YEAR ONE

PLANNING
- Visioning & Goal Setting
- Community Engagement
- Research & Data Collection
- Strategy Recommendations
- Focused Corridor Study
- Specific Tech Recommendations

YEAR TWO

PILOT PROJECTS
- Pilot Project Programming
- Community Engagement
- Bids & Purchasing
- Implementation
- Evaluation

YEAR THREE

FULL PLAN IMPLEMENTATION
- Ongoing Pilot Projects & Experiments
- Creation of 5-Year Work Plan
- Installation of Permanent Solutions
- Smart Corridor Ready
PROJECT OVERVIEW (YEAR 1)

**Smart Woodstock Citywide Strategy**
- A planning document to set overarching goals & vision
- Objective: Answer the question “What are we trying to achieve by becoming a Smart City?”

**Smart Woodstock Downtown Corridor Study**
- A more specific planning document with an identified study area
- Outlines issues in the corridor and recommends specific technical solutions
- Objective: Readiness to put technology on the ground in year 2

**Midpoint progress:**
- Wrapping up a robust community engagement process
- Diving deeper into the corridor study
- Considering recommendations for technical solutions specific to the corridor

Study Area: Main Street, Arnold Mill Road, and Towne Lake Parkway, and the busiest intersection in town where they converge.
The need to balance pedestrian comfort & safety with vehicular efficiency & commuter throughput in a booming walkable urban center

Downtown Activity: It is estimated that over 100,000 people attended events in DT in 2018. Amphitheater, Farmer’s Markets, Scarecrow Invasion, Friday Night Live

Commuter Traffic: Main Street has 18,400 vehicles per day and Arnold Mill Road has 12,700 vehicles per day
PROJECT PROGRESS: PUBLIC ENGAGEMENT

Citywide Strategy Survey

- Project-defining question: When it comes to smart technology, which potential benefits are most important to you?
- 469 total responses
- 95 in-person Intercept Interview sessions
- 374 online survey responses
#1 (tie) Improve vehicle, pedestrian, and bicycle safety
Average Rank 3.0

#1 (tie) Improve transportation travel times
Average Rank 3.0

#3 (tie) Crime prevention and monitoring
Average Rank 5.0

#3 (tie) Opportunity to create economic development
Average Rank 5.0

#5 Cost savings and fiscal responsibility
Average Rank 5.8

#6 Potential return on investment
Average Rank 5.9

#7 Technology that won't become obsolete quickly
Average Rank 6.6

#8 Improve transparency in government
Average Rank 6.7

#9 Environmental benefits
Average Rank 6.8

#10 Infrastructure monitoring
Average Rank 7.1

Number of Responses
- 10
- 25
- 50
- 75
- 100

Results from the Citywide Strategy Survey, now closed
469 Responses
Graphic produced by Pond
Downtown Corridor Study Survey

- This longer survey is ongoing, currently 75 responses
- Mapping feature with commenting and ability to vote on comments is popular, currently 162 comments, not including up and down voting on comments
- Survey publicized with small sticker-flyers
- Please visit smartwoodstock.com or wdstk.ga/smart to access the survey
- You can read map comments without answering the survey if you are unfamiliar with Woodstock
This survey is on Social Pinpoint, a public engagement tool, which allows a traditional survey format, and a mapping feature which allows location-specific comments.
The comments function also allows up and down voting by others. This will allow a weighted evaluation of the comments, factoring in the likes and dislikes. 162 different comments have been made so far.
PROJECT PROGRESS: STRATEGY

Table: Proposed technologies were ranked based on which community goals they were tagged in and by applying a weighting system to those goals using the survey responses from the online Citywide Strategy and intercept interviews.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Average Survey Rank (as of 2/18/20)</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>5.8</td>
<td>6</td>
<td>6.6</td>
<td>6.7</td>
<td>6.7</td>
<td>7.1</td>
<td>n/a</td>
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<td>Score Allotment (Differential from 10)</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>4.2</td>
<td>4</td>
<td>3.4</td>
<td>3.3</td>
<td>3.3</td>
<td>2.9</td>
<td>n/a</td>
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<tr>
<td>Automated traffic monitoring/detection</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>4</td>
<td>3.4</td>
<td>3.3</td>
<td>0</td>
<td>2.9</td>
<td>37.6</td>
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<tr>
<td>Shared Mobility</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>4.2</td>
<td>0</td>
<td>3.4</td>
<td>0</td>
<td>3.3</td>
<td>0</td>
<td>34.9</td>
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<tr>
<td>Signal pre-emption (emergency vehicles)</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>4</td>
<td>3.4</td>
<td>3.3</td>
<td>0</td>
<td>0</td>
<td>34.7</td>
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<tr>
<td>Trash receptacle sensors</td>
<td>7</td>
<td>0</td>
<td>5</td>
<td>5</td>
<td>4.2</td>
<td>0</td>
<td>3.4</td>
<td>3.3</td>
<td>3.3</td>
<td>2.9</td>
<td>34.1</td>
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<tr>
<td>Integrated data exchange</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>3.4</td>
<td>3.3</td>
<td>0</td>
<td>2.9</td>
<td>33.6</td>
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<tr>
<td>Cameras/license plate readers</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>3.4</td>
<td>3.3</td>
<td>0</td>
<td>2.9</td>
<td>33.6</td>
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<tr>
<td>Automated Parking Systems (garage or outdoor system)</td>
<td>7</td>
<td>7</td>
<td>0</td>
<td>5</td>
<td>4.2</td>
<td>4</td>
<td>0</td>
<td>3.3</td>
<td>2.9</td>
<td>0.3</td>
<td>33.4</td>
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</tbody>
</table>
PROJECT PROGRESS: **RESEARCH TEAM ENGAGEMENT THUS FAR**

- Participated in Smart City Atlanta Expo
- Participated in all project meetings on site at Woodstock
- Co-developed strategy and corridor survey instrument
- Conducted intercept surveys along with Woodstock project team
- Researched and reviewed several relevant plans, reports, and studies conducted by Woodstock in recent years
- Engaged in Woodstock site visit planning and preparations
- Participated in Macon site visit
- Provided status updates during monthly GA Smart monthly meeting reviews
- Presented GA Smart program require webinar in October

Above: Intercept Interview respondents at Reformation Brewery in January 2020
Retail, dining, and wellness establishments are primarily within 1/4 mile of the center of Downtown Woodstock.

<table>
<thead>
<tr>
<th>Distance from City Center</th>
<th>Retail</th>
<th>Dining</th>
<th>Wellness</th>
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<tr>
<td>Up to 1/16 mi (330 ft.)</td>
<td>15</td>
<td>8</td>
<td>2</td>
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<tr>
<td>Up to 1/8 mi (660 ft.)</td>
<td>19</td>
<td>20</td>
<td>6</td>
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<tr>
<td>Up to 1/4 mi (1320 ft.)</td>
<td>27</td>
<td>23</td>
<td>11</td>
</tr>
<tr>
<td>Up to 1/2 mi (2640 ft.)</td>
<td>30</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Up to 1 mi (5280 ft.)</td>
<td>31</td>
<td>25</td>
<td>13</td>
</tr>
</tbody>
</table>
Within 1/4 mile radius, 83% of streets have a sidewalk on at least one side.

Stakeholder input: 63% related to at least one of the following: too much traffic, lack of parking, or unsafe pedestrian conditions.
Downtown parking on a **weekday (Wed)** reaches its peak in the evening hours.

Downtown parking on a **Saturday** remains busy throughout the day.
Street Lighting Infrastructure in Woodstock

Adequate density of street lights
Minimal coverage gaps
Provide saturated coverage for most popular parking areas
Potential for co-locating multiple prioritized smart edge solutions
  Variable lighting
  Public safety
  Parking management devices
  Public wi-fi
However, height of existing street lights needs evaluation for housing smart solutions
We are now in the early stages of the Corridor Study. Project team members identified the following technologies that Pond & MMP will explore further for application in the study area.

- Shared Mobility
- Camera/License Plate Readers (for parking)
- Smart Dots in Centerlines
- Micro-delivery
- Roadside Sensors
- Flexible Curbside Mgmt.
- Adaptive Traffic Control
- Mobility as a Service
- Micro-Mobility
- Smart Parking Meters
- Vehicle to Infrastructure, Vehicle to Vehicle
- Signal Pre-Emption
- Curb/Lane Flexibility
CHALLENGES & LESSONS LEARNED

• Challenge: The nebulous nature of this project because it is a plan rather than a pilot project creates confusion with how to move forward and makes determining concrete roles difficult for the different entities involved - who can do what and to what extent?

• Challenge: Time constraints for city staff who have other full time duties. Smaller cities have fewer employees

• Lesson: Identify our internal subject matter experts earlier. For us it’s the Directors of Economic Development, Public Works, and Community Development. Creating a sub-committee or smaller project team with these vital people would make for faster decision-making.

• Lesson: We need a recommended internal infrastructure for city operations to support whatever is going to happen; we need to plan for the staff and technological resources needed to be able to actually push this project forward.
YEAR 1 FUTURE ACTIVITIES

- Use results from the Citywide Strategy & input from Corridor Survey to further drive smart technology recommendations
- Develop action plan of initiatives for consideration in following years
- Smart Community Corps Student to refine action plan, focused on funding and opportunities
- Produce final deliverable to include Strategy, Corridor Study, Research, and Final Recommendations for Year 1

YEAR 2 FUTURE ACTIVITIES
Pilot Projects

YEAR 3 FUTURE ACTIVITIES
Full Plan Implementation
The Grant Award for this project is $50,000, provided by the Atlanta Regional Commission (80%).

<table>
<thead>
<tr>
<th>Expense</th>
<th>Date</th>
<th>Label</th>
<th>Value</th>
<th>Description</th>
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<tbody>
<tr>
<td>Pond</td>
<td>1/14/20</td>
<td>Consulting</td>
<td>$2800 (not including $700 local match)</td>
<td>Public Involvement and Smart Woodstock Strategy activities</td>
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<td>Pond</td>
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<td>Consulting</td>
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<tr>
<td>Total</td>
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### COMMUNITY MATCH FINANCIAL REPORTING

<table>
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<tr>
<th>Expense</th>
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<th>In-Kind</th>
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<tr>
<td>Smart Cities Conference, Denver, CO</td>
<td>8/14/19 – 8/15/19</td>
<td>Training</td>
<td>$4047*</td>
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<td>Conference registration, airfare, meals, parking, and lodging for 2 attendees, Katie O’Connor and Katy Leggett*</td>
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<tr>
<td>Pond</td>
<td>1/14/20</td>
<td>Consulting</td>
<td>$700</td>
<td></td>
<td>Public Involvement and Smart Woodstock Strategy (20% match)</td>
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<tr>
<td>Pond</td>
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<td>Consulting</td>
<td>$600</td>
<td></td>
<td>Public Involvement and Smart Woodstock Strategy (20% match)</td>
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<tr>
<td>Salary for Project Lead Katie O’Connor</td>
<td>Sept 2019 – Mar 2020</td>
<td>Portion of Project Lead’s Salary</td>
<td>$9656</td>
<td></td>
<td>30% of working time spent managing this project. 30% of salary/month for 6 months</td>
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<tr>
<td>Salary for Project Lead Alternate, Katy Leggett</td>
<td>Sept 2019 – Mar 2020</td>
<td>Portion of Project Lead Alternate’s Salary</td>
<td>$7818</td>
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<td>20% of working time spent helping to manage this project. 20% of salary/month for 6 months</td>
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<td>Public Notification</td>
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<td>Printing of sticker-flyers</td>
<td>$120</td>
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<td>Includes shipping</td>
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<td>Public Notification</td>
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<td>Totals</td>
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<td>$21,671</td>
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</table>

* Cost for 1 person: Registration for Conference: $1195; Airfare: $226.96; Mileage reimbursement: $33.98; Parking Fees at hotel: $20.00; Airport Parking: $75.00; Meal reimbursement: $105.00; Lodging at Hyatt: $368.09

The Community Match for this project is $12,500 (20% of ARC funding) in cash and $37,500 in-kind.