Wayfinding Plan Advisory Committee

Tuesday, February 10, 2015
1:30 p.m. – 2:30 p.m.
Call in: (760)569-0800   Participant Code:580128#

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

AGENDA

1. Welcome & Introductions

2. Wayfinding Plan Advisory Committee Purpose   Pages 1-4

3. Overview of Wayfinding Sign Programs   Presentation

4. Develop Wayfinding Plan Purpose and Goals   Page 5

5. Discussion Items:
   a) Stakeholder Outreach
   b) Site Visits to Identify Sign Locations and Routes
   c) Meeting Schedule and Location
Wayfinding Plan Advisory Committee

Background:

The Regional Bicycle and Pedestrian Wayfinding Plan will provide standard guidelines for bicycle and pedestrian wayfinding signage throughout Monterey County, including sign design, sign locations and implementation strategies. The goal of the Regional Bicycle and Pedestrian Wayfinding Plan is to improve access to regional destinations, and provide consistent wayfinding signage for regional connections.

The Wayfinding Plan Advisory Committee is an ad-hoc committee of the Transportation Agency for Monterey County (TAMC). It is comprised of project stakeholders including representatives from TAMC’s Bicycle and Pedestrian Facilities Advisory Committee, County of Monterey, local cities, the Monterey County Health Department, Building Healthy Communities, Fort Ord Reuse Authority, the Velo Club, Green Pedal Couriers, Fort Ord Recreation Trails Friends, Pebble Beach, and Monterey Salinas-Transit. Members of the general public may also participate.

Purpose:

The purpose of the Wayfinding Plan Advisory Committee is to assist TAMC staff with the development of the Regional Bicycle and Pedestrian Wayfinding Plan. The Advisory Committee will help establish goals for the Wayfinding Plan, identify regional destinations and routes within Monterey County, provide input on appropriate sign locations, sign content and design, and assist staff in soliciting input from members of the community.

Expectations:

Members of the Wayfinding Plan Advisory Committee are expected to:

- Participate in discussions, and provide information and issues from their community that will assist in the development of the Wayfinding Plan
- Provide feedback on plan content, plan goals, wayfinding signage design, wayfinding signage locations, and regional routes to be used in the Wayfinding Plan
- Ensure that they, or another member of their agency or organization, is available to attend the Advisory Committee meetings
- Assist staff in soliciting input from the community
- Respect the opinions of Committee members, staff and members of the public
Schedule of Wayfinding Plan Advisory Committee Meetings

To facilitate participation from all members of the Wayfinding Plan Advisory Committee, TAMC staff will make an effort to ensure that a teleconference option will be available for Committee meetings. Agendas will be provided via email three business days before the scheduled meeting. Documents that require Committee member feedback will be provided via email at least one week before the scheduled meeting. Below, is a schedule of meetings and the topics to be discusses

Wayfinding Plan Overview and Goals (February)

1. Week of February 9
   a. Welcome & Introductions
   b. Wayfinding Plan Advisory Committee Purpose
   c. Overview of Wayfinding Sign Programs
   d. Develop Wayfinding Plan Purpose and Goals
   e. Discuss:
      i. Stakeholder Outreach
      ii. Site Visits
      iii. Meeting Schedule and Location

2. Week of February 23
   a. Welcome & Introductions
   b. Finalize Wayfinding Plan Goals
   c. Develop criteria for:
      i. Regional bicycle and pedestrian routes
      ii. Regional destinations
      iii. Wayfinding signage locations
   d. Discuss Wayfinding Plan progress

Identifying Regional Routes and Wayfinding Sign Locations (March)

3. Week of March 9
   a. Welcome & Introductions
   b. Identify:
      i. Regional bicycle and pedestrian routes
      ii. Regional destinations
      iii. Wayfinding signage locations
   c. Overview of MUTCD requirements for wayfinding signage

4. Week of March 23
   a. Welcome & Introductions
   b. Update on site visits
   c. Review Introduction of Wayfinding Plan
Wayfinding Sign Design (April- June)

5. Week of April 6
   a. Welcome & Introductions
   b. Review existing wayfinding signage in Monterey County
   c. Review of MUTCD requirements for wayfinding signage
   d. Discuss preferred wayfinding signage content
      i. Regional destinations
      ii. Distance information
      iii. Logos and Route Branding
      iv. Bicycle Boulevard Designations

6. Week of April 20
   a. Welcome & Introductions
   b. Continue discussion on wayfinding signage content
   c. Discuss preferred wayfinding signage design styles
      i. Size and shape of signage
      ii. Color and design
   d. Discuss Wayfinding Plan content
      i. Existing conditions
      ii. Regional routes and destinations
      iii. Wayfinding sign locations

7. Week of May 4
   a. Welcome & Introductions
   b. Visioning meeting with Consultant to discuss preferred styles and themes

8. Week of May 18
   a. Welcome & Introductions
   b. Review concept development for wayfinding signage
   c. Review Wayfinding Plan content
      i. Introduction and Goals
      ii. Review of Existing Conditions
      iii. Regional Routes and Destinations
      iv. Wayfinding Sign Locations

9. Week of June 1
   a. Welcome & Introductions
   b. Review draft wayfinding sign designs
   c. Discuss implementation strategies
      i. Priorities for implementation
      ii. Phases of implementation
10. Week of June 15
   a. Recommend wayfinding signage design guidelines
   b. Continue discussion on implementation strategies
   c. Discuss cost estimates
   d. Final review of implementation strategies
   e. Final review of Wayfinding Plan
Regional Wayfinding Bicycle and Pedestrian Plan for Monterey County

Background

The Transportation Agency for Monterey County will develop the Regional Bicycle and Pedestrian Wayfinding Plan to provide standard guidelines for bicycle and pedestrian wayfinding signage throughout Monterey County, including sign design, sign locations and implementation strategies. The need for a Wayfinding Plan was identified in the Transportation Agency’s 2011 Master Bicycle and Pedestrian Plan as a means for improving and promoting bicycling and walking throughout the county.

Plan Content

Uniform wayfinding signage helps to facilitate navigation between communities. The Wayfinding Plan addresses the planning, wayfinding sign design and implementation of uniform pedestrian and bicyclist wayfinding signage.Outlined below is the content of the Wayfinding Plan.

1) Identification of regional bicycle and pedestrian routes
2) Identification of appropriate wayfinding sign locations
3) Uniform wayfinding sign design guidelines
4) Wayfinding Plan implementation strategies

Plan Goals

The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities, and to promote bicycling and walking as viable transportation alternatives for Monterey County residents and visitors. Outlined below are the Wayfinding Plan’s specific goals.

1) Create uniform wayfinding sign design guidelines
2) Identify pedestrian and bicycle routes and provide signage that supports new and infrequent users to walk and bicycle more frequently
3) Support the local economy by providing tourists with directional and distance information
4) Use wayfinding signage to facilitate pedestrian and bicyclist access to regional destinations within Monterey County
5) Provide distance information to pedestrians and bicyclists
6) Create safer pedestrian and bicyclists facilities