Welcome, and thank you all for being a part of the ad-hoc Wayfinding Plan Advisory Committee.

Your input and local expertise will help shape the content of the Regional Bicycle and Pedestrian Wayfinding Plan for Monterey County.

The purpose of the Wayfinding Plan for Monterey County is to work with jurisdictions and interested stakeholders to identify regional bicycle and pedestrian routes, sign locations, and provide standard design guidelines for uniform bicycle and pedestrian wayfinding signage throughout Monterey County.

This presentation will provide an overview of wayfinding sign programs, and we will discuss some of the goals of our own Wayfinding Plan.
In general, a wayfinding system guides residents and visitors through routes, and highlights area destinations that would otherwise be bypassed.

A wayfinding system uses signs, directories, print maps and mobile apps.

Here are some examples of local wayfinding signage.

**Gateway signage**—defines entry into a distinct place with a defined identity, such as the City of Soledad or the Fort Ord Dunes State Park. These are usually freestanding signs.

**Direction signage**—the sign content follows the 3D’s: destination, direction, and distance...The purple sign comes from the City of Berkeley’s bicycle boulevard network. The middle sign is a vehicle oriented directional wayfinding sign in the City of Gilroy. The green bicycle wayfinding sign is from the Santa Cruz County Regional Transportation Commission's Bicycle Route Signage Program.
What is wayfinding?

Fort Ord Dunes State Park - Gateway Signage
What is wayfinding?

Beach Range Road - Directional Signage
What is wayfinding?

Santa Cruz County - Directional Signage
What is wayfinding?

City of Gilroy - Directional Signage
What is wayfinding?

City of Berkeley - Directional Signage
Here are some examples of wayfinding signage throughout the country. The directional signs include distance, destination and direction information.

So, you can see there’s options for content. Some have miles, others have minutes. At the Fort Ord Trails Symposium earlier this month, Mia Birk discussed wayfinding signage and mentioned that in some areas it’s best to have distance information in time instead of in miles. Although, this may not apply to recreational trails where people may not be concerned about time.

And, the sign on the lower right is another example of gateway signage.
Wayfinding Best Practices

1. Regional coordination
   • Consistent design guidelines
   • Avoid sign clutter

2. Gather inventory of existing signage

3. Community input on sign content

4. Implementation and maintenance plan

In order to have a successful wayfinding sign program, it’s important to have:
1. Regional coordination to create consistent design guidelines and to avoid sign clutter
   (having too many signs can be confusing...)

2. Gather inventory of existing signage

3. Community input on sign content

4. Create an implementation and maintenance plan
These are some wayfinding plan goals that we’d like to accomplish with your help and input 😊
...and, here’s a timeline for the wayfinding plan. We expect to develop the draft plan in the coming months, and hope to adopt a wayfinding plan in August. We will be implementing the plan incrementally.
Any questions, or comments?

...Thanks! Now, let’s discuss the draft Wayfinding Plan Purpose and Goals.