Wayfinding Plan Advisory Committee

Tuesday, February 10, 2015
1:35 p.m. – 2:35 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

1. Welcome & Introductions
Committee members present:
Eric Peterson  Fort Ord Friends Trails, and Pedal Alpini
Lisa Rheinheimer  Monterey-Salinas Transit
D.L. Johnson  TAMC Bicycle and Pedestrian Facilities Advisory Committee
Jeanette Pantoja  Building Healthy Communities
Eliza Yu  Association of Monterey Bay Area Governments
Bill Boosman  Velo Club Monterey
James Serrano  City of Salinas
Justin Meek  City of Marina
Krista Hanni  Monterey County Health Department
Daniel Gho (by phone)  City of Pacific Grove
Kevin Cole (by phone)  Pebble Beach
Brent Slama (by phone)  City of Soledad
Todd Bodem (by phone)  City of Sand City
Ryan Chapman (by phone)  County of Monterey Public Works
Andrea Renny (small group meeting February 10, 2015)  City of Monterey
Bernard Green (small group meeting February 10, 2015)  California State University, Monterey Bay

TAMC staff present:
Debbie Hale, Executive Director  Todd Muck, Deputy Executive Director
Ariana Green, Associate Transportation Planner  Virginia Murillo, Assistant Transportation Planner

Others present:
Cory Caletti (by phone)  Santa Cruz County Regional Transportation Commission
2. **Wayfinding Plan Advisory Committee Purpose**

Virginia Murillo, Assistant Transportation Planner, reviewed the purpose of the ad-hoc Wayfinding Plan Advisory Committee. Ms. Murillo noted that the purpose of the Committee is to assist staff with the development of the Regional Bicycle and Pedestrian Wayfinding Plan that will provide standard guidelines for bicycle and pedestrian wayfinding signage throughout Monterey County. She noted that Committee members are expected to provide input on the content of the plan, the content of the wayfinding sign design and will assist staff in soliciting public input. Ms. Murillo also reviewed the Committee meeting schedule, noting that the committee is expected to meet biweekly from February to June.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that as part of our Wayfinding Plan implementation strategies we look into using business improvement district funding for sign installation, and mentioned that we adhere to the California Manual on Uniform Traffic Control Devices guidelines on signage font sizes and signage placement.

3. **Overview of Wayfinding Sign Programs**

Virginia Murillo, Assistant Transportation Planner, presented an overview of wayfinding sign programs, including examples of gateway and directional signage, and reviewed the goals and timeline of the Wayfinding Plan.

Questions from the committee members:
- Will on-pavement markings be included in the plan? - Yes
- Will there be a bike map that reflects the routes? - Yes

There was difficulty setting up the telephone for conference calling, and participants were connected at approximately 1:45pm. The Committee had a second round of introductions, and Ms. Murillo quickly reviewed the committee purpose and wayfinding sign programs.

4. **Develop Wayfinding Plan Purpose and Goals**

Virginia Murillo, Assistant Transportation Planner, reviewed the draft Wayfinding Plan background, content and goals with the Committee and asked for Committee input.

Committee members offered the following input:
- The advisory committee should develop criteria to identify regional destinations
- The Wayfinding Plan should encourage connectivity between communities, and provide connectivity to regional parks and open space, trails, educational institutions, employment centers, transit, park and ride lots and tourist destinations
- Signage should: be accessible to people of all literacy levels, be legible for a wide range of users, clear and concise, demonstrate multimodal access, denote difficulty level for trails and ADA access, show where restrooms, bike shops and other bike-supportive amenities are, and have space for a city logo or identifier
- Sign design should be consistent/compatible across jurisdictional boundaries, including into Santa Cruz County and San Benito County
- Signs should be eye-catching as opposed to standard MUTCD signs which blend in
• Signs should be distributed equitably across the County
• Wayfinding signage should also incorporate technology, and be accessible via GPS and online (consider using existing apps/tech such as Strava and Google Multimodal Trip Planner)
• Staff and the Wayfinding Plan Advisory Committee should maintain community engagement throughout the process

Committee member Bill Boosman also mentioned that wayfinding should not be restricted to signage, and that maps are also a part of wayfinding. He also mentioned that Map my Ride and Strava are examples of mobile apps that already exist to track routes. Ms. Murillo noted that a part of the Wayfinding Plan will be branding routes. Committee member James Serrano said this was a great idea, and that it is an opportunity for each city to promote its own identity.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that we clarify that the Wayfinding Plan will “create safer pedestrian and bicyclists facilities by using signage to make routes more visible.”

5. Discussion Items:

a) Stakeholder Outreach

Virginia Murillo, Assistant Transportation Planner, noted that staff will begin using MindMixer (http://mindmixer.com/), which is an online public participation tool as an outreach tool to gather Committee and public feedback on the Wayfinding Plan.

Ms. Murillo asked the committee if there are special groups that staff should outreach to. Committee members recommended that staff reach out to:
• MST’s Mobility Advisory Committee
• Caltrans District 5
• Business groups, such as Chambers of Commerce
• Regional Parks
• State Parks
• Monterey Peninsula College
• Local hospitals
• Monterey Off Road Cycling Association (MORCA)
• South County

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that staff present the draft Wayfinding Plan to city councils to receive feedback. Staff will be adding city council presentations to the Wayfinding Plan project timeline. She also suggested that we use Scribble Maps (http://scribblemaps.com/) as we identify regional routes and sign locations.

b) Site Visits to Identify Sign Locations and Routes

Virginia Murillo, Assistant Transportation Planner, noted that staff is interested in doing site visits to gather an inventory of existing signage as part of the planning process. She also noted that there is a free signage inventory iPhone/iPad app called GIS Assets
(https://itunes.apple.com/us/app/gisassets/id723243246?mt=8) that staff will plan on using as part of the inventory process.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny mentioned that the City of Monterey has an inventory of existing signage along the Monterey Bay Sanctuary Scenic Trail.

c) Meeting Schedule and Location

Virginia Murillo, Assistant Transportation Planner, asked if this meeting time works best for everyone. Committee member Eric Peterson said Tuesday afternoon might not be the best time, as that is the Board of Supervisor’s meeting time. Ms. Murillo said that she will be sending out another Doodle poll for the next meeting.