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

MINUTES

1. Welcome & Introductions

Committee Members Present

Eliza Yu Association for Monterey Bay Area Governments
Jeanette Pantoja (by phone) Building Healthy Communities
Bernard Green California State University, Monterey Bay
Justin Meek (by phone) City of Marina
Andrea Renny City of Monterey
Brent Slama City of Soledad
Ryan Chapman County of Monterey Public Works
Josh Metz Fort Ord Reuse Authority
Krista Hanni (by phone) Monterey County Health Department
Lisa Rheinheimer (by phone) Monterey-Salinas Transit

Staff Present

Todd Muck, Deputy Executive Director Ariana Green, Associate Transportation Planner
Virginia Murillo, Assistant Transportation Planner
2. **Review Draft June 4, 2015 Minutes**

   There were no comments on the June 4th meeting minutes.

3. **Discuss Visioning Meeting and Next Steps**

   Virginia Murillo, Assistant Transportation Planner, provided an overview of the June 4th visioning meeting, and highlighted the poster board votes included in the June 4th meeting minutes. Ms. Murillo also mentioned that these materials were placed in the [www.tamc.mysidewalk.com](http://www.tamc.mysidewalk.com) page for vote. Ms. Murillo reported that the next step will be for Alta Planning + Design to develop draft wayfinding signs.

   Ms. Murillo reported that option #2 in the flexibility of sign Manual on Uniform Traffic Control Devices (MUTCD) design spectrum was the most popular during the visioning meeting and in the mySidewalk poll. Committee Member Ryan Chapman expressed concern about design option #2, and mentioned that MUTCD compliance is a requirement for federal funding. Committee Member Chapman also expressed concern about long term maintenance for this design option. Committee Member Andrea Renny agreed that the design option should be more on the rigid MUTCD compliance spectrum.

   Committee Member Victoria Beach asked about the materials, and expressed her preference for corten steel. Committee Member Beach mentioned that architects tend to prefer this material because it is very durable and has a more natural aesthetic. Committee Member Jeanette Pantoja asked about the costs associated with the materials and sign design. Ms. Murillo mentioned that in Alta Planning + Design’s presentation at the visioning meeting, the materials and sign design included an associated range of costs.

   Committee Member Beach asked about the branding portion of the Wayfinding Plan. Committee Member Beach asked about Alta’s capacity to develop a brand for the regional routes, and used the Napa Vine Trail as an example of a branded regional bike network. Ariana Green, Associate Transportation Planner, mentioned that one Alta Planning + Design’s ideas was that the word “explore” can be incorporated into the signage as a way to maintain uniformity while allowing jurisdictions the opportunity to maintain their local identities. For example, a sign can say “Explore: Seaside” when a portion of the route is in Seaside, and “Explore: Marina” when a portion of the route is in Marina. Ms. Murillo mentioned that Alta is not scoped to develop a brand, but that the branding portion of the Wayfinding Plan is something that the Committee can do. Committee Member Beach asked staff to do more research on how other regions have successfully branded their regional bike networks.
4. Update on Regional Routes

   a) Review Regional Route List

   b) Discuss Route Limitations

   c) Discuss Route Prioritization

Ms. Murillo reported that the Agency’s legal counsel suggested that only routes that have existing or proposed bicycle facilities be signed, with a priority for existing facilities. Ms. Murillo mentioned that routes identified by the Committee that are not listed as existing or proposed will be compiled and analyzed in the next Bicycle and Pedestrian Master Plan update.

Ms. Murillo walked the Committee through the consolidated regional routes. Ms. Green mentioned that Alta Planning + Design introduced the idea of creating loops for a variety of users, and mentioned that staff will try and take a look at potential loops already present in the regional routes. Committee Member Beach and Todd Muck, Deputy Executive Director, asked whether Molera Road is the most direct route to Castroville, since Dolan Road appears to be a more direct connection. Ms. Green noted Molera Road is a popular route choice for cyclists. Committee members offered the following input:

- The Hartnell College Route via Alisal Street can close the loop for the Salinas Periphery Route. This loop can be known as the Ag Loop.
- San Juan Grade Road can be a connection to San Benito County.
- Consider Divarty as a connection through the California State University, Monterey Bay area.
- Consider the AIDS route.

Committee Member Bernard Green showed the Committee the www.nationalbikechallenge.org page, which maps the routes that cyclists using the Strava app currently take.