Wayfinding Plan Advisory Committee

***NEW TIME: 1:00p.m. – 2:30p.m.***

Monday, September 14th, 2015

2:00 p.m. – 3:30 p.m.

*Join online: [https://zoom.us/j/895593642](https://zoom.us/j/895593642)
Call in: 1(415)762-9988   Meeting ID: 895-593-642

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

AGENDA

1. Welcome & Introductions

2. Review Draft August 18th, 2015 Minutes   Pages 2-4

3. Discussion of Preferred Draft Wayfinding Sign Design Concept   Presentation

4. Information on Regional Route Branding   Page 5

*If you plan on joining online, you must install the Zoom application, and create a login before the start of the meeting.
Wayfinding Plan Advisory Committee

Thursday, August 13th, 2015
2:00p.m. – 3:00p.m.
Call in: (760)569-0800 (641)569-0800 Participant Code:580128#

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

MINUTES

1. Welcome & Introductions

   Committee Members Present
   
   Bernard Green       California State University, Monterey Bay
   Victoria Beach (by phone)   City of Carmel-by-the-Sea
   Andrea Renny        City of Monterey
   Ted Lopez            Fort Ord Reuse Authority
   Lisa Rheinheimer    Monterey-Salinas Transit
   Eric Petersen       Pedal Alpini/Fort Ord Recreation Trails Friends

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

2. Review Draft June 18, 2015 Minutes

   There were no comments on the June 18th meeting minutes.
3. Discuss Draft Wayfinding Sign Designs & Bike Map Layouts

Virginia Murillo, Assistant Transportation Planner, presented the three draft wayfinding sign design concepts and the draft bike map layouts to the Committee for input. Ms. Murillo noted that the elements from the three different sign design concepts can be combined into a preferred design.

Committee Member Eric Petersen asked about the size of the directional signs. Ms. Murillo noted that the size of the signs will comply with the Manual on Uniform Traffic Control Devices (MUTCD). Committee Member Petersen also asked about the possibility of placing distance information in kilometers and miles. Ted Lopez, Fort Ord Reuse Authority alternate asked about translation for the wayfinding sign designs. Committee members offered the following input:

- Preference for Option #1 (pictured below) – Modern, Contemporary directional sign. Committee Members Bernard Green and Andrea Renny and Todd Muck, Deputy Executive Director, liked the “Explore by bicycling and walking” logo. Committee Member Renny mentioned that the logo can easily be created with vinyl stickers. Committee members liked the “Explore Salinas” text order, over the “Salinas Explore” text order. In general, Committee members liked the destination, mileage and minutes distance information for the directional signs. Ms. Murillo mentioned that the www.TAMC.mySidewalk.com voting results also show a preference for Option #1.
- Preference for the **Option #2 (pictured below)** – Grounded, Contemporary compass rose add-on sign. Committee Member Victoria Beach noted that this is a cost-effective option for add-on signs. Mr. Muck asked about the possibility of having the compass rose be a bicycle wheel.

- Preference for the **layout of Option #3 in the Option #2 structure of the gateway kiosk (pictured below)**.
Committee Member Renny noted that the continual structure of gateway kiosk option #2 was important for Americans with Disabilities (ADA) compliance, since someone that is visually impaired can detect the continual structure. Committee Member Beach also expressed her preference for the more natural aesthetic of gateway kiosk option #2, and noted that the other options would not have a high durability. Both she and Committee Member Renny liked the materials of the gateway kiosk option #2, noting that these materials have a high durability. Committee Member Renny also mentioned that baked enamel maps are a durable option for the gateway treatments.

Ms. Murillo also presented the planning level cost estimates for the sign designs, and noted that these estimates include the cost of installation and fabrication. Ms. Murillo mentioned that the cost of fabrication for the directional signs ranges from $100 (directional sign option #3) to $250-$300 (directional sign option #1). Ms. Murillo mentioned that the planning level cost estimates pictured below are based on current bids. Committee Member Renny noted that it would be more cost-effective to go out to bid for the production of customized signs.

<table>
<thead>
<tr>
<th>Planning Level Sign Cost Estimates</th>
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<tr>
<td>Concept</td>
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<tr>
<td>1: Modern Contemporary</td>
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<tr>
<td>2: Grounded Contemporary</td>
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<tr>
<td>3: Regional Icons</td>
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Committee Member Renny suggested that TAMC set up a contract with a sign shop that can produce the customized signs, as local sign shops have limited capacity for fabrication of directional sign option #1. That way the jurisdictions can have better access to the signage when replacements are needed. Ms. Murillo mentioned that Emily Duchon, from Alta Planning + Design, suggested that TAMC order extra blank signs to keep as replacements.

Committee Members expressed a preference for Vertical Bicycle Map Layout #3. Committee Member Eric Petersen mentioned that this layout would work well with handle bar map holders. Committee Members Green and Beach also liked the vertical map layout, noting that it would be useful for cyclists looking at individual city panels. Committee Member Lisa Rheinheimer noted that the bike map colors should match the sign design color palette.
Branding Best Practices

Wayfinding Plan Advisory Committee members requested information about branding best practices. The following best practices come from Hike Ontario’s *Best Practices for Increasing Trail Usage by Hikers and Walker*¹:

*Your trail or your trail based experience is a part of your identity. Naming your organization or one of your activities should not be taken lightly, but it should be fun. Like commercial company and product branding, the brand you choose should express a benefit to your target audience and appeal to their personality traits.*

*Ultimately you should be able to decide on a word or phrase that identifies your product or service, such as “Hike Ontario, Experience it one step at a time” or “Celebration of Trails,” and make sure the names you generate sound right with these identifiers.*

1. **Think About How It Looks:** Usually a name is successful because it’s paired with an effective visual image. Different type fonts, for example, are used to convey elegance or perhaps joviality, reinforcing that aspect of the name or giving a not-particularly elegant or jovial name a new dimension.

2. **Test your ideas with your stakeholders:** Create a list of your ideas and ask a small group of your stakeholders for input. Ask these people not only their order of preference but also what each name connotes. Keep in mind that if you’re contemplating a cute or timely name, is it an in-joke or will it grow stale over time? Will your name remain appropriate if your organization expands its mandate?

3. **Don’t be a copycat:** It is not in your interest to copy or borrow from an established identity. A look-alike, sound-alike name, resembling the personality of an established, legendary, or well-known name will be fruitless in the long run.

4. **Creativity is a spark of genius:** Over-creativity can cause fire and damage. Don’t get too creative. Do not twist, bend, stretch, exaggerate, corrupt or modify alpha-structures to their extremes in naming. It may result in difficult, confusing, unpronounceable and only silly names.

5. **Choose a universal name and brand:** Do not underestimate your trail or activity. No matter how small or local the project may be right now, think of the future and it’s endless opportunities. A name is only good when it is free and clear to travel around the globe, and transcend local users.

In addition to these tips, it is important to consider any potential acronyms that might be derived from the name of the trail.