Wayfinding Plan Advisory Committee

Thursday, March 19, 2015
11:00 a.m. – 12:00 p.m.

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

AGENDA

1. Welcome & Introductions

2. Review Draft February 26, 2015 Minutes

3. MindMixer Training
   www.Tamc.MindMixer.com

4. Receive Update on Request for Proposals
   No Enclosure

5. Review Regional Route Criteria
   Pages 5-7

6. Identify
   Activity
   i. Regional Bicycle and Pedestrian Routes
   ii. Regional Destinations

6. Site Visit Sign-ups
Wayfinding Plan Advisory Committee

Thursday, February 26, 2015
10:00a.m. - 11:00a.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 Petersen  Fort Ord Friends Trails, and Pedal Alpini
   Lisa Rheinheimer  Monterey-Salinas Transit
   Jeanette Pantoja  Building Healthy Communities
   Eliza Yu  Association of Monterey Bay Area Governments
   Josh Metz  Fort Ord Re-use Authority
   Brent Slama (by phone)  City of Soledad
   Andrea Renny  City of Monterey
   Bernard Green  California State University, Monterey Bay

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

   Others present:

2. Review Draft February 10, 2015 Meeting Minutes
   Pages 2-5
   The Committee members did not have comments on the draft meeting minutes.

3. Review Wayfinding Plan Advisory Committee membership
   Page 6
   Virginia Murillo, Assistant Transportation Planner, noted that in the first meeting a Committee
   member asked about the membership of the Wayfinding Plan Advisory Committee. She noted
   that the Committee membership list shows which stakeholder groups are represented on the Committee.
4. **Finalize Wayfinding Plan Goals and Wayfinding Sign Design Criteria**

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

Committee members offered the following input:

- Wayfinding Sign Design Criteria section goal #2 should include safety language, and indicate the use of symbology for legibility of signage
- Wayfinding Sign Design Criteria section goal #4 should include comfort level
- Wayfinding Sign Design Criteria section goal #7 should include “When applicable, wayfinding signage will be placed in accordance with the regulatory requirements spelled out in the California Manual on Uniform Traffic Control Devices.”

Committee member Victoria Beach noted that she really liked the use of symbology, and distance and directional information in the Rochester wayfinding sign example that was shown at the February 10th meeting. Committee member Andrea Renny noted that we should use the wayfinding signage to capitalize on missed opportunities, such as areas of the Monterey Bay Sanctuary Scenic Trail where tourists get lost, and routes such as Monterey to Marina and a route from North Monterey County and Big Sur.

5. **Review Bicycle Facilities Classification**

Virginia Murillo, Assistant Transportation Planner, shared a handout from the City of Emeryville’s Resources for the Design of Bicycle Facilities Manual that outlined and described the three classes of bicycle facilities. She also mentioned that there are now Class IV bicycle facilities, and asked Committee member Bernard Green to share more about the new Class IV facilities. Committee member Bernard Green mentioned that Class IV facilities, also known as cycle tracks are bicycle paths that are protected from traffic. Committee member Eric Petersen expressed his concern about the design.

6. **Develop Criteria for:**

   a) **Regional Bicycle and Pedestrian Routes**
   
   b) **Regional Destinations**

Virginia Murillo, Assistant Transportation Planner, reviewed the draft regional route and destination criteria and asked for Committee input. Ariana Green, Associate Transportation Planner, reminded the Committee that this is a regional project and the Committee will be asked to think about this project in a regional context. Ms. Green pointed out that some routes will cross through local cities, but noted that this project would not be focused on local city routes. Ms. Murillo pointed out that because this is a regional project, the regional destinations would include areas like regional parks and colleges.

Committee member Bernard Green mentioned that it is still important to include local routes that continue on to become regional routes. Committee member Jeanette Pantoja mentioned that this
would be a great opportunity to include South County routes. Committee member Brent Slama mentioned that a South County wine corridor could be a regional route in South County. Mr. Slama mentioned that this route would follow River Road and continue on to Metz Trail. Another route he mentioned is the route to the Pinnacles National Monument, which would be along Metz Road. Committee member Victoria Beach noted that it would be interesting to see if the Committee could identify one continuous regional route for Monterey County.

Committee member Josh Metz mentioned that identifying routes is a task that can be efficiently accomplished by the Committee using large maps that identify existing bicycle facilities. Virginia Murillo, Assistant Transportation Planner, noted that this route mapping is a task that staff would like Committee members to complete before our next meeting, which will be a working meeting to identify regional routes.

7. **Review Revised Meeting Schedule**

Virginia Murillo, Assistant Transportation Planner, reviewed the revised meeting schedule with the Committee noting that the Committee would now be meeting monthly. She noted that she expects the Committee to begin meeting biweekly once a design consultant is chosen.

8. **Discuss:**

   a) **Route Mapping Activity**

Virginia Murillo, Assistant Transportation Planner, asked Committee members to use the maps from the Transportation Agency’s 2011 Bicycle and Pedestrian Master Plan to highlight the regional routes. Ms. Murillo mentioned that staff will work on enlarging the regional maps for the next meeting.

   b) **Meeting Schedule**

Virginia Murillo, Assistant Transportation Planner, noted that she would be sending out another Doodle Poll to schedule the March meeting.
Regional Wayfinding Bicycle and Pedestrian Plan for Monterey County

*Revised March 17, 2015*

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, be legible to a wide range of users, and use symbols to convey directional information.

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, comfort level 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. When applicable, 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.