Wayfinding Plan Advisory Committee

Thursday, June 4, 2015
1:30p.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

MINUTES

1. Welcome & Introductions

Committee Members Present
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
D.L. Johnson  TAMC Bicycle and Pedestrian Committee
Justin Meek  City of Marina
Brent Slama  City of Soledad

Staff Present
Debbie Hale, Executive Director  Ariana Green, Associate Transportation Planner
Todd Muck, Deputy Executive Director  Virginia Murillo, Assistant Transportation Planner

Others Present:
Jerry Landesman  Mary Stewart, Alta Planning + Design
Linda Petersen (by phone)  Emily Duchon, Alta Planning + Design
2. **Review Draft April 23, 2015 Minutes**

   There were no comments on the April 23rd meeting minutes.

4. **Wayfinding Visioning Exercise**

   a) **Project Overview**
   b) **Introduction to Wayfinding**
   c) **Wayfinding Strategy (Facilitated Discussion)**
   d) **Wayfinding System (Breakout Exercise)**
   e) **Next Steps**

   Virginia Murillo, Assistant Transportation Planner, introduced Mary Stewart and Emily Duchon, the wayfinding sign design consultants from Alta Planning + Design’s. Ms. Duchon provided a project overview, and discussed wayfinding principles with the Committee. Ms. Duchon and Ms. Stewart facilitated the discussion on choosing a preferred wayfinding sign design, color palette, and bike map design. More detailed visioning exercise notes are on the following page.

   **Visioning Meeting Goals:**
   The primary intent of the visioning meeting was 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.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td><strong>Project Overview</strong></td>
<td>- Mary Stewart, Alta Planning + Design’s Project Manager, presented an overview of Alta’s scope, schedule and workshop goals.</td>
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<tr>
<td><strong>Introduction to Wayfinding</strong></td>
<td>- Emily Duchon, Alta’s Wayfinding Designer presented a brief introduction to wayfinding and discussed wayfinding principals, best practices, and technical guidance.</td>
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| **Wayfinding Strategy (Facilitated Discussion)** | - Participants shared overall thoughts on the existing active transportation network  
- What is the character and experience of the Monterey County has a unique way of getting to destinations |
### Pathway Network?

- Limitation of connectivity
- Scenic. Want to get out and absorb the experience, like openness, vistas. Enjoy the view.
- **Comfortable** and safe
- People use trails for their health
- Lots of families, enjoy the view, **beauty**
- Diversity of experiences

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### What existing navigational elements are effective?

- Sharrwos and pavement markings on road. They are easier to read and doesn’t compete with sign clutter
- Like having minutes on sign. Account for uphill riding.
- Like Portland, OR style signs with minutes. Like pavement markings, good use when routes jog/detour and are hard to track
- Like standard/not too creative signs for easy use by visitors
- Be consistent with neighbors (adjacent Counties)
- Strong hardware to keep from getting stolen
- Allow space for place name and logo for each community.
- City additions for existing route signs. Include unincorporated communities.

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### Wayfinding System Input

The group broke out to participate in an interactive exercise to capture input on wayfinding design preferences. Three boards asked the advisory committee members to vote on preferred options for wayfinding themes, style and flexibility of sign design. In addition, participants were asked to provide comments on the existing bicycle map.
Following the meeting the workshop boards were posted on the social media site MySidewalk to solicit additional input from committee members who were not able to attend in person. A summary of the input is outlined below.

**Board 1: Wayfinding Themes**

What message best conveys Monterey County? (in order of highest to lowest ranked)

**Three stars**
- Beauty
- Scenic
- Friendly
- Fun

**Two stars**
- Simple

**One star**
- Family Friendly
- International Destination
- Timeless
- Inviting
- Enduring
- Unique
- Safe
- Rural
- Hills
- Rugged

What themes best conveys Monterey County?
- Agriculture/ wine
- Coasts and Ocean
- Mountains
- Tourism

TAMC Input:
- “Explore” theme?
Board 2: Wayfinding Style

Color Palette:
The top ranked preferred color palettes are “Mountains to the Sea” a more natural and muted palette and “Vineyards” a more contemporary palette.

Materials and Style:
Meeting participants leaned toward the contemporary end of the design spectrum with the layered and textured aluminum style receiving the most votes, and brushed stainless steel and concrete and colorful powdered coated steel one vote behind.

TAMC Input:
- Color preference?
- Style Preference?
Board 3: Sign Design

**Flexibility of Design:**
Total votes including results of the MySidewalk online poll are as follows:
- #1 - 0 votes
- #2 – 12 votes
- #3 – 4 votes
- #4 – 2 votes

The majority of committee members preferred a slightly modified CAMUTCD sign which allows for customization of a regional identity, local place name, route name, while still maintaining the standard CAMUTCD green background, shape and dimensions.

**Sign Types:**
Alta is scoped to design three sign types, a map kiosk, direction sign and add-on signage.

**TAMC Input:**
- Develop options that fall into one or two styles?
Monterey County Bicycle Map Comments

Global

- Overall Map- Too busy, Break into Regions- Accuracy?
- Global-Use consistent North Arrow
- Eye is drawn to San Benito County because of darker color, the viewer should see the bike routes/paths 1st
- Consider making land color white or more neutral color
- Create multiple Maps at different Scale
  - Countywide
  - Monterey Peninsula
  - North County
  - Etc.
- Map too large, use smaller paper size
- Bigger Blowups
  - Agreed too much blank space, consider scale and blow up
- Too much green color. Topographic/slope color are distraction/confusing
  - Make path/late/route lines more prominent inside
- Choose fewer colors/paths
- Remove proposed lanes/paths

North End

- Inset 1-Too busy, simplify
- Caltrans Route 101 North of Russell – Bike route?
  - In Legend (Caltrans Route) – Make clear that this is non-bike route or remove
- Old Stage at Zabala-Simplify as one line due to map scale

South End

- Too much blank space (in Los Padres NF near Tassajara Hot Springs)
  - Larger scale-blow up on more populated areas
- Connect Elm to Metz

3. mySidewalk training

Ms. Murillo provided a training on the new mySidewalk public forum tool. Ms. Murillo noted that the new mySidewalk tool is much easier to use, and that participants can sign up using their email, through their Facebook, LinkedIn or Google+ account. Committee Member Justin Meek suggested reaching out to students using this tool.