Wayfinding Plan Advisory Committee

Thursday, June 18th, 2015
9:30 a.m. – 10:30 a.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

2. Review Draft June 4, 2015 Minutes    Pages 2-7

3. Discuss Visioning Meeting and Next Steps    No Enclosure

4. Update on Regional Routes    Page 8-10
   a) Review Regional Route List
   b) Discuss Route Limitations
   c) Discuss Route Prioritization
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

DRAFT 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></td>
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<tr>
<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>
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<tr>
<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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<td><strong>Wayfinding Strategy (Facilitated Discussion)</strong></td>
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<td>- Participants shared overall thoughts on the existing active transportation network</td>
<td>Monterey County has a unique way of</td>
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• What is the character and experience of the pathway network?
  
  getting to destinations
  o Limitation of connectivity
  o Scenic. Want to get out and absorb the experience, like openness, vistas. Enjoy the view.
  o **Comfortable** and safe
  o People use trails for their health
  o Lots of families, enjoy the view, **beauty**
  o Diversity of experiences

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• What existing navigational elements are effective?

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

North County - Salinas – Peninsula Routes

1. Las Lomas to Salinas Route via Hall Road and San Miguel Canyon Road
   - Las Lomas
   - Manzanita Regional Park
   - Prunedale
   - North Salinas
   - Salinas (various schools, parks and shopping centers)

2. Pajaro to Castroville Route via Salinas Road & Highway 1 & Molera Road
   - Pajaro
   - Castroville

3. Castroville to North Salinas via Espinosa Road
   - Castroville
   - North Salinas

4. Castroville to Downtown Salinas Route via Castroville Road (CA 183)
   - Castroville
   - Downtown Castroville
   - Salinas
   - Salinas Transit Center

5. Salinas Periphery Route via Davis Road & Boronda Road
   - North Salinas (various schools, parks and shopping centers)
   - South Salinas
   - East Salinas (various schools, parks and shopping centers)
   - Natividad Creek Park

6. Hartnell College Route via Alisal Street*
   - Hartnell College
   - Monterey County Government Center
   - Hartnell College Alisal Campus

7. Marina to Salinas Multimodal Corridor via Davis Road and Reservation Road
   - Marina
   - CSU Monterey Bay
   - Monterey Peninsula College at Marina
   - East Garrison
   - Hartnell College
   - Monterey County Government Center
   - Salinas Transit Center
   - Downtown Salinas

7a. Marina to Salinas Multimodal Corridor Blanco Road Connection
Peninsula Routes

8. Pajaro to Carmel Route via Elkhorn Road & the Monterey Bay Sanctuary Scenic Trail
   - Pajaro
   - Elkhorn Slough
   - Castroville
   - Marina
   - Marina Transit Center
   - Marina State Beach
   - Fort Ord Dunes State Park
   - Sand City
   - Seaside
   - Monterey
   - Monterey State Beach
   - Naval Post Graduate School
   - Cannery Row
   - Monterey Bay Aquarium
   - Pacific Grove
   - Pebble Beach
   - Carmel-by-the-Sea

8a. Casa Verde Connection for Route 8 and 9 via Fremont Street & the Monterey Bay Sanctuary Scenic Trail
8b. Seaside-Sand City Connection Route 8 and 9 via Noche Buena Street Playa Avenue
8c. Carmelo Street Route parallel to Route 8 in Carmel-by-the-Sea

9. Peninsula Cities Route (Commuter Route)
   - Pacific Grove
   - Monterey
   - Presidio of Monterey
   - Middlebury Institute of International Studies
   - Monterey Peninsula College
   - Naval Postgraduate School
   - Del Rey Oaks
   - Seaside
   - CSU Monterey Bay
   - Marina
   - Monterey Peninsula College at Marina

10. Fort Ord Loop via Inter-Garrison Road & Reservation Road & Highway 68
    - CSU Monterey Bay
    - East Garrison
    - Fort Ord National Monument
    - Toro County Park
    - Laguna Seca
    - Monterey Regional Airport
    - Monterey

10a. Ryan Ranch Connection to Fort Ord Loop via South Boundary Road

11. Carmel to Monterey Route via San Carlos Street & Munras Avenue
    - Carmel-by-the-Sea
    - Carmel Mission
    - Carmel Woods
    - Monterey State Historic Park
    - Monterey Bay Sanctuary Scenic Trail

12. Carmel Valley Route via Carmel Valley Road
    - Carmel
    - Garland Ranch Regional Park
    - Carmel Valley

12a. Carmel Valley to Fort Ord Loop Connection to Greenfield via Laureles Grade Road
South County Routes

13. Marina to Greenfield Route via Reservation Road and River Road
- Marina
- East Garrison
- Fort Ord National Monument
- Mission Soledad
- Greenfield

14. Salinas to South County Route via Alisal Road & Old US 101 & Metz Road
- Salinas
- Chualar
- Gonzales
- Soledad
- Greenfield
- King City
- San Lucas
- San Ardo

15. Soledad Pinnacles Route* via Shirtail Canyon Road (Highway 146)
- Soledad
- Pinnacles National Monument