited support, and feedback I received from residents, visitors, elected officials, and my co-workers.

Clients are joining Town Web because their existing website is hard to navigate, update, looks outdated, or is missing content. Older websites aren't mobile-friendly or ADA compliant - both of which are required and included on every one of our sites at no extra cost. Speaking of cost...it is always top of mind for us. I have 17 budgets under my belt and each one was the hardest one I've ever had to do. Town Web is conscious of municipal budgets across the U.S. and we price our products accordingly.

We will create an enticing user-and-mobile-friendly website to ease the flow of information to your members. We can't wait to collaborate with your team so you can better serve your constituents and provide a world class first impression for the rest of the world to see. If you have any questions, do not hesitate to contact me!

With Gratitude,

Chris Astrella, MPA, B.S., WCPC  
Government Content Insider, Town Web  
chris.astrella@townweb.com | 608.446.6480 (personal cell)

## Executive Summary

A modern website is crucial for any association to function, it's an investment in the members you serve! Access to information and services offered by the Town is vital to ensure ongoing communication within the municipality which in turn, enables community interaction and engagement

As technology evolves, the need for a more responsive website which is easy to manage has emerged. Town Web enables you to provide engaging and informative content to residents, visitors, elected officials, and the media encouraging interaction, interest, and tourism in the area.

Town Web delivers:

- An enhanced visitor experience: news and announcements, a personalized citizen notification platform (subscribing to notifications), events calendar, and emergency notifications.
- Simplified content management: agenda management (for access and use by board members and staff), archive center, browser-based administration, content scheduling and robust analytics.
- Top Notch Support: Our support team is available 24/7/365 and you are **never** charged for contacting them. Whether there is a technical issue or have a question, the support team is there for you from the time your site goes live and every day after. We even have an online knowledge base set up with how-to videos and PDFs as a reference for everything you'll need to do on your new website. Plus, we'll train new employees who may have started after your website was launched at no extra cost.

Expect a great experience:

With nearly twenty years of experience, Town Web is a master of providing solutions to save time, increase efficiency, and drive higher engagement with those you serve. By partnering with Town Web, the Town of Johnson will be seen as a leader in municipal websites with:

- An aesthetically pleasing website that is engaging and intuitive, using as much content from your current website as you would like us to use.
- An easy to navigate, custom-made Town Web Dashboard
- A communications platform allowing residents and visitors to subscribe to specific categories they want and avoid those they aren't interested in
- **Fixed pricing with unlimited users, unlimited site visitors, and unlimited support/training**
- A modern and responsive web design which is mobile-friendly, focused on the user, optimized for mobile devices and operating systems, and ADA 508 compliant (with an included ADA widget, that we update annually)
- Integration with your existing municipal services (including social media) by one click, and options to switch to others through Town Web.

## Services to Local Governments Across the Country

Town Web Design is a partner to all municipal departments, whether it's the Clerk, Treasurer, Public Works, Police, Fire or Parks and Recreation Department. We partner with Parks and Recreation to streamline issuing of Annual Pool Passes at City Pools (Mineral Point, WI) Boat Launch Permits (Superior, WI), Building Permits (multiple municipalities), Fire Department Entry Forms (multiple municipalities), and building/park/facility reservations through our online calendar and reservation system (too many to list!) The possibilities are endless!

## Who is Town Web?

Town Web has been part of the Door County area in Northeast Wisconsin for the past eight-teen years. Our President and CEO, Dustin Overbeck, a self-proclaimed 'government nerd' originally created Town Web as a problem-solving tool to ease the lives of local governments and their staff members. At the same time, he wanted to offer online services from the municipality available to constituents, visitors, elected officials, and staff.

Town Web was established to provide web design to municipalities of all shapes and sizes. We believe in supporting the growth of not only local municipalities, but other institutions like non-profit organizations, state associations, police and fire departments, lake management districts, and more. We see our work as investing in a community and its people. While making money is important to us, it's not what drives our employees to do what they do each day. We live to serve, just like municipalities who serve their constituents.

Our focus is to create modern, easy to use websites and simplify the lives of municipal staff across the country. With over 770 clients across 42 states, we have expanded our customer base from coast to coast. We boast a full project management team, together with a development team fluent in WordPress PHP, JavaScript, CSS, and other coding languages. In addition to a creative UX/UI design team, we have a former Clerk/Treasurer who brings real-world experience and a municipal focused perspective. Our team is committed to building relationships with our clients and collaborating with them! We will create a website for you which is easy to use, supported 24/7/365, and that you will be proud of.

## Meet the Team!

As mentioned above, our team has experts in design, security, customer service, support, and municipal government. We are here to make your transition from your existing website seamless.

### **Chris Astrella, MPA, WCPC**

Government Content Insider  
With Town Web for over two years



### **Ivan Cvetkovic, MSc**

Chief Technology Officer/GM  
With Town Web for ten years



### **Michele Dorneden, BCNP**

Client Relations Manager  
With Town Web for over 1 year



### **Cristina Ducusin, B.A.**

Operations Manager/GM  
With Town Web for 11 years



### **Sharif El Komi, BSc**

Graphic Design  
With Town Web for five years



### **Francine Eunekrist**

Tier 1 Support  
With Town Web for over 2 years



### **Flor Faustino, AS**

Tier 1 Support  
With Town Web for nine years



### **Dustin Overbeck, MBA**

President/CEO  
With Town Web from the beginning!





**Angi Stanescu, BSc**  
 Marketing Coordinator  
 With Town Web for two years



**Marta Stankovic, B.S.**  
 Tier 1.5 Support  
 With Town Web for six years



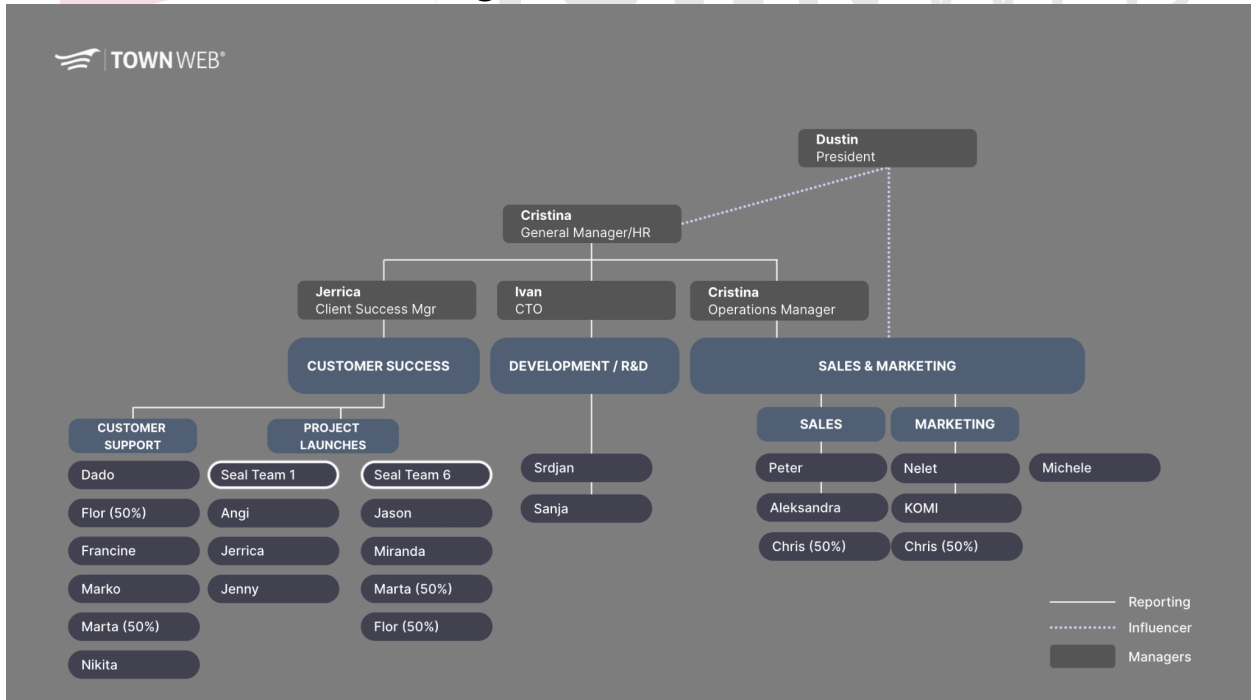
**Peter Stankovic, A.B.**  
 New Client Coordinator  
 With Town Web for 2 years



**Jerrica Wagner, AIT**  
 GM & Senior Project Manager  
 With Town Web for four years




# Organizational Chart



## Our core competencies are:

- **Easy to use websites.** Our platform is intuitive, easy to use, and enhances your communication with residents and visitors. You can keep anyone informed through automated emails, text messaging, emergency notifications, and they will be able to conduct business after hours! It's easy for anyone to navigate, and easy for staff to update: no coding knowledge necessary!
- **Unlimited Tier-1 Tech Support.** This is what Town Web is known for: excellent support services to all Town Web customers 24/7. This includes updates to your websites, questions, or guidance - whatever you require, we've got you covered. What differentiates us from everyone else is we don't require you to buy a block of tech support time or charge you by the hour for support or training. There is **never** an extra fee for contacting our support team - **ever**.

We make the transition from your old website to your new one effortless for you. With nearly two decades of experience in municipal government websites, we've ironed out the challenges so our process to deliver a seamless transition which runs like clockwork. We will migrate your data for you and you'll be informed every step of the way.

Town Web can meet almost every requirement you are looking for in the RFP. Whether it's accessibility from anywhere, updating content, hyperlinking, contact and application forms, document archiving and storage, unlimited users with varying roles and permissions, or ongoing tech support; Town Web will build you the best website you've ever used at the right price and make your work life easier. Exceptions will be noted at the end of the RFP.

## Portfolio

Town Web's online portfolio can be found here: <https://www.townweb.com/portfolio>

## Features and Functionality

- Anyone can customize which email, text message, and website notifications they wish to receive (except emergency notifications, everyone receives emergency notifications)
- Recent News, Notices/Announcements are included on your homepage
- Links can be included to share content via email and social media on any page
- Recurring documents, photos, and files can be stored in our media library
- Rotating photos and banners are included
- FAQ and Staff Directory included

**Town Web is, quite literally, Clerk tested and Board Approved.**

## Project Management Process, Templated Website – Onboarding Meeting (Facilitated via Zoom)

### Overview:

The website will be the digital front door and your first impression to the public. It will be aesthetically pleasing and easy to navigate using the most up-to-date tools and interface for communication, performance, and security.

### Onboarding:

Approximately a 1 hour live Zoom meeting to discuss existing website content and any preferred direction for organization.

The meeting will be conducted between the Account Manager, Project Manager, & Municipal Representative with the following topics covered:

- Is a new domain needed or how to migrate the existing domain.
- Do new email addresses need to be created?
- Choose a theme & color-scheme
- Discuss needs, features, existing, & future content

### Content Migration:

Our Data Entry team will migrate over all existing content from the old site to the new platform. At this time, the Municipal Representative will send any remaining content to be added via email, Dropbox, or Google Drive. (other additional content can always be easily added after the site is live) The Account Manager will stay in touch with status updates. **Data Migration is included with the quoted price.**

### Staged Website link:

When the project is 90% complete, the Account Manager will send you a 'staged website link'. This link is a proof to review and schedule a "reveal meeting" via Zoom to discuss any edits needed.

### When ready to launch live:

We will ensure the site is optimized for search engine optimization (SEO) and mobile view making site loading time as fast as possible. We will set Google analytics to show up on Google search and enable the ADA widget.

- Launch the site LIVE
- Receive login credentials
- Schedule live training
- Implement emails (if applicable)
- Syndicate Social Media Channels (if applicable)

## Receive Unlimited Tech Support with Town Web's White Glove Service

Building a website is not a “one-and-done” process. It requires support and regular maintenance. We provide **unlimited** tech support for anything related to the maintenance and update of your website. Clients typically require assistance with creation & deletion of content, edits to the site, including text, document and photo modification, light layout changes which don't entail custom coding, plug-in updates, and upgrades. **We do not ever charge you additional fees for Tier 1 tech support! All customers receive fixed pricing for the duration of their contract.**

The following are unlimited in our support package:

- Unlimited Technical support (Tier 1: adding, removing, and editing content, photos, page styling, not coding)
- Training for you or your staff (and future staff members)
- Plug-in updates
- Website & server maintenance
- Email and chat support is available 24/7 via email and the client dashboard
- Phone support is available 7am-4pm Central Time.
- Our extensive knowledge base of regularly updated PDF's and Youtube videos
- Training is available to new and existing employees at no additional cost.

### Value you can be assured of

We want to empower individuals and teams alike. Town Web will be supporting and navigating the entire process with you, from inception, through design, content migration, quality control, and final checks before your new website goes live.

Our unlimited one-on-one support offers the freedom to do what's best for each department. Rather than limiting users or the number of web pages, our solution offers unlimited freedom to do what's best for you.

### Budget Easily with Fixed Prices

- Your first contract will include the cost of your website design (a one-time design and set-up fee) and hosting fees. This amount is paid in Year 1.
- The second year's hosting fee is billed 12 months after the website goes live. This means you do not pay for hosting/maintenance/support during the build phase of your website. We start billing **only** after your site officially goes live.
- The third year's hosting fee is the same amount as the second year.

These fixed, steady prices make it easy to budget. We know how important it is for municipalities to plan for costs in advance and how tight budgets can be!

## Additional notes

**General Document Storage:** .pdf files are best practice as they can be opened on any device

**Contact Us/Hey311:** Your website will have a dedicated Contact Us page with a form to fill out for an email response. Hey311, powered by HeyGov, also allows for communication from citizens directly from their phones where they can upload pictures via an app (more below).

**CRM Incorporation:** Through our standard ticket and emergency ticker bars, you will be able to communicate information to residents via their choice of text messages, emails or both. Hey311 also provides a robust dashboard to organize, file and communicate with residents and staff issues which are reported to you.

**Iframe:** Iframes are powerful tools which allow us to embed one HTML document inside another. This provides a seamless way to integrate content from one source of information to another and gives our websites a more dynamic and interactive feel.

**Log of Changes:** Town Web logs changes made to the site and who made it. This is available upon request at no charge, just send support an email!

**Ongoing Maintenance & Support:** Town Web serves as your ongoing Webmaster, and will add/update content for you as needed. **There is no additional charge for these services.**

**Online Forms:** Fillable pdf forms and online digital forms created via HeyGov platform.

**Online Payments:** HeyGov has relationships with payment processors all over the world. If you already have a relationship with one of ours, there is nothing more you'll need to do! Otherwise, if your current payment processor has an open API (Application Programming Interface) HeyGov can work with them. HeyGov can work with any payment processor as long as they are willing to work with HeyGov.

**Website Integrations:** Similar to HeyGov, Town Web can also work with any company that wishes to work with us. Whether it's a link on our website, or other integrations, we can interface or link to the vendors easily. For security reasons, we do not allow other developers access to make changes to our websites.

**Website Redesign Option:** After your initial three-year term, you may renew your website on a year-to-year basis. Or, if you **choose a three-year contract, you will receive a free website redesign at the end of your three-year term.** Note: the free redesign applies to choosing from one of our premade municipal templates. It does not include a free custom redesign - however, you may always opt for that add-on option.

**Website Hosting:** Town Web uses Cloudflare for hosting.

**Website Statistics:** Website statistics can be supplied to you on demand. Simply email [support@townweb.com](mailto:support@townweb.com) and the statistics will be shared with you as frequently as you need.

**Support:**

- Town Web guarantees 99.9% uptime and our Service Level Agreement (SLA) guarantees this.
- Weekly site backups are safely stored. Backups are stored in a secondary location away from the primary servers. If disaster strikes, the last backup is restored. Additionally, we have an external cloud based server as a backup to the backups.

**Security:**

- Cisco ASA 5508-X with SSD hardware firewall + Cloudflare DNS and DDOS protection
- Dedicated Subsystem installed on server + Rackspace 24/7 system administration
- Daily file consistency and virus cron job on the server + real-time with Wordfence and WP Cerber plugins
- The backend of the server is VPN protected, the only ports publicly available are the usual 80 and 443, which serve the HTML, JS, and CSS content. Penetration proofing tests are done once daily by Rackspace.

**Uptime Monitoring Tool:** We have an uptime monitor which sends a notification to Town Web Staff when a website is down for 30 seconds. This tool allows staff to diagnose the problem and get your website up in under 10 minutes.

**Website security ensured:** All municipalities receive a Secure Socket Layer or SSL, so your website runs securely on HTTPS, and visitors will recognize your site is secure. Additionally, your website is as hack proof as possible, preventing unauthorized access. Town Web employs software which monitors unauthorized access to your website. We look at IP addresses to see where the computer is located. Is it a community we know? Is it a hacker trying to log in? This software also looks for bots – automated systems that try to use “brute force” attacks to get in. If too many login attempts are made too quickly, our system will freeze the account for a set number of minutes.

**Dissolution Process:** The copy of data in a compressed ZIP file will be provided for the files and folders created by and for the client. Limited, but not exclusive to, images, pdfs, docs of Posts, Pages and other post types. In the zipped file there will be a copy of the last database in operation. The core, theme, and other files that contain code is exclusive intellectual property of Town Web and will not be included in the zipped data.

**Content, Domain, Coding and Graphics:** The client is the owner of the domain name, as well as the content of the website, which includes: all photos, documents, posts, pages, subscribers, events, repository items and the database. The client is also the owner of all their own data and files, excluding the theme, plugins, and any code that is intellectual property of Town Web Design.

## **Town Web's Online Digital Solution! (optional add-on)**

HeyGov gives Johnson the ability to become a digital municipality by collecting payments, reservations, forms and permits online, with online payments and a digital signature. Our digital tools completely remove paper from your processes, allow for digital collaboration, and save money, time, and resources for your residents and staff. Nearly all tasks which were done in-person or on paper prior to COVID-19 can now be completed online! Not only will our digital services streamline the lives of your staff, but they will drive engagement with residents and visitors like never before.



### **Here's how:**

Facility management is easily done with HeyReserve: Airbnb for municipalities. HeyReserve will replace the binder, dry erase calendar, or hardcover planner you have to track rentals. It can also be used to reserve equipment like kayaks, bikes, or other recreational pieces of equipment you may rent out. We even have customers who use HeyReserve for their pools and recreation department sports sign-ups!

With HeyLicense, we take your forms and put them online, removing paper from the process. People can fill them out, sign, and pay for them completely online. They come with trackable workflows, are shareable across departments, and are tracked right in the app so there's no need to print "backup" paper copies (unless you want to).

Anyone can report issues with Hey311, our citizen reporting app. Their location is geo-tagged, so they can upload pictures, and track issues they report to you easily. If someone reports an issue outside of your jurisdiction, you can respond back to them immediately in the app and let them know. Hey311 will cut your telephone calls and emails significantly!

With HeyGov Pay, you can accept credit and debit cards online for payments of any kind, at any time! Whether collecting for property taxes, donations, fundraisers, pool passes, or municipal citations, citizens and visitors can make payments through HeyGov Pay quickly, securely, and easily from anywhere at any time! You can absorb the transaction cost, or pass it along to the user, the choice is yours.

All our apps require contact information for residents and visitors making submissions, in order for a reservation, form or permit to be complete. Once finished, The information is sent on to the staff member of your choosing for processing. No paper required!

**HeyReserve allows you to:**

- List as many facilities as you like! Each facility has its own calendar and you can list amenities, check in/out instructions, and associated costs (you can charge more for non-residents easily)
- Accept payments online with credit/debit cards or in person with an optional card reader
- Have residents reserve online instantly or require approval by the office.
- Manage deposits; they are returned (electronically) upon completion of a rental, after staff approval
- Block out dates when needed

**HeyLicense allows you to:**

- Have forms filled out online, even after hours, which are submitted for approval (also can be set up for auto approval, such as boat launches)
- Share across multiple departments (think background checks for Operator Licenses or plan approval for Building Permits)
- Track where licenses, forms, and permits are in the approval process (by residents and staff)
- Create forms for residents to sign up for committees
- Unlimited forms are included! (anything from public records requests to employment applications and everything in between)

**Hey311 allows you to:**

- Have resident and visitor locations geo-tagged to pinpoint exactly where their issue is
- Respond quickly and efficiently to requests
- Assign requests to specific departments
- Update people on the status of their request in real-time
- Have a space where the community can submit urgent safety or code violations

**HeyGov Pay allows you to:**

- Collect payments for multiple departments, forms, donations...anything!
- Accept payments online or in person via an optional card reader
- Submit payments securely to your bank every day, even to different bank accounts
- Use QR Codes to accept payments for anything, anywhere, anytime (boat launches, the Aquatic Center, inside municipal building)
- Accept payments via Credit and Debit Cards or ACH



## Past Projects & References

Tina Barnes, Clerk  
 Town of Jefferson, Jefferson County, WI  
[clerk@townofjefferson.com](mailto:clerk@townofjefferson.com)  
 920.674.5073  
[www.townofjefferson.com](http://www.townofjefferson.com)  
 Town Web customer since 2010  
 Population: approximately 2200  
 Sector: Local Government - Templated Site

Rosa Rizzo, Planning Board Secretary  
 City of Glen Cove, Nassau County, NY  
[rrizzo@glencoveny.gov](mailto:rrizzo@glencoveny.gov)  
 516.676.2000  
<https://glencoveny.gov/>  
 Town Web customer since 2020  
 Population: approximately 21,800  
 Sector: Local Government - Custom Site

Renee Smith, Clerk  
 Village of Scandanavia, Waupaca County, WI  
[clerk@villageofscandinavia.com](mailto:clerk@villageofscandinavia.com)  
 715.467.2729  
[www.villageofscandinavia.com](http://www.villageofscandinavia.com)  
 Town Web customer since 2018  
 Population: approximately 370  
 Sector: Local Government

Jerry Volz, Network Coordinator  
 City of Olean, Cattaraugus, County, NY  
[jvolz@cityofolean.org](mailto:jvolz@cityofolean.org)  
 716.376.5600  
<https://cityofolean.org/>  
 Town Web Customer since 2021  
 Population: approximately 13,800  
 Sector: Local Government - Custom site

Mike Wolf, Clerk/Treasurer/Administrator  
 Town of Blooming Grove, Dane County, WI  
[bgadmin@blmgrove.com](mailto:bgadmin@blmgrove.com)  
 608.223.1104  
[www.blmgrove.com](http://www.blmgrove.com)  
 Town Web Customer since 2007  
 Population: approximately 1500  
 Local Government - Templated site

Lianna Spencer, MSE  
 Lake Manager  
 Lake Ripley Management District  
[lake.manager@tn.oakland.jefferson.wi.gov](mailto:lake.manager@tn.oakland.jefferson.wi.gov)  
[www.lakeripley.org](http://www.lakeripley.org)  
 Town Web Customer since 2021  
 Sector: Lake Management District -  
 Templated site

Any of the clients above may be contacted as references and have examples of both template and custom websites for you to view. We encourage you to reach out to them!

## Conclusion

In short, a website from Town Web Design is the last website you will ever need. It's easy for residents and visitors to use, easy for staff to update, and the price is right. You will be able to market and educate the world about everything the Town of Johnson has to offer including the Lamoille Valley Rail Trail, Lamoille River, Ithiel Falls and more. With our unlimited support, you'll never have to worry about "surprise" bills if your website needs to be fixed or have new staff to train. Once your initial contract concludes, Town Web will not hit you with a large price increase, historically our increases have been between 1-3%. While we can't predict the future, as a former Town Web customer, I can personally vouch for our pricing structure.

No website is hack proof, but we use the latest security measures to ensure if something happens, we can handle it. Town Web has off-site backups and a team of experts to respond just in case we need to.

Speaking of our team, we are here for you. From technology experts to local government experts, we have the knowledge and experience to give you a top-notch website at an affordable price. With over 770 customers across the United States, we are here to serve you and your constituents. The Town is right in the sweet spot of the population we serve, so we are well versed in municipalities of your size and how to best serve you.

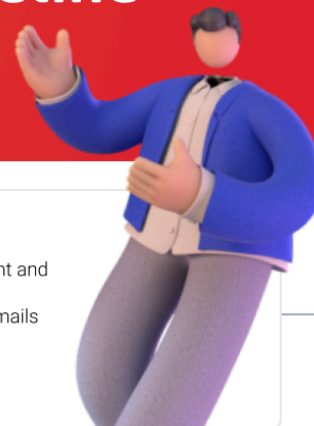
Your and our goals align! The purpose of your website redesign is to have an accessible website which appeals to current and future citizens, with similar updating functionality as to what you have now. With our proprietary dashboard, which is similar to what you're using on WordPress right now, the transition from old to new should be seamless. We would be honored to work with your new website, with these goals in mind, to reality. Thank you for the opportunity to submit a response to your project, we are humbled and excited to work with you!

# Timeline, Implementation, and Onboarding (Templated Website)

## Town of Johnson Project Timeline

Enjoy a new site in as little as **6-10 weeks!**

Templated Website Design & Development



### 1. Account set-up

- Contract Terms
- Sign Electronically
- Remit Payment
- Schedule Onboarding

### 2. Onboarding

- Conduct a team meeting via Zoom between Account and Project Manager & Municipal Representative.
- Discuss new or existing domain name + branded emails
- Choose a theme & color-scheme
- Discuss needs, features, existing & future content

### 4. Staged Website

Your Project Manager will stage the new website on the chosen theme to create a "staged website link." This is the beginning of organizing the content, navigation & menus. We follow best practices for municipal features and navigation.

When the project is 90% complete, the Account Manager will send you this link as a proof to review and schedule a "reveal meeting" via Zoom to discuss any edits needed.

### 3. Content Management

- Content Management
- The Data Entry team will migrate over all of the existing content from an old site.
- Municipal Representative will also send in any remaining content to be added via email, Dropbox, or Google Drive.
- The Account Manager will follow up with any questions and check in with status updates.

### 5. Gather Feedback & Apply Changes

- We will meet once again via Zoom to discuss any edits or additional content needed. You may email edits or a punch-list prior to the meeting so that most changes can be completed beforehand.
- Set a date to go **LIVE!**

### 6. Finishing Touches

- Ensure that the site is optimized for SEO and mobile-view. Make the site loading time as fast as possible. Set Google analytics to show up on Google search.
- Enable ADA widget
- Translation widget (add-on)
- Advanced search (add-on)

### 7. Launch

After final approval:

- Launch the site LIVE
- Receive login credentials
- Schedule live training
- Implement emails (add-on)
- Syndicate Facebook (add-on)
- Implement Digital Tools (add-on)



**TOWN WEB**<sup>®</sup>

Specializing in Municipal Website Design

# Pricing



## Town Of Johnson Pricing Table

1360 Regent St, # 355  
Madison, WI 53715  
Toll Free: 877-995-TOWN

Town Web Website & Communication Platform	Website With Hosting And Support Only	Website With Citizens' Payment Portal Only	Website With Digital Governance Bundle
Onboarding Meeting	Included ✓	Included ✓	Included ✓
Design According To Chosen Theme	\$600.00	\$600.00	\$600.00
Simple Design Revisions (Up To 3)	Included ✓	Included ✓	Included ✓
Content Migration	\$800.00	\$800.00	\$800.00
Citizens' Communication Platform	\$400.00	\$400.00	\$400.00
Livestream Meeting Video Feed	Included ✓	Included ✓	Included ✓
<b>Website Setup Fee</b>	<b>\$1,800.00</b>	<b>\$1,800.00</b>	<b>\$1,800.00</b>
Hosting And Maintenance High-Availability, Reliable VPS	\$700.00/Year ✓	\$700.00/Year ✓	\$700.00/Year ✓
Unlimited 24x7 Tech Support	\$700.00/Year ✓	\$700.00/Year ✓	\$700.00/Year ✓
"White-Glove" Customer Service (Via Email)	\$1,200.00/Year ✓	\$1,200.00/Year ✓	\$1,200.00/Year ✓
Domain Management (Per Domain)	\$20.00/Year ✓	\$20.00/Year ✓	\$20.00/Year ✓
<b>Website Hosting, Maintenance, And Support Fee</b>	<b>\$2,620.00/Year</b>	<b>\$2,620.00/Year</b>	<b>\$2,620.00/Year</b>
Citizens Reports And Requests App "Hey311"	\$900.00/Year	\$600.00/Year	\$600.00/Year
Citizens' Payment Portal "HeyGov Pay"	Not Included ✗	\$2,000.00/Year	\$2,000.00/Year
Digital Forms And Workflows With/ Without Payment (Up To 10)	Not Included ✗	Not Included ✗	\$1,500.00/Year
<b>Total Annual Investment With Digital Governance Tool(S)</b>	<b>\$3,520.00/Year</b>	<b>\$5,220.00/Year</b>	<b>\$6,720.00/Year</b>

## Exceptions & Notations

Content scheduling is possible in the News and Notice section of the home page, as well as via the Emergency Ticker bar.

Text Alerts from Town Officials are possible if they have access to the dashboard. However, they will not be able to send a text alert from their individual phones to go out to all subscriber phones. Text alerts for noticing and blog posts already exist and can be set up to automatically send once an update is made. Text alerts from VT 311/511 may not be able to be set up through the dashboard, but we absolutely can investigate.

We are able to “hide” an email address in a couple of different ways. First, we can use an icon for people to click and send an email, instead of copying and pasting the email. Second we can use text like this: [Email](#) which is a link to an email without listing it out.

Some of the archive is sortable, but not all. For example, all items on the agendas and minutes page are listed in date-chronological order. The files on the media library on the back-end dashboard are sortable by files vs. images, and then further by date (either ascending or descending).

We do not charge extra for training, so it can not be broken out from the redesign. It is included with the costs, as it is with every Town Web Customer.

Town Web Design does not use subcontractors.



**Date:** Sep 13, 2024

## Proposal for Website Redesign and Maintenance Services

**From:**

Davis Hill Designs LLC  
1090 Garfield Rd  
Hyde Park, VT 05655  
jo@davishilldesigns.com  
1 (802) 793-9346

**To:**

Thomas Galinat  
293 Lower Main West  
Johnson, VT 05656  
Johnson Town Administrator  
tojadministrator@townofjohnson.com

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### Introduction

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#### Company Overview

Davis Hill Designs LLC is a web development company with extensive experience designing and maintaining websites for various client types. We specialize in creating user-friendly, ADA-compliant, and secure websites that meet the needs of both the public and administrative staff. We understand the importance of providing a digital presence and platform that is efficient, easy to use, and reflects the values and services of the Town of Johnson.

We have worked with 3W Promotions on various projects and websites for 20 years. As 3W Promotions is closing the website design and maintenance portion of its business, Davis Hill Designs LLC will seamlessly transition to take on the clients still wanting those services.

We have an extensive understanding of creating Standards of Operations documentation (SOPs) for several large companies, from website posting to developing and marketing projects and streamlining processes for easy understanding by all stakeholders.

#### Project Understanding

We understand that the Town of Johnson requires a comprehensive redesign of its current website. We will emphasize enhancing the user interface, ensuring ADA compliance, and integrating various functionalities such as online forms, calendar functionality, and automated features. We aim to deliver a modern, responsive, and easily maintainable website that will serve the community effectively for years.



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## Project Approach

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### Design Philosophy

Our approach to design prioritizes clarity, accessibility, and responsiveness. We will create a visually appealing, easy-to-navigate, and fully functional website across all devices. By leveraging the latest design principles and technologies, we will ensure that the Town of Johnson's website meets the highest standards of usability and aesthetic quality.

### Technical Approach

- **UI/UX Design**  
We will create an intuitive and clean user interface, ensuring users can easily locate information and complete tasks on the website. This includes responsive design with a seamless experience on all devices.
- **Forms and Portals**  
We will implement secure contact and application forms. Our system will also feature an opt-in contact database for notice distribution using MailChimp or a similar service (if preferred). Note: Mailchimp charges on a list-size basis. Up to 500 contacts are \$20/month.
- **Auto-Populating Features**  
The calendar and contact notices will automatically populate from submitted forms, ensuring that all information is up-to-date without manual entry. Calendly allows you to do this for free for one calendar or \$12/month for multiple calendars.
- **Document Management**  
We will design a document management system that organizes archived documents by type, committee, date, and other criteria. This system will be scalable to accommodate regular uploads and updates.

### Maintenance and Training

- **Ongoing Maintenance**  
Our maintenance services include regular updates and performance monitoring to ensure the website remains functional and secure.
- **Staff Training**  
We will provide comprehensive training for your staff on managing and updating the website. This includes a user manual, training videos, and hands-on training sessions priced separately. These can be created as needed. We recommend keeping your site in Wordpress, and some of the staff in Johnson are already trained in its basic functionality.



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## Website Features

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### Required Website Features

- **ADA Compliance**  
The website will meet all ADA standards for accessibility. See the proposal pricing for more details on the cost.
- **Responsive Design**  
The design will work seamlessly on both laptops and mobile devices.
- **Integrated Forms**  
We will build secure and user-friendly forms.
- **Committee and Board Pages**  
We will create dedicated pages for all town committees and boards.
- **External Links**  
There will be a home for links to external vendors and community groups.
- **Opt-In Contact Database**  
A system for residents to sign up for notifications and updates will be created. We can build this feature out with an email client such as MailChimp.
- **Automated Features**  
Form submissions will auto-populate calendars and notices.
- **User Management**  
A secure login system with role-based access for different staff members.
- **Editable Calendars**  
Easy-to-edit calendars that auto-populate from permit applications and blog posts.





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## Budget

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### Proposed Budget

We are proposing to redesign the look and feel of the Town of Johnson website to include a facelift and restructuring of navigation and pages to make it more user-friendly, cleaning up archived documents and organizing them going forward. We will also provide user-friendly loading for new items such as minutes & agendas. This portion of the budget is \$4,000.

We propose keeping the site in Wordpress and upgrading to Managed Wordpress Ultimate at \$500 per year. This includes the Wordpress platform and security in one. We are also proposing adding the ADA-compliant accessibility code at \$490 annually with a one-time installation charge of \$95.

We recommend using MailChimp for your sign-up forms and mailing service. This can be used for your meeting notifications and other town announcements. This service has a scaling price determined by the number of contacts. This service is currently \$240 annually for up to 500 contacts.

Staff training and manuals (SOPs) can be done and created as needed at the regular hourly rate.

### Cost Breakdown

Service	Cost
Website Redesign	\$4,000 (42 hours estimated)*
Maintenance Services	\$95 hourly (1/month estimated - \$1,140/year)
<b>Total</b>	<b>\$5,140</b>

\* This estimate includes the initial website build and two rounds of feedback and changes. Training and/or manuals will be assessed as needed and separately.



### Additional 3rd Party Services

Service	Cost	Vendor
Managed WordPress Ultimate - includes advanced security	\$500.00 annually	3W Promotions
Accessibility Software (ADA)	\$490.00 annually	3W Promotions
Hourly Webmaster (ADA)	\$95.00, one-time installation charge	3W Promotions
Sign-up Forms: Up to 500 emails in the database	\$240 annually (up to 500 contacts)	MailChimp
<b>Total</b>	<b>\$1,325.00 first year</b> <b>\$1,230.00 annually</b>	

### Payment Terms

Payments will be structured based on project milestones, with a portion due upon completion of each phase. A detailed payment schedule will be provided upon acceptance of the proposal.

This proposal represents an at-will relationship between Davis Hill Designs LLC and the Town of Johnson, VT. There are no obligations beyond the terms outlined here and any additional design requests will be assessed as needed.



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## Past Experience and References

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### A few of the sites we maintain

We have decades of combined experience creating unique designs and features for our clients. Some of our recent work includes:

- **OnSite Propane**
  - Website Design
  - Website Maintenance
  - Feature Requests
- **Jared Dillian Money**
  - Website Updates
  - Operational Management
- **OnSite Septic Solutions**
  - Website Design
  - Website Maintenance
  - Feature Requests
- **Evergreen Foundation**
  - Website Design
  - Website Maintenance
  - Feature Requests

### References

- **Elisa Clancy:** 3Wpromotions.com, [webmaster@3wpromotions.com](mailto:webmaster@3wpromotions.com)
- **Rachel Almeida:** Jared Dillian Money, [rachel@jareddillianmoney.com](mailto:rachel@jareddillianmoney.com)

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## Conclusion

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Davis Hill Designs LLC is committed to delivering a website that meets the Town of Johnson's needs and exceeds expectations. We look forward to working with you on this critical project.

Please feel free to contact us with any questions or for further discussions.

Sincerely,

Jo-Anne Ring  
Owner - Davis Hill Designs LLC  
[jo@davishilldesigns.com](mailto:jo@davishilldesigns.com)  
1 (802) 793-9346