Wayfinding Plan Advisory Committee

Thursday February 26, 2015
10:00am-11:00am
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
3. Review Wayfinding Plan Advisory Committee membership  Page 6
4. Finalize Wayfinding Plan Goals and Wayfinding Sign Design Criteria  Pages 7-10
5. Review Bicycle Facilities Classifications  Pages 11-12
5. Develop Criteria for:
   a) Regional Bicycle and Pedestrian Routes
   b) Regional Destinations
6. Review Revised Meeting Schedule
7. Discuss:
   a) Route Mapping Activity
   b) Meeting Schedule
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

DRAFT MEETING MINUTES

1. **Welcome & Introductions**

   **Committee members present:**
   - Eric Peterson
   - Lisa Rheinheimer
   - D.L. Johnson
   - Jeanette Pantoja
   - Eliza Yu
   - Bill Boosman
   - James Serrano
   - Justin Meek
   - Krista Hanni
   - Daniel Gho (by phone)
   - Kevin Cole (by phone)
   - Brent Slama (by phone)
   - Todd Bodem (by phone)
   - Ryan Chapman (by phone)
   - Andrea Renny (small group meeting February 10, 2015)
   - Bernard Green (small group meeting February 10, 2015)

   **TAMC staff present:**
   - Debbie Hale, Executive Director
   - Ariana Green, Associate Transportation Planner
   - Todd Muck, Deputy Executive Director
   - 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.
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

*UPDATED: February 23, 2015*

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. Review Draft February 10, 2015 Meeting Minutes
   c. Review Wayfinding Advisory Committee Membership
   d. Finalize Wayfinding Plan Goals and Wayfinding Sign Design Criteria
   e. Review Bicycle Facilities Classifications
   f. Develop criteria for:
      i. Regional Destinations
      ii. Regional Bicycle and Pedestrian Routes
   g. Discuss:
      i. Route Mapping Activity
      ii. Meeting Schedule

Identifying Regional Routes and Wayfinding Sign Locations (March)

3. **Week of March 16**
   a. Welcome & Introductions
   b. Review Draft February 26, 2015 Meeting Minutes
   c. Identify:
      i. Regional bicycle and pedestrian routes
      ii. Regional destinations
   d. Overview of MUTCD requirements for wayfinding signage
   e. Review Introduction of Wayfinding Plan
   f. Site Visit Sign-ups
Wayfinding Sign Design (April- June)

4. Week of April 13
   a. Welcome & Introductions
   b. Review Draft  March 16, 2015 Meeting Minutes
   c. Finalize Regional Bicycle and Pedestrian Routes and Destinations
   d. Discuss:
      i. Site Visit Results
      ii. Preferred wayfinding signage content, including: regional destinations, distance information, logos and route branding

5. Week of May 4
   a. Welcome & Introductions
   b. Review Draft  April 13, 2015 Meeting Minutes
   c. Visioning meeting with Consultant to discuss preferred themes

6. Week of May 18
   a. Welcome & Introductions
   b. Review Draft  May 4, 2015 Meeting Minutes
   c. Review Wayfinding Plan content
      i. Introduction and Goals
      ii. Review of Existing Conditions
      iii. Regional Routes and Destinations
      iv. Wayfinding Sign Locations
   d. Choose Preferred Wayfinding Sign Theme

7. Week of June 1
   a. Welcome & Introductions
   b. Review Draft  May 11, 2015 Meeting Minutes
   c. Review Draft Wayfinding Sign Designs
   d. Discuss:
      i. Implementation Strategies and Cost Estimates

8. Week of June 15
   a. Welcome & Introductions
   b. Review Draft  June 1, 2015 Meeting Minutes
   c. Recommend Wayfinding Signage Design Guidelines
   d. Final Review of Implementation Strategies and Wayfinding Plan
Wayfinding Plan Advisory Committee Members

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<tr>
<th>Stakeholder</th>
<th>Representative</th>
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<tr>
<td>TAMC Bicycle and Pedestrian Facilities Advisory Committee</td>
<td>D.L. Johnson</td>
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<td>City of Carmel-by-the-Sea</td>
<td>Victoria Beach</td>
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<td>California State University Monterey Bay</td>
<td>Bernard Green</td>
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<td>Monterey County</td>
<td>Ryan Chapman</td>
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<td>Velo Club</td>
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<td>Building Healthy Communities</td>
<td>Jeanette Pantoja</td>
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<td>Green Pedal Couriers</td>
<td>Michael Baroni</td>
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<td>Eric Peterson</td>
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<td>Lisa Rheinheimer</td>
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<td>City of Soledad</td>
<td>Brent Slama</td>
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Regional Wayfinding Bicycle and Pedestrian Plan for Monterey County

*Revised Draft*

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. The Wayfinding Plan will include identification of pedestrian and bicyclist routes, wayfinding sign design guidelines, 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 and design templates
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. Promote connectivity between communities and encourage connectivity to regional destinations, such as parks, trails, educational institutions, employment centers, transit, park and ride lots, and tourist destinations
3. Identify and brand pedestrian and bicycle routes and provide signage that supports new and infrequent users to walk and bicycle more frequently
4. Support the local economy by providing Monterey County residents and tourists with directional and distance information
5. Use wayfinding signage to provide distance information and facilitate pedestrian and bicyclist access to regional destinations within Monterey County. Wayfinding signage should incorporate technology, and be accessible via GPS and online map tools.

6. Wayfinding signage should be distributed equitably across the County.

7. Create safer pedestrian and bicyclists facilities by using wayfinding signage to make bicycle and pedestrian routes more visible.

8. Maintain community engagement throughout the planning process.

**Wayfinding Sign Design Criteria**

The Wayfinding Plan will create uniform wayfinding sign design guidelines. Signage should be clear and concise, and should be consistent and compatible with existing wayfinding signage across jurisdictional boundaries, including into Santa Cruz County and San Benito County. More specifically, wayfinding signage design should meet the following criteria:

1. There will be three wayfinding sign types, including: gateway signage, directional and distance information signage, and add-on signage that can be placed on existing signage.

2. Wayfinding signage should be accessible to people of all literacy levels and be legible to a wide range of users.

3. Provide access to regional destinations, such as regional parks and open spaces, trails, educational institutions, major employment centers, transit, park and ride lots and tourist destinations.

4. Wayfinding signage should provide information such as: location of bike supportive amenities, and ADA accessibility.

5. Wayfinding signage should be eye-catching and have space for a city logo or identifier.

6. Wayfinding signage should reflect the character of the region.

7. Wayfinding signage will be placed in accordance with the regulatory requirements spelled out in the California Manual on Uniform Traffic Control Devices.

**Regional Bicycle and Pedestrian Routes and Destinations**

One of the goals of the Wayfinding Plan is to promote walking and bicycling, and to connect bicyclists and pedestrians to regional destinations within their communities, and to encourage connectivity between communities. In general, it is best practice to highlight cities, downtown areas, neighborhood districts, regional parks and recreation areas, academic institutions, and civic destinations in wayfinding signage. The regional routes and destinations highlighted in the wayfinding directional and distance signage should meet the following criteria.
Criteria for Bicycle and Pedestrian Routes

- Bicycle routes identified that are in the Transportation Agency’s 2011 Bicycle and Pedestrian Master Plan classified as Class I, II, III and planned Class I, II, III, and IV facilities
- Low traffic volumes along the selected routes
- Proximity to transit

Criteria for Regional Destinations

- Destinations must attract intercity or intercounty travel, such as regional parks, and colleges

Once a wayfinding sign design is chosen, signage can guide users between major destinations and between communities. Below is an example of a regional route and destinations initially identified to be included in the Wayfinding Plan.

Potential Regional Routes and Destinations

Pajaro to Marina Route via Elkhorn Road and the Monterey Bay Sanctuary Scenic Trail
- Pajaro
- Elkhorn Slough
- Castroville
- Marina