Wayfinding Plan Advisory Committee

Thursday, June 4th, 2015
1:30 p.m. – 3:00 p.m.
Call in: (760)569-0800  Participant Code: 580128#

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

AGENDA

1. Welcome & Introductions
3. mySidewalk training: www.TAMC.mySidewalk.com  No Enclosure
4. Wayfinding Visioning Exercise  Page 4
   a) Project Overview
   b) Introduction to Wayfinding
   c) Wayfinding Strategy (Facilitated Discussion)
   d) Wayfinding System (Breakout Exercise)
   e) Next Steps
Wayfinding Plan Advisory Committee

Thursday, April 23, 2015
10:00 a.m. – 11:00 a.m.
Call in: (760)569-0800  Participant Code:580128#

*DIFFERENT LOCATION: City of Monterey—Orca Room
735 Pacific Street, Monterey

AGENDA

1. Welcome & Introductions

   Committee Members Present
   Victoria Beach  City of Carmel-by-the-Sea
   Ryan Chapman  County of Monterey
   Kevin Cole  Pebble Beach
   Andrea Renny  City of Monterey
   Josh Metz  Fort Ord Reuse Authority
   Eric Petersen  Fort Ord Recreation Trails Friends, and Pedal Alpini
   Lisa Rheinheimer  Monterey-Salinas Transit
   Krista Hanni (by phone)  Monterey County Health Department
   Brent Slama  City of Soledad

   Staff Present
   Virginia Murillo, Assistant Transportation Planner
   Ariana Green, Associate Transportation Planner

2. Review Draft March 19, 2015 Minutes

   There were no comments on the March 19th meeting minutes.
3. Update on Consultant Timeline

Virginia Murillo, Assistant Transportation Planner, provided an update on Alta Planning + Design’s timeline, noting that the project is expected to wrap up in September. Ms. Murillo noted that the Committee would likely meet during the week of May 18th to discuss the theme for the wayfinding signage, and that Alta Planning + Design would create draft designs based on the preferred theme during the month of June.

4. Regional Bicycle and Pedestrian Routes and Destinations

   a) Review Routes from March 19th Meeting
   b) Discuss Route Limits: Length and Connectivity
   c) Discuss Destinations
   d) Discuss Route Branding

Ms. Murillo demonstrated the combined regional routes based on the Committee’s route map exercise activity. She asked the Committee for input on the preliminary routes, noting that there are route length and connectivity limitations. Committee members provided the following input:

**Peninsula Routes:**
- Include connection along Casa Verde Way in Monterey to connect the Peninsula Cities Route to the Monterey Bay Sanctuary Scenic Trail
- Scenic Road in Carmel-by-the-Sea is one way, so consider adding a parallel route, such as San Antonio Street or Carmelo Street
- 17 Mile Drive in Pebble Beach is narrow and may not be suitable for all riders but is one of the few routes between Pebble Beach and Carmel.
- Tehama Road is a private road, so there is no connection between Carmel Valley and the Peninsula through Tehama Road
- Include route from Sand City to Seaside that connects to the Monterey Bay Sanctuary Scenic Trail
- Include a connection to Fort Ord via Ryan Ranch and South Boundary Road

**North County – Salinas Routes:**
- Include a connection from Castroville to North Salinas via Espinosa Road
- Connect the Prunedale-Salinas Route to San Miguel Canyon Road north of Prunedale
- Consider a North Main Street Route in Salinas, as an alternative to taking Russell Road and San Juan Grade Road
- Include a connection from East Boronda Road to Old Stage Road via Natividad Road

**South County Routes:**
- Prioritize River Road as a regional South County route

Ms. Murillo mentioned that she received a comment requesting the consideration of a regional...
route connecting the Soledad Mission to the San Antonio Mission. The Committee asked about connectivity to Pinnacles National Park from King City. Committee Member Ryan Chapman said he would look into which roads are County maintained roads in South County, which can help the Committee identify the most appropriate route for this connection. Committee Member Victoria Beach mentioned that the Big Sur Land Trust is planning an access point between Carmel and Palo Corona Regional Park as part of the Carmel River FREE project.

Committee Member Kevin Cole said he would be willing to do some reconnaissance work along the 17 Mile Drive route, and asked staff to look into apps, such as Map my Ride, that could help with this task. Committee Member Cole said it would be worthwhile for the Committee to take a ride on the suggested regional routes to get a better sense of their feasibility. Ariana Green, Associate Transportation Planner, and Ms. Murillo noted that staff would brainstorm and research some apps that might be appropriate for this and would send out more information to the Committee.

Ms. Murillo also noted that the regional routes map is accessible online through the MindMixer site.
TAMC Wayfinding Plan Advisory Committee

Visioning Meeting Goals:
The primary intent of the visioning meeting is to introduce the project stakeholders, learn about the Monterey County audience and what is currently effective and challenging in navigating the active transportation network and gather preferences regarding sign design.

AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:50</td>
<td>Project Overview</td>
<td>Mary</td>
</tr>
<tr>
<td></td>
<td>• Brief overview of the content of the wayfinding guidelines and process and workshop goals</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td>Introduction to Wayfinding</td>
<td>Emily</td>
</tr>
<tr>
<td></td>
<td>• Principals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Best Practices</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Requirements</td>
<td></td>
</tr>
<tr>
<td>2:10</td>
<td>Wayfinding Strategy (Facilitated Discussion)</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>• Vision and Goals (What do you hope to achieve most from this project?)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Who is the audience?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o How do users discover, arrive at, and utilize the off-street network?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• What existing navigational elements are effective?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• What are the primary challenges of the current system?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• What amount of flexibility or standardization is appropriate for Monterey County?</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td>Wayfinding System (Breakout Exercise)</td>
<td>Mary</td>
</tr>
<tr>
<td></td>
<td>• Ranking Preferences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Standardization vs. custom designs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Design preferences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Color/Branding preferences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Identify county assets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Identify top priority corridors</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey</td>
<td></td>
</tr>
<tr>
<td>2:50</td>
<td>Next Steps</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Immediate tasks and deliverables</td>
<td></td>
</tr>
</tbody>
</table>