Wayfinding Plan Advisory Committee

Thursday, November 19th, 2015
1:30 p.m. – 3:00 p.m.

*Join online: [https://zoom.us/j/617724260](https://zoom.us/j/617724260)
Call in: 1(415)762-9988     Meeting ID: 617-724-260

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

**AGENDA**

1. Welcome & Introductions

2. Review Draft September 14th, 2015 Minutes
   Pages 2-7

3. Discuss Final Wayfinding Sign Design Concept
   Presentation

4. Review Draft Wayfinding Plan & Discuss Implementation
   Pages 8-23
   Strategies

5. Bike Map Status Update
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
Call in: 1(415)762-9988     Meeting ID: 895-593-642

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

DRAFT MINUTES

1. Welcome & Introductions

Committee Members Present

Jeanette Pantoja          Building Healthy Communities
Bernard Green (by phone)  California State University, Monterey Bay
Justin Meek               City of Marina
Andrea Renny              City of Monterey
Brent Slama               City of Soledad
Eric Petersen            Pedal Alpini/Fort Ord Recreation Trails Friends
Josh Metz                  Fort Ord Reuse Authority
Ted Lopez                 Fort Ord Reuse Authority
Ryan Chapman              Monterey County Public Works
Krista Hanni              Monterey County Health Department
Lisa Rheinheimer          Monterey-Salinas Transit
2. **Review Draft August 18th, 2015 Minutes**

There were no comments on the August 18th meeting minutes.

3. **Discussion of Preferred Draft Wayfinding Sign Design Concept**

Virginia Murillo, Assistant Transportation Planner, walked the Committee through the preferred option #1 - Modern, Contemporary with an incorporation of the compass rose from option #2 – Grounded, Contemporary wayfinding designs, and the [www.tamc.mySidewalk.com](http://www.tamc.mySidewalk.com) voting results. Ms. Murillo noted that in general, the mySidewalk votes demonstrate a preference for directional sign design option #1.
Ms. Murillo noted that the Committee, in the August 13th discussion, liked the sign topper compass rose logo from option #2 – Grounded, Contemporary because of its unusual shape. Ms. Murillo also mentioned that staff has been discussing the idea of using this design as a pavement marker. She noted that the mySidewalk votes did not demonstrate a preference for this.

Committee Member Petersen mentioned the need to maintain uniformity and not deviate from MUTCD standards. Ms. Murillo reported that the directional sign for option #1 considered a community wayfinding sign by MUTCD standards, includes standard 2” text side and is 30” tall and 24” wide.

Committee Members expressed concern about the potential to have a cluttered design if the compass rose is added into Option #1. Committee Members also expressed concerns about sign maintenance and theft. Committee Member Slama mentioned that the City of Soledad has already lost one of its wayfinding signs. Committee Member Chapman mentioned that the County generally has a 5% loss of signage.
Committee Member Meek asked if people voting on mySidewalk understood that they were voting for multiple components of wayfinding signage. Committee Member Meek found that there were very few votes for the Option #3 directional signs, but many votes for Option #3 sign toppers. Ms. Murillo explained that the order in which the questions were posted could have affected this, as the directional signs were posted before the sign toppers and thus the sign toppers showed up before the directional signs. She also noted that a description explaining the item up for vote along with a link to the more detailed draft designs accompanied each post.

Committee Member Metz asked how jurisdictions would implement the Wayfinding Plan. Ms. Murillo noted that the directional signage would be placed along the routes identified by the Committee, and that jurisdictions can assist with installation.

Ms. Murillo also shared the gateway kiosk and trail post design mySidewalk voting results. She noted that in the August 13th discussion, the Committee liked the structure and materials of Option #2 with the information from Option #3.
Ms. Murillo noted that Option #1 was the preferred trail post design. She mentioned that a question about equestrian access on some of the wayfinding routes came up in a presentation to the Fort Ord Reuse Authority Post Reassessment Committee. Ms. Murillo noted that trail post Option #1 has room for equestrian symbols that can be used to designate bicycle, pedestrian and equestrian shared use paths.

Committee Member Pantoja noted that it is important to maintain design continuity across all of the wayfinding elements.

Committee Member Rheinheimer asked about the distance between trail posts, and referencing the cost range of $800-$1,200 per post. Ms. Murillo mentioned that trail posts are generally posted every ¼ to every ½ mile.
The Committee agreed to pursue **Option #1 – Modern, Contemporary, incorporating Option #2’s compass rose**, as the preferred wayfinding sign design option. The Committee asked about the possibility of having the “Explore Monterey County by Bicycling and Walking” logo be a single color, noting that this could facilitate sign production.

4. **Information on Regional Route Branding**

Ms. Murillo gave a brief overview of route branding best practices. She noted that it is important to test name ideas with a group of stakeholders.

Committee Member Metz mentioned that the Monterey Fort Trails is a name that is gaining momentum in the former Fort Ord. Committee Member Rheinheimer asked the Committee to consider names that honor Monterey County. Ms. Murillo mentioned that staff would brainstorm and bring back some ideas to the Committee at a future meeting.

Committee Member Petersen announced that he is working on organizing California Junior Road Race Championships for next year.
Regional Pedestrian and Bicyclist Wayfinding Plan for Monterey County
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Executive Summary

The Transportation Agency for Monterey County developed the Regional Pedestrian and Bicycle Wayfinding Plan for Monterey County to provide standard guidelines for bicycle and pedestrian wayfinding throughout Monterey County. The Wayfinding Plan includes Plan goals, criteria for sign development, sign design guidelines, identification of regional bicycle and pedestrian routes and includes an implementation strategy. The goal of the Wayfinding Plan is to improve access to regional destinations, provide consistent wayfinding signs for regional connections, and promote key signage features that jurisdictions will be encouraged to incorporate into their own signs in order to improve wayfinding across city boundaries. Having uniform signs can support residents and visitors who want to bicycle and in the cities and in the county, and can enhance each jurisdiction’s brand as a regional destination.

Introduction

Bicycle and pedestrian facilities are integral components of Monterey County’s multimodal transportation system. The Wayfinding Plan is part of a regional effort to have a more complete bicycle and pedestrian network to encourage bicycling and walking for transportation. Wayfinding signage can ease navigation for bicyclists and pedestrians, encourage bicycling and walking, and reinforce key regional destinations that can enhance a region’s brand. Wayfinding signage, secure bicycle storage and having a connected network of bicycle paths and lanes are elements that can attract an estimated 60% of potential bicyclists who indicate that they would cycle more often if it were safer and easier to do so\(^1\).

Purpose

The need for a Wayfinding Plan was identified in the Transportation Agency’s 2011 Master Bicycle and Pedestrian Plan as a means for improving and promoting bicycling and walking throughout the county. Enhancing the environment for bicycling and walking with signage can increase the number of bicyclists and pedestrians using the county’s roadway network, and can improve the visibility and safety for these alternative forms of transportation. Cities around the nation with significant bicycle ridership and pedestrian activity have implemented similar plans and programs including: Santa Barbara, Berkeley, Oakland in California along with Portland, Oregon and Seattle, Washington.

Funding

TAMC programmed $30,000 of Regional Surface Transportation Funds in the 2014/2015 fiscal year to initiate the preparation of the Wayfinding Plan. For the next three years, TAMC has programmed a total of $90,000 for the implementation of the Wayfinding Plan.

\(^1\) “Four Types of Cyclists”; Source: Roger Geller, Portland Office of Transportation.
Wayfinding Plan Advisory Committee & Community Involvement

The Wayfinding Plan Advisory Committee is an ad-hoc committee comprised of project stakeholders including representatives from TAMC’s Bicycle and Pedestrian Facilities Advisory Committee, the County of Monterey, local cities, the Monterey County Health Department, Building Healthy Communities, Fort Ord Re-use Authority, the Velo Club, Green Pedal Couriers, Fort Ord Recreation Trails Friends, Pebble Beach, and Monterey-Salinas Transit. Table 1 summarizes Committee membership.

In addition to Wayfinding Plan Advisory Committee input, Agency staff consulted with TAMC’s Bicycle and Pedestrian Facilities Advisory Committee (BPC), comprised of volunteer representatives from each supervisorial district and city in Monterey County as well as representatives from public agencies and a bicycle/pedestrian interest group, as appointed by the TAMC Board of Directors, and TAMC’s Technical Advisory Committee (TAC), comprised of each of the twelve cities in Monterey County, Monterey County Public Works, Monterey County Planning, the State Department of Transportation, Monterey-Salinas Transit, the Fort Ord Reuse Authority, the Monterey Bay Unified Air Pollution Control District, and the Association of Monterey Bay Area Governments.

Table 1: Wayfinding Plan Advisory Committee members.

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Representative</th>
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<tbody>
<tr>
<td>Association of Monterey Bay Area Governments</td>
<td>Eliza Yu</td>
</tr>
<tr>
<td>TAMC Bicycle and Pedestrian Facilities Advisory Committee</td>
<td>D.L. Johnson</td>
</tr>
<tr>
<td>Building Healthy Communities</td>
<td>Jeanette Pantoja</td>
</tr>
<tr>
<td>City of Carmel-by-the-Sea</td>
<td>Victoria Beach</td>
</tr>
<tr>
<td>City of Marina</td>
<td>Justin Meek</td>
</tr>
<tr>
<td>City of Monterey</td>
<td>Andrea Renny</td>
</tr>
<tr>
<td>City of Salinas</td>
<td>James Serrano</td>
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<tr>
<td></td>
<td>Victor Gomez</td>
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<tr>
<td>City of Soledad</td>
<td>Brent Slama</td>
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<tr>
<td>California State University Monterey Bay</td>
<td>Bernard Green</td>
</tr>
<tr>
<td>Fort Ord Reuse Authority</td>
<td>Josh Metz</td>
</tr>
<tr>
<td>Green Pedal Couriers</td>
<td>Michael Baronial</td>
</tr>
<tr>
<td>Monterey County</td>
<td>Ryan Chapman</td>
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<tr>
<td>Monterey County Health Department</td>
<td>Krista Hanni</td>
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<tr>
<td>Monterey-Salinas Transit</td>
<td>Lisa Rheinheimer</td>
</tr>
<tr>
<td>Pebble Beach Company</td>
<td>Kevin Cole</td>
</tr>
<tr>
<td>Fort Ord Recreation Trails Friends/Pedal Alpini, Inc.</td>
<td>Eric Peterson</td>
</tr>
<tr>
<td>Velo Club</td>
<td>Bill Boosman</td>
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</table>
Lastly, TAMC staff developed a project specific Wayfinding Plan page on the TAMC website. Wayfinding Plan Advisory Committee meeting agendas, meeting minutes and draft documents were posted on this site. Staff gathered community input using the TAMC Wayfinding Plan mySidewalk page, an online public engagement tool. The mySidewalk tool was particularly useful in obtaining feedback on sign design. Figure 1 illustrates the Wayfinding Plan mySidewalk page, along with page view statistics.

**Figure 1: Wayfinding Plan mySidewalk page.**

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**Goals**

The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities, and to promote bicycling and walking as viable transportation alternatives for Monterey County residents and visitors. Directing bicyclists and pedestrians to safer routes will increase traffic safety for all street users and will encourage bicycling and walking in Monterey County. Outlined below are the Wayfinding Plan’s specific goals.

1. Create uniform wayfinding sign design guidelines
2. Promote connectivity between communities and encourage connectivity to regional destinations, such as parks, trails, educational institutions, employment centers, transit, park and ride lots, and tourist destinations
3. Identify and brand pedestrian and bicycle routes and provide signage that supports new and infrequent users to walk and bicycle more frequently
4. Support the local economy by providing Monterey County residents and tourists with directional and distance information
5. Use wayfinding signage to provide distance information and facilitate pedestrian and bicyclist access to regional destinations within Monterey County. Wayfinding signage should incorporate technology, and be accessible via GPS and online map tools.
6. Wayfinding signage should be distributed equitably across the County
7. Create safer pedestrian and bicyclists facilities by using wayfinding signage to make bicycle and pedestrian routes more visible
8. Maintain community engagement throughout the planning process

**Existing Conditions**

There are currently 213 bikeway miles in Monterey County, consisting of 43.7 miles of Class I separated bike paths, 115.1 miles of Class II striped bike lanes, and 54.5 miles of Class III shared bicycle routes. Among Monterey County’s bike and pedestrian facilities, the Monterey Bay Sanctuary Scenic Trail is the largest Class I facility that extends from Lovers Point in Pacific Grove to Del Monte Boulevard north of Marina. In addition, there are 8.4 bikeway miles in the California State University, Monterey Bay campus consisting of 0.3 miles of Class I separated bike paths, 2.5 miles of Class II striped bike lanes, and 4.7 miles of Class III shared bicycle routes and 0.9 miles of Class IV protected bike lanes. The region’s mild climate and relatively flat topography make biking and walking a viable mode of travel for county residents.

The County of Monterey and each of the jurisdictions currently use the standard CAMUTCD guide signage indicating the existence of Class I, II and III bikeways. Caution Watch for Bicyclists signs are also used to warn motorists of potential bicyclist activity, such as where the Monterey Bay Sanctuary Scenic Trail intersects Sand Dunes Road in Monterey. The first signage illustrated in the MUTCD continuum in Figure 2 shows the typical bikeway signage present throughout the region. While the county is currently served by a wide variety of bicycle facilities, the majority of the area lacks a clear, comprehensive, and consistent sign system that provides bicycle users with directional information and information about mileage to destinations and points of interest.
Sign Criteria

Regulatory Requirements
There are many different types of bicycle wayfinding signs used in the United States and in California. The most commonly used signs are from the Federal Highway Administration’s Manual on Uniform Traffic Control Devices (MUTCD), as national compliance provides liability protection. The California MUTCD (CAMUTCD) is the most commonly used guide in the State, and contains most of the signs in the national versions, along with state-specific additions and modifications. The CAMUTCD is in conformance with the Federal Highway Administration MUTCD.

The goal of the CAMUTCD is to ensure consistency of traffic control devices. In the CAMUTCD, street sign traffic control devices are defined as “signs, signals, markings...used to regulate, warn or guide traffic, placed on, over, or adjacent to a street, highway, pedestrian facility, bikeway, or private road open to public travel.” Both the MUTCD and the CAMUTCD require that wayfinding signage meet certain regulatory requirements, such as font type and text size. On the other hand, section 2D.50 of the MUTCD, which deals with community wayfinding, allows for custom colors and enhanced graphics. Figure 2 illustrates the spectrum of MUTCD compliance. In the visioning portion of the planning process, the Wayfinding Plan Advisory Committee, along with input from community stakeholders, choose to develop a sign design similar to options #1 and #2 of the MUTCD design spectrum.
Wayfinding Sign Design Criteria
The Wayfinding Plan will create uniform wayfinding sign design guidelines. In consideration of signage regulatory requirements, the Wayfinding Plan Advisory Committee developed criteria for the signage based on Plan goals. Signage should be clear and concise, and should be consistent and compatible with existing wayfinding signage across jurisdictional boundaries, including into Santa Cruz County and San Benito County. More specifically, wayfinding signage design should meet the following criteria:

1. There will be three wayfinding sign types, including: gateway signage, directional and distance information signage, and add-on signage that can be placed on existing signage
2. Wayfinding signage should be accessible to people of all literacy levels, be legible to a wide range of users, and use symbols to convey directional information
3. Provide access to regional destinations, such as regional parks and open spaces, trails, educational institutions, major employment centers, transit, park and ride lots and tourist destinations
4. Wayfinding signage should provide information such as: location of bike supportive amenities, comfort level and ADA accessibility
5. Wayfinding signage should be eye-catching and have space for a city logo or identifier
6. Wayfinding signage should reflect the character of the region
7. When applicable, wayfinding signage will be placed in accordance with the regulatory requirements spelled out in the California Manual on Uniform Traffic Control Devices.
Identification of Regional Routes

The goals of the Wayfinding Plan are to promote walking and bicycling, connect bicyclists and pedestrians to regional destinations within their communities, and to encourage connectivity between communities. In general, it is best practice to highlight cities, downtown areas, neighborhood districts, regional parks and recreation areas, academic institutions, and civic destinations in wayfinding signage. The regional routes and destinations highlighted in the wayfinding directional and distance signage should meet the following criteria.

**Criteria for Bicycle and Pedestrian Routes**
- Bicycle routes identified that are in the Transportation Agency’s 2011 Bicycle and Pedestrian Master Plan classified as Class I, II, III and planned Class I, II, III, and IV facilities
- Low traffic volumes along the selected routes
- Proximity to transit

**Criteria for Regional Destinations**
- Destinations must attract intercity or intercounty travel, such as regional parks, and colleges

Development of Wayfinding Sign Design

**Step 1: Vision**

The Transportation Agency contracted Alta Planning + Design to develop designs for gateway signage, directional and distance information signage, and add-on signage that can be placed on existing signage. On June 4, 2015, the Wayfinding Plan Advisory Committee participated in a visioning exercise to assist in the development of the wayfinding sign design concept. As part of the visioning meeting, Committee members shared the opportunities and challenges in navigating Monterey County’s active transportation network and provided input on the preferred sign design direction. **Figure 3** summarizes the input from the visioning meeting.
When asked about the message that best conveys Monterey County, Committee members’ highest ranked messages were beauty, scenic, friendly and fun.

Based on Committee and staff input and public votes on the mySidewalk page, Alta Planning + Design prepared conceptual designs using the Mountains to Sea color palette and materials ranging from textured aluminum, brushed steel and concrete to corten steel.

**Step 2: Concept Development**

Based on Committee, staff and public input gathered during the visioning step, Alta Planning + Design prepared three draft wayfinding design concepts. Each of the concept designs included a directional sign, a sign topper to be placed on existing signage, an information gateway kiosk treatment and a trail post design. Figure 4 summarizes the concept directional sign designs. The full draft concept designs are shown in Appendix B.
Step 3: Final Wayfinding Sign Design Development
Following an extensive community outreach effort along with Wayfinding Plan Advisory Committee discussion, Alta Planning + Design developed Concept #1, with elements from Concept #2 for the final wayfinding sign design program. Figure 5 shows a summary of the final wayfinding sign design package, with the complete design package included in Appendix C of the Plan.

Implementation Strategy
Regional Routes and Sign Placement
Using the Transportation Agency’s 2011 Bicycle and Pedestrian Master Plan as a foundation, the Wayfinding Plan Advisory Committee went through a regional bicycle map routing exercise.
Based on this exercise, and on the input from a variety of stakeholder groups, the regional routes that have been identified are shown in Figure 5. Wayfinding signage will be placed along these routes, the distances of which are summarized in Table 2.

**Table 2: Regional routes to be signed.**

<table>
<thead>
<tr>
<th>Route</th>
<th>Miles</th>
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Figure 5: Regional bicycle routes.
It is important to note that some of the routes identified are located along corridors that do not have existing or planned facilities. In these cases, route segments will be analyzed in the upcoming Bicycle and Pedestrian Master Plan update. These routes will also be signed at a later phase.

**Coordination with Existing and Future Signage**

There will be coordination of signs with other current and future wayfinding signs in order to avoid sign clutter, as sign clutter is unsafe and undesirable. Existing signage for the Monterey Bay Sanctuary Scenic Trail, along with standard bike path, bike lane and bike route signs currently exist throughout the region. Figure 6 shows an example of existing bike signage along Pajaro Drive and San Joaquin Street in Salinas, and provides an overview of the existing signs throughout Monterey County.

Wayfinding Plan signage will supplement existing signage, such as the signage that denotes bike lanes and bike routes. As mentioned, it is the goal of the Wayfinding Plan to place wayfinding signage along regional bicycle routes identified in the Plan. Currently, only the City of Monterey is in the process of initiating a citywide vehicle, bicycle and pedestrian wayfinding sign plan. TAMC staff will remain involved in the process to ensure regional and local coordination in wayfinding sign planning.

**Sign Production**

Wayfinding Plan Advisory Committee members have advocated for in-house sign production when possible. However, due to the limitations of local sign shops, Committee members discussed the need to contract out for the add-on signage that is beyond the capability of local sign shops. Committee members have also suggested that TAMC should take the lead in the procurement of signage. TAMC staff will work on issuing an invitation for bids for sign production.

**Signs Per Mile**

Overall program costs will be determined based on the number of signs per mile. In general, for on-street regional bike routes, directional signs will be placed at decision points where two routes intersect and about every 2 to 3 blocks along bicycle facilities. Add-on signage will be placed where appropriate on existing bikeway signage along a regional route. For the regional routes identified in the planning process, Table 3 demonstrates the approximate number of signs needed per route based on bidirectional route mile.
For planning level purposes, mile markers are placed every ¼ to ½ mile on off-street trail path facilities. For on-street bike routes, signs will be placed at decision points where two routes intersect and about every 2 to 3 blocks along bicycle facilities, unless another type of sign is used (e.g., within 150 ft of a turn or decision sign). Pavement markings can also act as confirmation that a bicyclist is on a preferred route to minimize sign clutter.

**Phase of Implementation**
Throughout the planning process, Wayfinding Plan Advisory Committee members and members of the community expressed the need to prioritize signage along key areas where connectivity from one bike facility to another is confusing. Such areas, which will be the first to be signed include:

- Monterey Bay Sanctuary Scenic Trail connectivity in Sand City
- Carmel-by-the-Sea to Monterey route

The following routes feature existing bicycle facilities along the entirety of the route and will be signed after the priority areas of connectivity have been signed:

- Monterey Bay Sanctuary Scenic Trail
- Salinas Periphery Loop

The regional routes that are not yet ready for signing because the bikeway facilities do not yet exist will be signed once the facilities are in place.

**Cost Estimates**
Alta Planning + Design prepared planning level cost estimates for the three sign design concepts. The planning level cost estimates include the cost of installation and fabrication. **Figure 8** shows the planning level cost estimates.
In addition to the planning level cost estimates, fabrication costs for the directional sign concepts varied from $100 for option #3, to $250-$300 for the preferred option #1 directional sign. In considering only the fabrication costs, TAMC staff developed a draft budget for the implementation of the Wayfinding Plan. Table 3 summarizes this budget, and includes scenarios for sign purchasing.

Table 3: Fabrication budget for directional wayfinding signage based on $90,000 implementation budget. (*Pending final cost estimate)

<table>
<thead>
<tr>
<th>Fabrication Estimates Only</th>
<th>Cost</th>
<th>100% Budget</th>
<th>75% Budget</th>
<th>50% Budget</th>
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<tbody>
<tr>
<td>Directional Sign</td>
<td>$250</td>
<td>360</td>
<td>270</td>
<td>180</td>
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</table>

**Jurisdiction Agreements for Sign Installation and Maintenance**

TAMC staff will work coordinate sign installation and maintenance with jurisdictions. Once signs are installed, a GIS database will be used to keep track of sign stock. This database will assist in the development of a maintenance schedule.

**Appendix A – Regional Bicycle Routes**

**Appendix B – Draft Conceptual Designs**

**Appendix C – Final Wayfinding Sign Designs and Placement Scenarios**

**Appendix D – Wayfinding Plan Advisory Committee Meeting Minutes**