

Regional Pedestrian and Bicyclist Wayfinding Plan for Monterey County



Prepared by: Transportation Agency for Monterey County • 55-B Plaza Circle, Salinas, CA • www.tamcmonterey.org
May 2016

Contents

Executive Summary	3
Introduction	4
Purpose	4
Funding	5
Wayfinding Plan Advisory Committee & Community Involvement	5
Goals	7
Existing Conditions.....	8
Regulatory Requirements	9
Wayfinding Sign Design Criteria.....	10
Identification of Regional Routes	11
Development of Wayfinding Sign Design	15
Step 1: Vision	15
Step 2: Concept Development.....	18
Step 3: Final Wayfinding Sign Designs	18
Implementation Strategy.....	20
Coordination with Existing and Future Signage.....	20
Sign Production.....	21
Signs Per Mile.....	21
Potential Funding Sources	23
Jurisdiction Agreements for Sign Installation and Maintenance.....	23
Implementation Phasing.....	23
Cost Estimates.....	24



Appendix A – Regional Bicycle Routes, Underlying Jurisdictions & Destinations..... 28

Appendix B – Draft Conceptual Designs 42

Appendix C – Final Wayfinding Sign Designs and Placement Scenarios..... 47

Appendix D – Wayfinding Plan Advisory Committee Meeting Minutes..... 59

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 goal of the Wayfinding Plan is to improve access to regional destinations, provide consistent wayfinding signs for regional connections, and promote key sign features that jurisdictions will be encouraged to incorporate into their own signs in order to improve wayfinding within city boundaries. Uniform signage supports residents and visitors who want to bicycle or walk for transportation and recreation, and can enhance each jurisdiction's brand as a regional destination.

The Wayfinding Plan includes:

- **Introduction:** 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. This section describes the need and purpose for bicycle and pedestrian wayfinding signage, funding, the function of the Wayfinding Plan Advisory Committee and community involvement in the development of the Plan.
- **Existing Conditions:** 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 mileage to points of interest. This section includes a summary of regulatory criteria for wayfinding signage, and includes design criteria developed by the Wayfinding Plan Advisory Committee. This section includes criteria for the development of regional routes and destinations.
- **Development of Wayfinding Signage:** Development of the preferred sign design was a three-step process guided by an extensive community input process. This section describes the visioning process, concept development, and final design of the wayfinding signage.
- **Implementation Strategy:** This section includes information about the regional routes that will be signed, sign placement guidelines, sign production, and an estimate of the number of signs per mile. Potential funding sources, a discussion about jurisdiction agreements and information about implementation phasing are also included in this section.

Implementation of the Wayfinding Plan will begin once the Plan is adopted. TAMC will apply for grant funding for full implementation of the Plan, work on the procurement of signage, and will coordinate with the underlying jurisdictions to install signage.

Introduction

Bicycle and pedestrian facilities are integral components of Monterey County’s multimodal transportation system. This Wayfinding Plan is part of a regional effort to enhance the bicycle and pedestrian network to encourage people to bike or walk for transportation purposes.

Purpose

The need for a Wayfinding Plan was identified in the Transportation Agency’s 2011 Master Bicycle and Pedestrian Plan as a means for promoting bicycling and walking throughout the county. Wayfinding signs can ease navigation for bicyclists and pedestrians, reduce travel times, and enhance a region’s brand by reinforcing key regional destinations. When combined with secure bicycle storage and a connected network of bicycle paths and lanes, a wayfinding system can attract the estimated 60% of potential bicyclists who indicate that they would cycle more often if it were safer and easier to do so¹. By enhancing the environment for bicycling and walking signs can also 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 wayfinding plans and programs including: Berkeley and Oakland in California along with Portland, Oregon (Figure 1).

Figure 1: Examples of Signs



¹ “Four Types of Cyclists”; Source: Roger Geller, Portland Office of Transportation.

Funding

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

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** lists the full Committee membership. The purpose of the group was to develop plan goals, assist in the identification of regional routes to be signed, provide input on the preferred sign design and implementation. The group met monthly from February to November, 2015, and again in February 2016 to provide final input on the Plan.

In addition to Wayfinding Plan Advisory Committee input, Agency staff consulted with TAMC’s Bicycle and Pedestrian Facilities Advisory Committee (BPC), which is composed 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 public works representatives from each of the twelve cities in Monterey County, Monterey County Public Works, Monterey County Planning, Caltrans, 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.

Stakeholder	Representative
Association of Monterey Bay Area Governments	Eliza Yu
TAMC Bicycle and Pedestrian Facilities Advisory Committee	D.L. Johnson
Building Healthy Communities	Jeanette Pantoja
City of Carmel-by-the-Sea	Victoria Beach
City of Marina	Justin Meek
City of Monterey	Andrea Renny
City of Salinas	James Serrano Victor Gomez

City of Soledad	Brent Slama
California State University Monterey Bay	Bernard Green
Fort Ord Reuse Authority	Josh Metz
Green Pedal Couriers	Michael Baronial
Monterey County	Ryan Chapman
Monterey County Health Department	Krista Hanni
Monterey-Salinas Transit	Lisa Rheinheimer
Pebble Beach Company	Kevin Cole
Fort Ord Recreation Trails Friends/Pedal Alpini, Inc.	Eric Peterson
Velo Club	Bill Boosman

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 similar in layout to Facebook. Agency staff used the mySidewalk to obtain input on regional routes and sign designs. The mySidewalk tool was particularly useful in obtaining feedback on sign design, as people were able to vote for their preferred design. **Figure 2** illustrates the Wayfinding Plan mySidewalk page, along with page view statistics.

Figure 2: Wayfinding Plan mySidewalk page.



Goals

The overall goal of the Wayfinding Plan is to improve bicycle and pedestrian facilities in order to promote bicycling and walking as viable transportation 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

The region's mild climate and relatively flat topography make biking and walking a viable mode of travel for county residents. 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 routes². Among the bike and pedestrian facilities in Monterey County, the Monterey Bay Sanctuary Scenic Trail is the largest Class I facility, extending from Lovers Point in Pacific Grove to Del Monte Boulevard north of Marina (14 miles). In addition, there are 8.4 bikeway miles on the California State University, Monterey Bay campus: 0.3 miles of Class I separated bike paths, 2.5 miles of Class II striped bike lanes, 4.7 miles of Class III shared bicycle routes and 0.9 miles of Class IV protected bike lanes.

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 mileage to points of interest. The County of Monterey and each of the jurisdictions currently use the standard California Manual on Uniform Traffic Control Device 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. **Figure 8** shows the typical bikeway signage present throughout the region.

² Data source: TAMC 2015 bikeways data.

Figure 3: California Manual on Uniform Traffic Control Devices design spectrum. (Source: Alta Planning + Design)



Regulatory Requirements

There are many different types of bicycle wayfinding signs used in the United States. The most commonly-used signs are from the Federal Highway Administration's Manual on Uniform Traffic Control Devices (Federal Manual), as national compliance provides liability protection.

The California Manual on Uniform Traffic Control Devices (California Manual) is the most commonly used guide in the State, and it conforms to and contains most of the signs in the Federal Manual, along with state-specific additions and modifications.

The goal of both manuals is to ensure consistency of traffic control devices. In the California Manual, 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 Federal Manual and the California Manual require that wayfinding signage meet certain regulatory requirements, such as font type and text size. On the other hand, section 2D.50 of the Federal Manual, which deals with community wayfinding, allows for custom colors and enhanced graphics. **Figure 3** illustrates the spectrum of Federal Manual 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 State Manual design spectrum.

Wayfinding Sign Design Criteria

This Wayfinding Plan sets uniform wayfinding sign design guidelines. In consideration of signage regulatory requirements, the Wayfinding Plan Advisory Committee developed criteria for signs based on Plan goals. Signs should be clear, concise, consistent and compatible with existing wayfinding signs across jurisdictional boundaries, including into Santa Cruz County and San Benito County. More specifically, wayfinding signs 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. Wayfinding signage should improve 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

In order to meet the goals of the Wayfinding Plan to promote walking and bicycling, connect bicyclists and pedestrians to regional destinations within their communities, and encourage connectivity between communities, it a best practice for signs to identify cities, downtown areas, neighborhood districts, regional parks and recreation areas, academic institutions, and civic destinations. The regional routes and destinations proposed for wayfinding directional and distance signs meet the following criteria.

Criteria for Wayfinding Signs on Bicycle and Pedestrian Routes

- Regional bicycle routes identified 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
- Routes with low volume automobile traffic Routes near transit

Criteria for Identification of Regional Destinations & Points of Interest in Signs

- Destinations located along a route that attract intercity or intercounty travel, such as transit centers, regional parks, colleges and job centers.
- Points of interest located within vicinity of a regional route but not directly along a route, such as transit centers, regional parks, colleges and job centers.

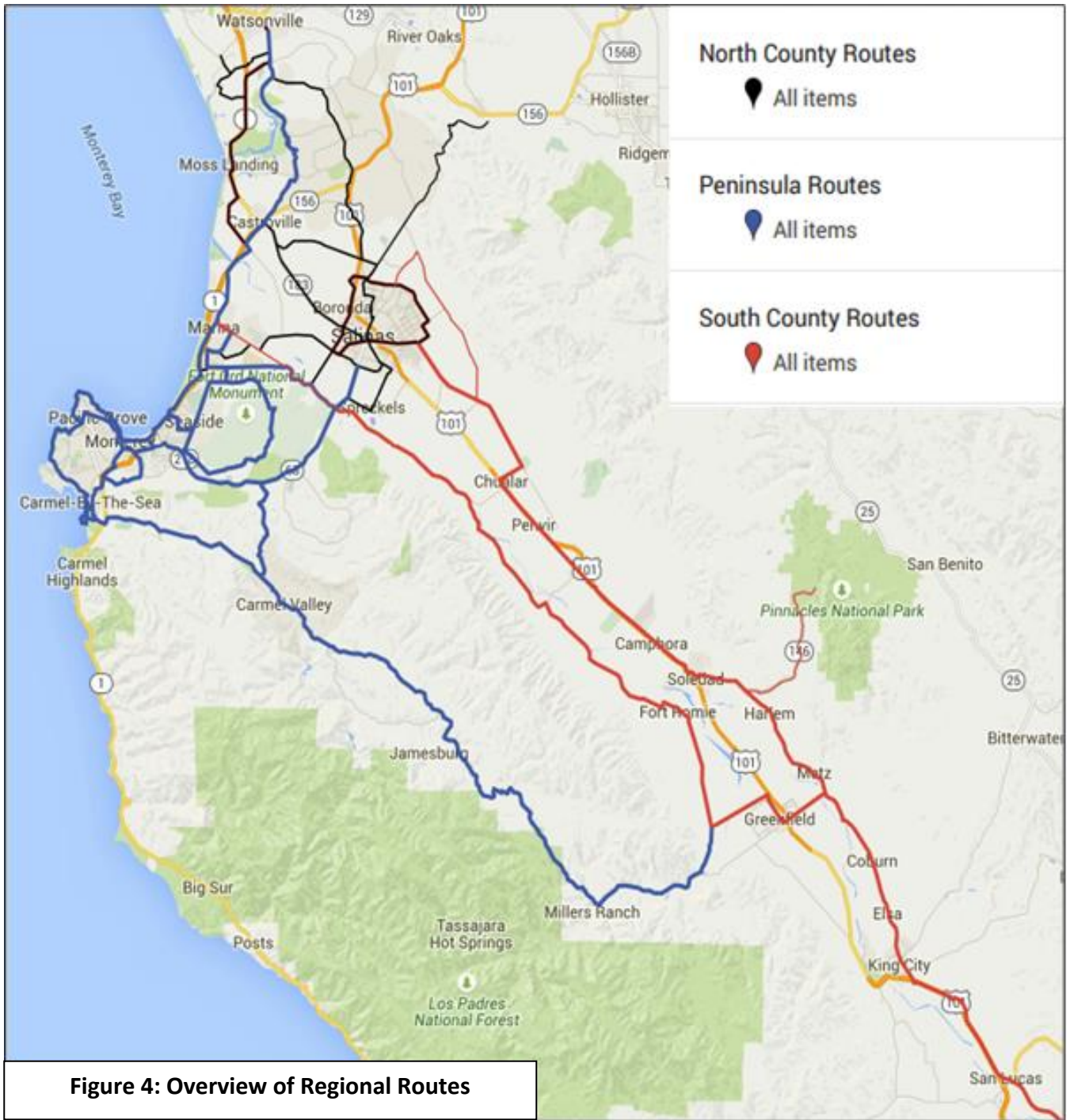
Using the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan as a foundation, the Wayfinding Plan Advisory Committee went through a regional bicycle mapping exercise. Based on this exercise, and on the input from a variety of stakeholder groups, including TAMC's Bicycle and Pedestrian Committee and Technical Advisory Committee, the team created a map of key regional routes along which wayfinding signs will be placed, shown in **Figure 4. Table 2** lists the length of these routes, a high-level description of the route's streets and roads and destinations. An interactive map with these routes will also be maintained on the TAMC website. **Appendix A** contains a more detailed set of maps, and a table that includes regional route beginning and end points, and underlying jurisdictions.

Jurisdictions can also develop and place signage along their own local routes that may connect to the larger regional routes. In these cases, local jurisdictions are encouraged to use the signs in this Plan to promote their own local destinations.

Table 2: Regional Routes

	<u>North County Routes</u>	<u>Description</u>	<u>Miles</u>
1	Elkhorn Slough Loop	<u>Connects</u> Pajaro, Las Lomas, Moss Landing and Castroville; <u>via</u> Salinas Road, Highway 1, Molera Road and Elkhorn Road	32.42
2	Pajaro – Salinas	<u>Connects</u> Pajaro, Las Lomas, Prunedale Shopping Centers, Prunedale Park and Ride lot, Manzanita County Regional Park, North Salinas, Salinas, Spreckles <u>via</u> Hall Road, San Miguel Canyon Road, Prunedale South Road, Harrison Road	24.28
3	Salinas Periphery Loop	<u>Connects</u> Southwest Salinas, North Salinas Shopping Center, Northeast Salinas schools and parks, Hartnell College Main Campus and Hartnell College Alisal Campus; <u>via</u> Davis Road and Boronda Road and crosses Salinas through Alisal Street	16.29
4	Marina – Salinas Multimodal Corridor	<u>Connects</u> Oldtown Salinas, Salinas Amtrak Station, MST Salinas Transit Center, City of Salinas and Monterey County Government Centers, Hartnell College Main Campus, East Garrison, California State University Monterey Bay Campus, Marina Shopping Center, MST Marina Transit Exchange; <u>via</u> West Alisal Street, Blanco Road, Davis Road, Reservation Road, Imjin Parkway, 2 nd Avenue and Divaty Street	14.94
5	North Salinas to San Benito County via San Juan Grade Rd	<u>Connects</u> North Salinas and San Juan Bautista, San Benito County; <u>via</u> San Juan Grade Road	12.12
6	Castroville – Salinas	<u>Connects</u> Castroville and Oldtown Salinas; <u>via</u> Merritt Street, Castroville Boulevard and West Market Street	8.17
	<u>Peninsula Routes</u>		<u>Miles</u>
7	Monterey Peninsula Loop	<u>Connects</u> Castroville, Marina, California State University Monterey Bay, Seaside, Sand City, Monterey, Pacific Grove, Pebble Beach and Carmel-by-the-Sea; <u>via</u> Monterey Bay Sanctuary Scenic Trail along the Peninsula, and California Avenue, General Jim Moore Boulevard, Canyon Del Rey Boulevard and Aguajito among other internal local city streets	40.89
8	Carmel – Monterey	<u>Connects</u> Carmel-by-the-Sea and Monterey; <u>via</u> San Carlos Street,	5.11

		Carpenter Street, the Highway 1 bike path, Viejo Road, and Munras Avenue	
9	Fort Ord Loop	<u>Connects</u> Salinas, Spreckles, California State University Monterey Bay, and Fort Ord; <u>travels via</u> Highway 68 and Reservation Road	23.44
10	Fort Ord Inner Loop	<u>Connects</u> California State University Monterey Bay, Seaside, Fort Ord, Ryan Ranch and Del Rey Oaks; <u>via</u> Gigling Road, Hennekens Ranch Road, Barloy Canyon Road and South Boundary Road	11.63
	<u>South County Routes</u>		<u>Miles</u>
11	Marina – Greenfield via Reservation Rd & River Rd	<u>Connects</u> Marina, East Garrison, Salinas, Spreckles, Fort Romie and Greenfield; <u>travels via</u> Reservation Road and River Road	49.31
12	Salinas – King City & San Ardo	<u>Connects</u> Salinas, Chualar, Gonzales, Soledad, Greenfield, King City, San Lucas and San Ardo ; <u>travels via</u> Natividad Road, Old Stage Road, Old US 101 roads, Metz Road and Cattleman Road	65.31
13	Carmel Valley – Greenfield	<u>Connects</u> Carmel Valley to Greenfield; <u>via</u> Carmel Valley Road	55.52
14	Soledad – Pinnacles	<u>Connects</u> Soledad to the Pinnacles National Park; <u>via</u> Highway 146	9.31



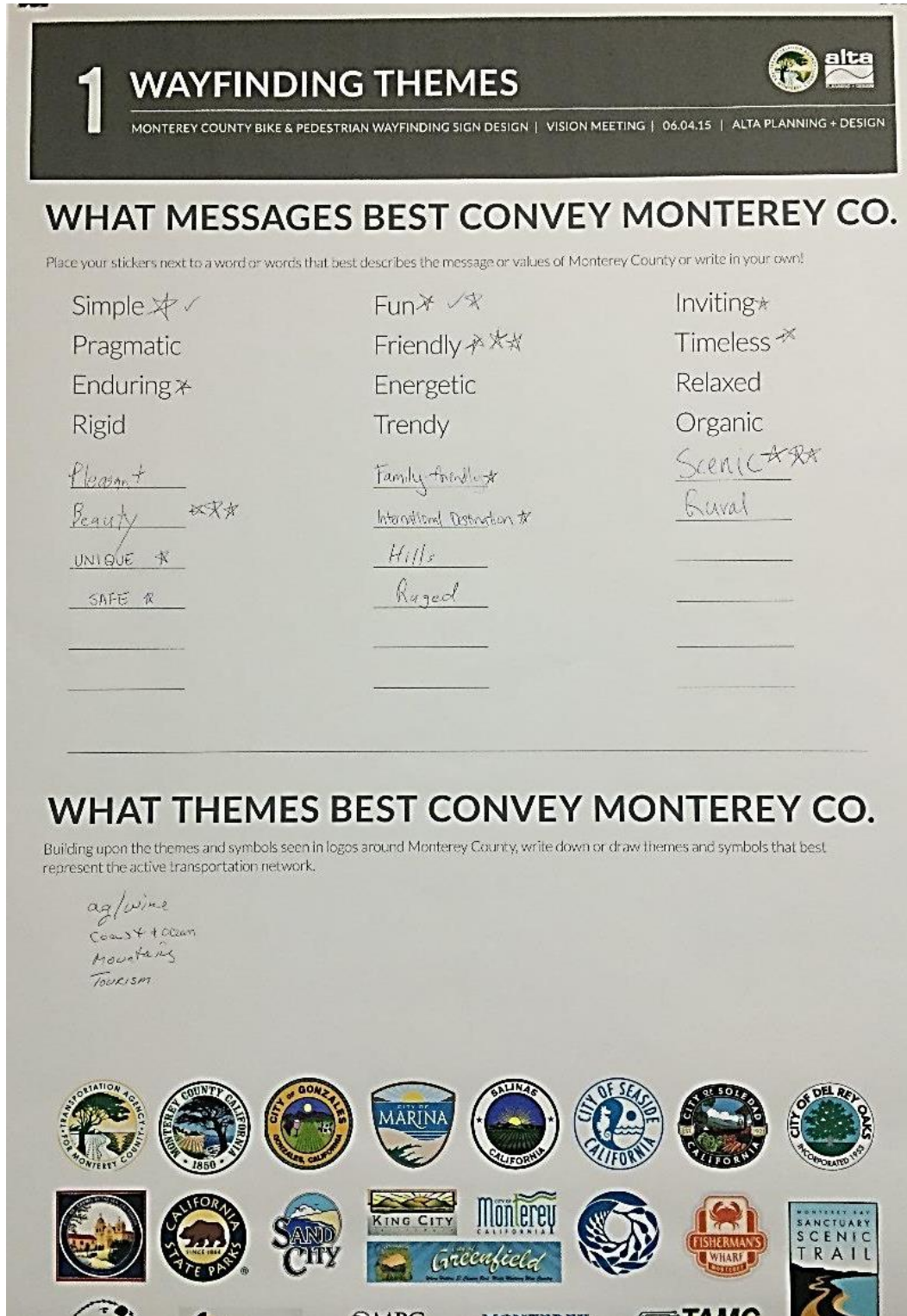
It is important to note that there are routes, such as the Carmel Valley to Greenfield Route, identified along corridors that do not have official existing or planned bicycle facilities, but instead are considered commonly used routes. In these cases, route segments will be analyzed for potential inclusion in the upcoming Bicycle and Pedestrian Master Plan update, and can be signed at a later phase.

Development of Wayfinding Sign Design

Step 1: Vision

The Transportation Agency contracted with Alta Planning + Design to develop designs for gateway signs, directional and distance information signs, and add-ons that can be placed on existing signs. On June 4, 2015, the Wayfinding Plan Advisory Committee participated in a visioning exercise to assist in the development of the wayfinding sign design concepts. 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 designs. **Figure 5** summarizes the input from the visioning meeting.

Figure 5: Poster boards from the June 4, 2015 visioning meeting prepared by Alta Planning + Design.



When asked about the message that best conveys Monterey County, Committee members most frequently mentioned: beauty, scenic, friendly and fun.

2 WAYFINDING STYLE

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | VISION MEETING | 06.04.15 | ALTA PLANNING + DESIGN

COLOR PALETTE

Place your stickers in the boxes below to vote for your preferred color palette. You can vote for two or place both stickers in one box.

MOUNTAINS TO SEA	SUNBURST	NAUTICAL	VINEYARDS	SEA LIFE

NATURAL
CONTEMPORARY

MATERIALS & STYLE

Place your stickers in the boxes below to vote for your preferred material & style. You can vote for two or place both stickers in one box.

WOOD & STONE	CORTEN STEEL	BRUSHED STAINLESS STEEL AND CONCRETE	LAYERED / TEXTURED ALUMINUM	COLORFUL POWDER COATED STEEL

Committee members, staff and the public gave the highest ranking to: the Mountains to Sea color palette and textured aluminum, brushed steel and concrete to corten steel materials .

Step 2: Concept Development

Based on Committee, staff and public input gathered during the visioning session, Alta Planning + Design prepared three draft wayfinding design concepts. Each of the design concepts included a directional sign, a sign topper to be placed on existing signs, an information gateway kiosk treatment and a trail post design. **Figure 6** shows examples of the three directional sign design concepts. The full set of draft design concepts are shown in **Appendix B**.

Figure 6: Directional Sign Design Concepts



Step 3: Final Wayfinding Sign Designs

Following an extensive community outreach effort and Wayfinding Plan Advisory Committee discussion, Alta Planning + Design developed a package of final wayfinding sign designs, based on Concept #1, with elements from Concept #2. Two design options were developed to allow local jurisdictions the flexibility to choose their level of conformity with the California Manual on Uniform Traffic Control Devices. In addition, the decorative non-standard sign elements are now in the sign topper. **Figure 7** shows an example of the final wayfinding sign design, with the complete design package shown in **Appendix C**.

Figure 7: Final Wayfinding Sign Designs








Implementation Strategy

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 Pacific Coast bike route along Highway 1, Monterey Bay Sanctuary Scenic Trail, signage for CSU Monterey Bay’s bicycle boulevard network, along with standard bike path, bike lane and bike route signs currently exist throughout the region. **Figure 8** provides an overview of the existing signs throughout Monterey County.

Figure 8: Examples of Existing Bicycle Facility Sign Types

<u>Pacific Coast Bike Route</u>	<u>CSU Monterey Bay, Bike Boulevard</u>	<u>Class I Bike Path</u>	<u>Class II Bike Lane</u>	<u>Class III Bike Route</u>
				

Wayfinding Plan signs will supplement existing signs, such as those that denote bike lanes and bike routes. Directional signs will be placed as prescribed by the California Manual of Uniform Traffic Control Devices along a route. **Appendix C** contains typical placement scenarios. Sign toppers to identify the regional route name will be placed on top of existing bike path, bike lane and bike route signs, where feasible. **Figure 9** shows an example of how toppers can be used to supplement existing bicycle facility signage. Gateway kiosks will be placed at trailheads, and can be placed in downtown areas or other areas with more pedestrian activity. It is the goal to place signs along regional bicycle routes identified in this Wayfinding Plan.

Local jurisdictions are encouraged to use the sign designs to sign their own local bicycle and pedestrian routes. 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 locations and designs.

Sign Production

Two sign options were developed to accommodate local city preferences of using the standard directional plate that does not include miles or minute information and for Wayfinding Plan Advisory Committee members that have advocated for in-house local sign shop production of the directional sign portion when possible. However, due to the limitations of local sign shops, Committee members discussed the need to contract out for the add-on signs that may be beyond the capability of local city sign shops. Committee members have also suggested that TAMC should take the lead in the procurement of signage. TAMC will issue an invitation for bids for production of the sign toppers and directional sign templates.

Signs Per Mile

Overall installation costs will be determined based on the number of signs per mile. In general, the number of signs will be determined by the number of destinations along a route. **Appendix C** includes sign placement guidance. Signs will be placed in conformance with the California Manual on Uniform Traffic Control Devices. For on-street regional bike routes, directional signs will be placed at decision points where two routes intersect and confirmation signs, such as the sign topper pictured in **Figure 9**, will be placed about every 2 to 3 blocks on existing bikeway signs along a regional route. For the regional routes identified in the plan, **Table 3** shows the approximate number of signs needed



Figure 9: Sign Topper on Existing Sign

per route based on route length and number of destinations. **Appendix A** provides detailed information about the street network and destinations along routes proposed for signage.

Table 3 – Signs per Regional route mile

<u>Route</u>	<u>Miles</u>	<u>Destinations (approx.)</u>	<u>Directional Signs with Sign Toppers (approx.)</u>	<u>Sign Toppers for Confirmation Signs (approx.)</u>
Elkhorn Slough Loop	32.42	10	30	38
Pajaro – Salinas	24.28	11	65	85
Salinas Periphery Loop	16.29	11	32	18
Marina – Salinas Multimodal Corridor	14.94	8	8	10
North Salinas to San Benito County	12.12	3	9	14
Castroville – Salinas	8.17	3	6	16
Monterey Peninsula Loop	40.89	41	80	65
Carmel – Monterey	5.11	4	4	6
Fort Ord Loop	23.44	6	10	36
Fort Ord Inner Loop	11.63	10	10	18
Marina – Greenfield via Reservation Rd & River Rd	49.31	8	28	40
Salinas – King City & San Ardo	65.31	16	50	130
Carmel Valley – Greenfield	55.52	6	12	60
Soledad – Pinnacles	9.31	2	8	16

Mile marker posts should be used at intersections with other separated bike paths or when a direction sign is not used and at locations where the route is not explicit. Mile marker posts should be located at ½ to 2-mile intervals along a corridor. For on-street bike routes, signs will be placed at decision points where two routes intersect, and in advance of turns. Pavement markings are recommended to be used in between signs to confirm that a bicyclist is on a preferred route, and to minimize sign clutter.

Potential Funding Sources

TAMC currently has a total of \$75,000 of Regional Surface Transportation Funds budgeted over the next three years for the implementation of the Wayfinding Plan. However, this funding may be leveraged to pursue grants for full implementation of the plan. Other potential funding sources include: state Active Transportation Program, Transportation Development Act 2% for bicycle/pedestrian projects, city or county road funds, and local transportation sales tax revenues. Individual jurisdictions or TAMC can apply for Active Transportation Program funds to assist in the implementation of regional route portions.

Jurisdiction Agreements for Sign Installation and Maintenance

TAMC staff will work coordinate sign installation and maintenance with local jurisdictions. Agreements, contracts or memorandums of understanding to install signs along a route will be handled on a case-by-case basis.

Maintenance is a crucial component of the Wayfinding Plan. Once signs are installed, a GIS database should be maintained to keep track of sign stock. This database will assist in the development of a maintenance schedule. In case of theft, signs will be replaced on an as-needed basis.

Implementation Phasing

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 signed in the first phase include:

- Canyon del Rey Boulevard (SR 218)
- Monterey Bay Sanctuary Scenic Trail in Sand City
- Carmel-by-the-Sea to Monterey route

The following routes will be signed in the second phase of the implementation program:

- Monterey Bay Sanctuary Scenic Trail from Marina to Pacific Grove
- Salinas Periphery Loop

The regional routes that do not yet have existing or proposed designated bikeway facilities may or may not be signed until the facilities are in place. However, in some cases placing signs on proposed Class III facilities located along a regional route will make those routes Class III. Similarly, future regional routes and trails, such as the Fort Ord Recreational Trail and Greenway, will be signed once they are constructed. Routes that will be signed in the third phase include:

- South County route via River Rd (Marina – Greenfield via Reservation Rd & River Rd)
- Salinas – King City/San Ardo

Cost Estimates

TAMC staff obtained estimates for sign fabrication and third party installation. Final cost will depend on local jurisdiction sign option preference, hardware preference and whether a third-party contractor or local jurisdiction staff will install signs. A visual of sign options with accompanying cost estimates for fabrication are shown in **Figure 10**, and cost estimates for hardware and third-party contractor installation are shown in **Table 3**.

Figure 10: Sign Cost Estimate

**Destination Sign
Option 1A**



Topper Only
\$68.00

Sign Face Only
\$90.00

Total Sign Only
\$158.00

**Destination Sign
Option 1B**



Topper Only
\$64.00

Sign Face Only
\$90.00

Total Sign Only
\$154.00

**Destination Sign
Option 2A**



Topper Only
\$58.00

Sign Face Only
\$105.00

Total Sign Only
\$163.00

**Destination Sign
Option 2B**



Topper Only
\$56.00

Sign Face Only
\$101.00

Total Sign Only
\$157.00

Table 3: Hardware & Installation Estimates

<u>Item</u>	<u>Cost Estimate</u>
Galvanized Steel Unistrut Pole	\$158.00
Galvanized Steel Cylindrical Pole	\$78.00
Installed into a Concrete Footer	\$676.00
Installed into soil 3' deep, no concrete	\$360.00

In considering the fabrication costs and the costs of new cylindrical sign poles TAMC has developed a draft estimate for the implementation of the Wayfinding Plan. The estimate was prepared assuming a sign cost of \$250 per sign, which includes the cost of a sign with topper and a cylindrical pole, and \$70 per sign topper to act as a confirmation sign and to be placed on an existing sign. The total cost estimate for signs for all three phases is \$125, 710. **Table 4** summarizes this budget for the cost of purchasing signs only, and does not include installation costs. Local jurisdiction ability to install signs or the need to use a third-party contractor will determine the final installation cost.

Table 4: Cost Estimate for Each Phase of Implementation

<u>Phase 1</u>	<u>Cost per Route</u>	<u>Total Signs</u>	<u>Directional Signs</u>	<u>Confirmation Signs</u>
Monterey Bay Sanctuary Scenic Trail in Sand City	\$1,140	6	4	2
Carmel-by-the-Sea to Monterey route	\$1,420	10	4	6
Canyon del Rey Boulevard (SR 218)	\$1,530	9	5	4
Total Signs Phase 1		25	13	12
Total Cost Estimate for Signs - Phase 1	\$4,090		\$3,250	\$840
<u>Phase 2</u>	<u>Cost per Route</u>	<u>Total Signs</u>	<u>Directional Signs</u>	<u>Confirmation Signs</u>
Monterey Peninsula Loop: Monterey Bay Sanctuary Scenic Trail from Marina to Pacific Grove	\$20,950	145	60	85
Salinas Periphery Loop	\$9,260	50	32	18
Total Signs Phase 1		195	92	103
Total Cost Estimate for Signs - Phase 2	\$30,210		\$23,000	\$7,210

<u>Phase 3</u>	Cost per Route	Total Signs	Directional Signs	Confirmation Signs
Elkhorn Slough Loop	\$10,160	68	30	38
Pajaro – Salinas	\$22,200	150	65	85
Marina – Salinas Multimodal Corridor	\$2,700	18	8	10
North Salinas to San Benito County	\$3,230	23	9	14
Castroville – Salinas	\$2,620	22	6	16
Fort Ord Loop	\$5,020	46	10	36
Fort Ord Inner Loop	\$3,760	28	10	18
Marina - Greenfield via Reservation Rd & River Rd	\$9,800	68	28	40
Salinas - King City & San Ardo	\$21,600	180	50	130
Carmel Valley - Greenfield	\$7,200	72	12	60
Soledad - Pinnacles	\$3,120	24	8	16
Total Signs Phase 3		749	268	481
Total Cost Estimate for Signs - Phase 3	\$91,410		\$67,000	\$33,670
Total for all 3 Phases				
		\$125,710		

Implementation of the Wayfinding Plan will begin once the Plan is adopted. TAMC will pursue grant funding for implementation of the Plan as opportunities arise, work on the procurement of signage, and will coordinate with the underlying jurisdictions to install signage.

Appendix A – Regional Bicycle Routes, Underlying Jurisdictions & Destinations

The regional routes identified in the Wayfinding Plan will be signed and are detailed in this section. This section also includes maps of the regional routes. An interactive map of the routes will also be maintained on the TAMC website.

North County Routes				
<u>Route</u>	<u>Miles</u>	<u>Underlying Jurisdiction(s)</u>	<u>Street Network</u>	<u>Destinations & Points of Interest</u>
Elkhorn Slough Loop	32.42	Monterey County Caltrans	<u>On the West Side:</u> <ul style="list-style-type: none"> - McGowan Road - Trafton Road - Bluff Road - Jensen Road - Highway 1 - Molera Road <u>On the East Side:</u> <ul style="list-style-type: none"> - Salinas Road - Elkhorn Road - Omart Road - Del Monte Farms Road - Castroville Boulevard 	<ul style="list-style-type: none"> - Watsonville - Pajaro - Pajaro Middle School - Las Lomas - Elkhorn Slough Preserve - Kirby Park - Moss Landing - Moss Landing State Wildlife Area - Royal Oaks County Park - Castroville
Pajaro – Salinas	24.28	Monterey County City of Salinas	<u>From Las Lomas/Prunedale:</u> <ul style="list-style-type: none"> - Hall Road - San Miguel Canyon Road - Prunedale North Road - Prunedale South Road - Reese Circle - County Meadows Road - Harrison Road <u>From Salinas:</u>	<ul style="list-style-type: none"> - Las Lomas - Manzanita County Park - Prunedale Shopping Center - Bolsa Knolls School - Santa Rita School - North Salinas Shopping District - Salinas Sports

			<ul style="list-style-type: none"> - Russell Road - San Juan Grade Road - North Main Street - East Alvin Drive - Maryal Drive - East Bernal Drive - Sherwood Drive - East Front Street - East Abbott Street - Harkins Road - Spreckles Avenue 	<ul style="list-style-type: none"> Complex - Sherwood Park - Oldtown Salinas - Spreckles - Highway 68
Salinas Periphery Loop	16.29	City of Salinas	<p><u>From the East:</u></p> <ul style="list-style-type: none"> - East Alisal Street - Bardin Road - Williams Road - East Boronda Road <p><u>From the North:</u></p> <ul style="list-style-type: none"> - Boronda Road - North Davis Road <p><u>From the West:</u></p> <ul style="list-style-type: none"> - South Davis Road - Blanco Road - West Alisal Street 	<ul style="list-style-type: none"> - Hartnell College Alisal Campus - Alisal High School - Natividad Creek Park - Everett Alvarez High School - North Salinas Shopping District - North Davis Shopping District - Hartnell Park - Hartnell College - Monterey County Civic Center - Salinas City Hall - Oldtown Salinas
Marina – Salinas Multimodal Corridor	14.94	City of Salinas Monterey County	<p><u>From Salinas:</u></p> <ul style="list-style-type: none"> - Salinas Street 	<ul style="list-style-type: none"> - Oldtown Salinas - Monterey County

		City of Marina	<ul style="list-style-type: none"> - West Alisal - Blanco Road <p><u>To Marina:</u></p> <ul style="list-style-type: none"> - South Davis Road - Reservation Road - Imjin Parkway - 2nd Avenue - Divarty Street 	<ul style="list-style-type: none"> - Civic Center - Hartnell College - Hartnell Park - East Garrison - Marina Equestrian Center - California State University, Monterey Bay - Monterey Peninsula College at Marina
North Salinas to San Benito County via San Juan Grade Rd	12.12	City of Salinas Monterey County	<ul style="list-style-type: none"> - San Juan Grade Road - Salinas Road 	<ul style="list-style-type: none"> - Bolsa Knolls School? - San Juan Bautista
Salinas – Castroville	8.91	City of Salinas Monterey County	<p><u>From Salinas:</u></p> <ul style="list-style-type: none"> - East Market Street - West Market Street <p><u>To Castroville:</u></p> <ul style="list-style-type: none"> - Castroville Boulevard - Merritt Street 	<ul style="list-style-type: none"> - Oldtown Salinas - Salinas Rail Station - Castroville



Peninsula Routes

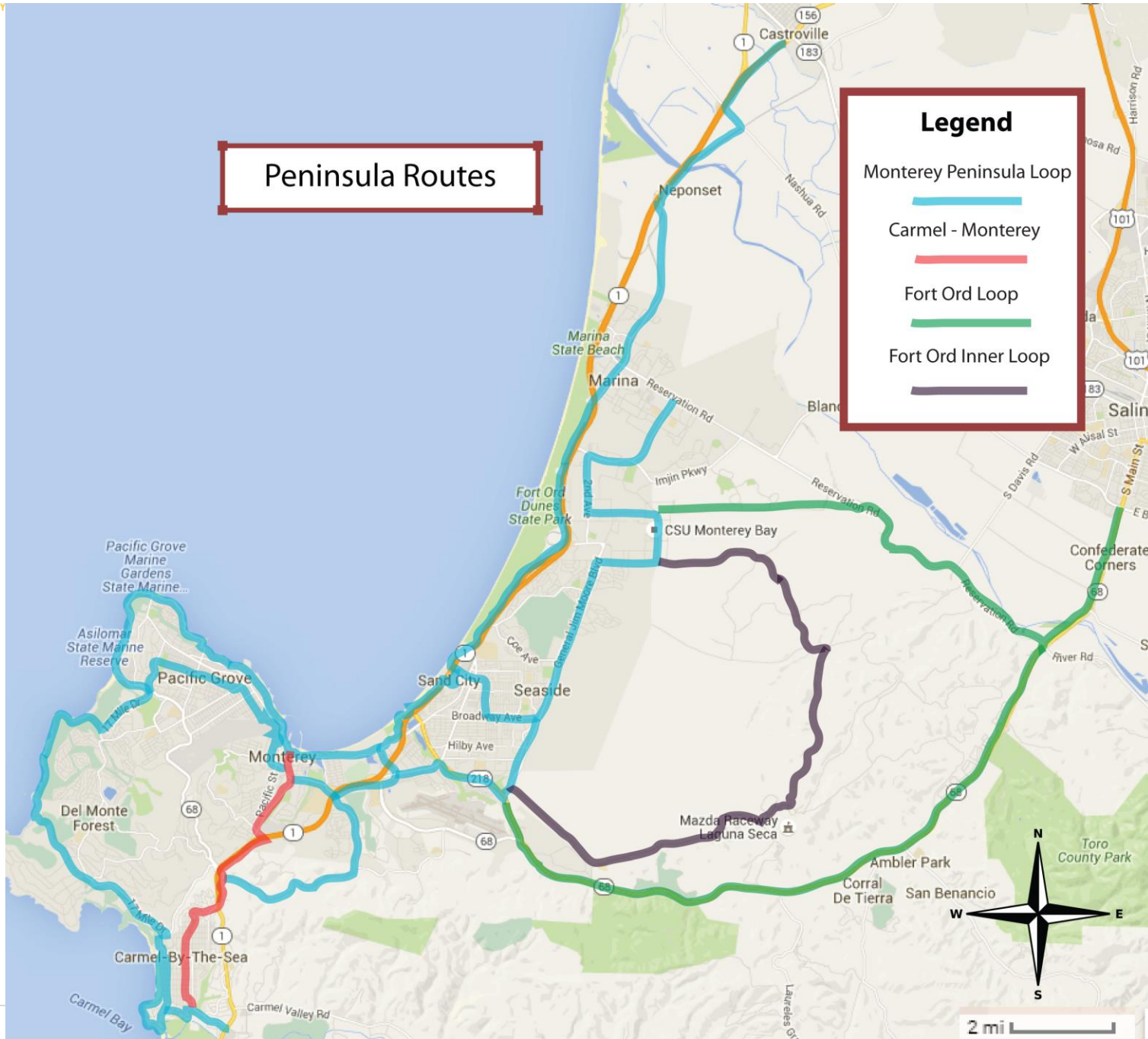
<u>Route</u>	<u>Miles</u>	<u>Underlying Jurisdictions</u>	<u>Street Network</u>	<u>Destinations & Points of Interest</u>
Monterey Peninsula Loop	40.89	Monterey County City of Marina City of Seaside Sand City California State Parks City of Monterey Monterey Peninsula Regional Park District City of Pacific Grove Pebble Beach Company City of Carmel-by-the-Sea	<u>On the Peninsula Side (North to South):</u> <i>Castroville Area:</i> <ul style="list-style-type: none"> - Castroville Bike Path (parallel to Highway 156) - Nashua Road - Monte Road <i>Marina, Seaside, Sand City Area:</i> <ul style="list-style-type: none"> - Monterey Bay Sanctuary Scenic Trail (parallel to Del Monte Boulevard) <i>Monterey Area:</i> <ul style="list-style-type: none"> - Monterey Bay Sanctuary Scenic Trail (parallel to Highway 1) - Monterey Bay Sanctuary Scenic Trail (City of Monterey portion) <i>Pacific Grove Area:</i> <ul style="list-style-type: none"> - Monterey Bay Sanctuary Scenic Trail (City of Pacific Grove portion) - Oceanview Boulevard - Sunset Drive <i>Pebble Beach Area:</i> <ul style="list-style-type: none"> - 17 Mile Drive - Spyglass Hill Road 	<u>On the Peninsula Side (North to South):</u> <ul style="list-style-type: none"> - Castroville - Marina - Locke-Paddon Park - Marina Courthouse - Fort Ord Dunes State Park - Seaside High School - Sand City - Monterey State Beach - Del Monte Lake - Naval Post Graduate School - Fisherman's Wharf - Fisherman's Shoreline Park - San Carlos Beach Park - Presidio of Monterey - Cannery Row - Monterey Bay Aquarium - Lover's Point Park - Asilomar State

			<ul style="list-style-type: none"> - 17 Mile Drive <p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmel Way - North San Antonio Avenue - Ocean Avenue - Scenic Drive - Carmelo Street - Dolores Street - Lasuen Drive - Rio Road <p><u>On the Inland Side (North to South):</u></p> <p><i>Marina, Seaside, Sand City Area:</i></p> <ul style="list-style-type: none"> - California Avenue - Imjin Parkway - 2nd Avenue - Inter-Garrison Road - 7th Avenue - General Jim Moore Boulevard - Broadway Avenue - Noche Buena Street - Playa Avenue - Metz Road - Tioga Avenue <p><i>Del Rey Oaks, Seaside, Monterey Area:</i></p> <ul style="list-style-type: none"> - General Jim Moore Boulevard - Canyon del Rey Boulevard 	<p>Beach</p> <ul style="list-style-type: none"> - Pebble Beach - 17 Mile Drive - Carmel Beach - Carmel Mission - Mission Trail Park - Carmel River State Beach - Carmel Valley Shopping Center <p><u>On the Inland Side (North to South):</u></p> <ul style="list-style-type: none"> - Marina Equestrian Center - Marina Shopping - California State University, Monterey Bay - Fort Ord National Monument - Seaside Broadway Shopping - Frog Pond - Del Rey Oaks City Hall - Laguna Grande Regional Park - Monterey County Fairgrounds - Monterey Regional Airport
--	--	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

			<ul style="list-style-type: none"> - North Fremont Street - Casa Verde Way - Fairgrounds Road - Mark Thomas Drive - Aguajito Road - Fremont Street - Abrego Street - Pearl Street - Van Buren Street - Scott Street - Pacific Street - Artillery Street - Corporal Ewing Road - Pvt Bolio Road - Hawthorne Street - Laine Street <p><i>Pacific Grove Area:</i></p> <ul style="list-style-type: none"> - David Avenue - Spencer Street - Pine Avenue <p><i>Pebble Beach Area:</i></p> <ul style="list-style-type: none"> - 17 Mile Drive <p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmelo Street - 15th Avenue - Dolores Street 	<ul style="list-style-type: none"> - Santa Catalina School - Monterey Peninsula College - Presidio of Monterey - New Monterey - Pacific Grove - George Washington Park - Pebble Beach
Carmel – Monterey	5.11	City of Carmel-by-the-Sea Monterey County Caltrans City of Monterey	<p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Rio Road - 13th Avenue - San Carlos Street - Camino Del Monte 	<p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmel Mission - Ocean Avenue Shopping

			<ul style="list-style-type: none"> - Serra Avenue - Carpenter Street - Carpenter Street - Highway 1 - Highway 68 - Highway 1 Bike Path <p><i>Monterey Area:</i></p> <ul style="list-style-type: none"> - Viejo Road - Soledad Drive - Munras Avenue - Abrego Street - Washington Street 	<p><i>Monterey Area:</i></p> <ul style="list-style-type: none"> - Del Monte Shopping - Monterey Sports Center
Fort Ord Loop	23.44	City of Del Rey Oaks Monterey County Bureau of Land Management Fort Ord Reuse Authority California State University, Monterey Bay	<p><u>From Northwest to Southwest:</u></p> <ul style="list-style-type: none"> - Gigling Road - Hennekens Ranch Road - Eucalyptus Road - Barloy Canyon Road - South Boundary Road 	<ul style="list-style-type: none"> - California State University Monterey Bay - Fort Ord National Monument - Laguna Seca Raceway - York School - Ryan Ranch - Del Rey Oaks
Fort Ord Inner Loop	11.63	Caltrans Monterey County California State University, Monterey Bay	<p><u>From Salinas to Del Rey Oaks:</u></p> <ul style="list-style-type: none"> - Highway 68 <p><u>From California State University, Monterey Bay to Highway 68:</u></p> <ul style="list-style-type: none"> - Inter-Garrison Road - Reservation Road 	<p><u>From Salinas to Del Rey Oaks:</u></p> <ul style="list-style-type: none"> - South Salinas - Toro County Park - San Benancio - Corral de Tierra - Fort Ord National

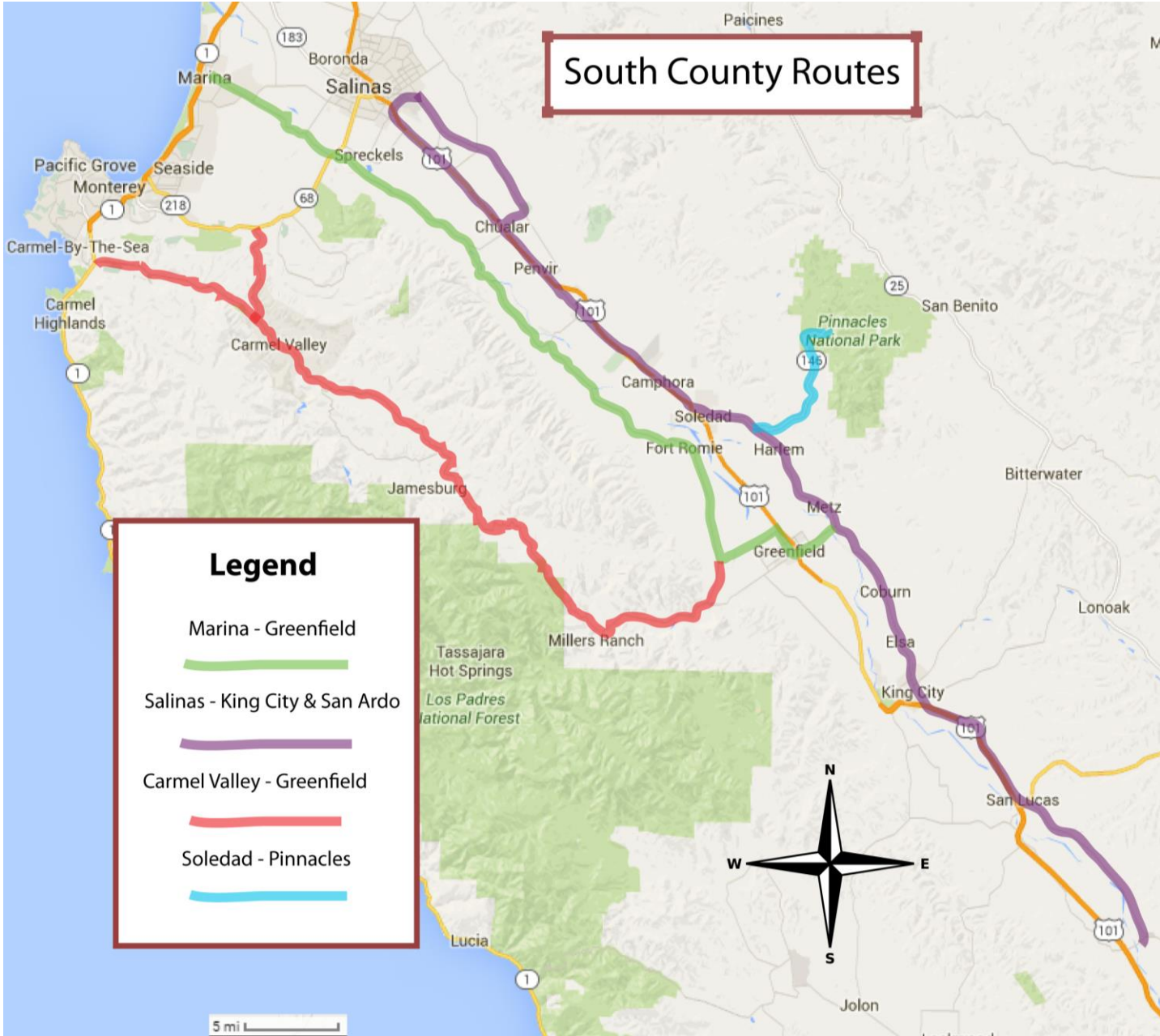
				<p>Monument</p> <ul style="list-style-type: none"> - Laguna Seca - Ryan Ranch <p><u>From California State University, Monterey Bay to Highway 68:</u></p> <ul style="list-style-type: none"> - California State University, Monterey Bay - East Garrison - Fort Ord National Monument
--	--	--	--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



South County Routes				
<u>Route</u>	<u>Miles</u>	<u>Underlying Jurisdictions</u>	<u>Street Network</u>	<u>Destinations & Points of Interest</u>
Marina – Greenfield via Reservation Road and River Road	49.31	City of Marina Monterey County Caltrans City of Gonzales City of Greenfield	<p><u>From North to South:</u></p> <p><i>Marina/South Salinas Area:</i></p> <ul style="list-style-type: none"> - Reservation Road - River Road <p><i>Chualar Area:</i></p> <ul style="list-style-type: none"> - Chualar River Road - River Road <p><i>Gonzales Area:</i></p> <ul style="list-style-type: none"> - Gonzales River Road - River Road <p><i>Soledad/Greenfield Area:</i></p> <ul style="list-style-type: none"> - Fort Romie Road - Arroyo Seco Road - Thorne Road - El Camino Real - Elm Avenue 	<p><u>From North to South:</u></p> <ul style="list-style-type: none"> - Marina Library - Marina Shopping - UC MBEST - East Garrison - Chualar - Gonzales - Soledad Mission - Downtown Greenfield
Salinas – King City/San Ardo	65.31	City of Salinas Monterey County City of Gonzales City of Soledad King City	<p><u>From North to South:</u></p> <p><i>Salinas Area:</i></p> <ul style="list-style-type: none"> - Natividad Road - Old Stage Road - Alisal Road - Old Stage Road 	<p><u>From North to South:</u></p> <p><i>Salinas Area:</i></p> <ul style="list-style-type: none"> - Natividad Hospital - Rancho Cielo - Hartnell College - Alisal Campus - Old Stage Road

			<p><i>Chualar/Gonzales Area:</i></p> <ul style="list-style-type: none"> - Chualar River Road - Payson Street - Grant Street - Chualar Road - Foletta Road - Alta Street (Old US Highway 101) - Tavernetti Road - Gonzales River Road <p><i>Soledad Area*:</i></p> <ul style="list-style-type: none"> - Pending Soledad frontage roads - Front Street - Monterey Street - East Street - Metz Road - Metz-Soledad Road <p><i>King City Area:</i></p> <ul style="list-style-type: none"> - Metz-King City Road - 1st Street - Mesa Verde Road - Wildhorse Road - Cattleman Road 	<p><i>South County:</i></p> <ul style="list-style-type: none"> - Chualar - Gonzales - Downtown Gonzales - Gonzales City Hall - Soledad - Downtown Soledad - Soledad City Hall - YMCA - King City - Downtown King City - San Lucas - San Ardo
Carmel Valley – Greenfield	55.52	Monterey County	<p><u>North to South:</u></p> <ul style="list-style-type: none"> - Bike path parallel to Highway 1 between Rio Road & Carmel Valley Road - West Carmel Valley Road 	<p><i>Carmel Area:</i></p> <ul style="list-style-type: none"> - Carmel Mission - Carmel Valley Shopping - Garland Ranch Regional Park

			<ul style="list-style-type: none"> - Laureles Grade Road (connection to Highway 68) - East Carmel Valley Road - Arroyo Seco Road 	<ul style="list-style-type: none"> - Carmel Valley - Los Padres National Forest - Greenfield
Soledad – Pinnacles	9.31	City of Soledad Caltrans	<u>West to East:</u> <ul style="list-style-type: none"> - Metz Road - Shirtail Canyon Road 	<ul style="list-style-type: none"> - Soledad - Pinnacles National Park



Appendix B – Draft Conceptual Designs

WAYFINDING CONCEPT DESIGN

This package presents concept designs for bicycle and pedestrian wayfinding signs and bike map. The concepts build upon the guidance provided by Transit Agency of Monterey County (TAMC) Wayfinding Plan Advisory Committee and TAMC staff.

COMMON ELEMENTS FOR SIGN CONCEPTS:

- Based on the preferred “Mountains to Sea” color palette
- Provide guidance for implementing a cohesive County-wide sign system while providing flexibility for local jurisdictions to choose wayfinding elements that fit within the local community context.
- Provide opportunities to incorporate City names and logos on sign elements
- Provide for 2” minimum font height for destination names on signs to be read when bicyclists are in motion.

SIGN CONCEPT OVERVIEW:

Elements within each concept can be combined to form a preferred option.

1- EXPLORE MONTEREY COUNTY - MODERN CONTEMPORARY

- “Explore Monterey County” by walking and biking logo developed as a unifying theme. Directional signs compare to options 2 and 3 on the CAMUTCD spectrum.

2- EXPLORE MONTEREY COUNTY - GROUNDED CONTEMPORARY

- A compass rose icon used as a unifying theme. Unique colors identify County identified bike routes. Directional signs compare to options 2 and 3 on the CAMUTCD spectrum.

3- MONTEREY COUNTY REGIONAL ICONS

- Features four icons representing the coast, the mountains, vineyards and agricultural lands. Directional sign options compare to option 1 on the CAMUTCD spectrum (FHWA approved). Sign toppers highlight County and local branding.

MOUNTAINS TO SEA COLOR PALETTES

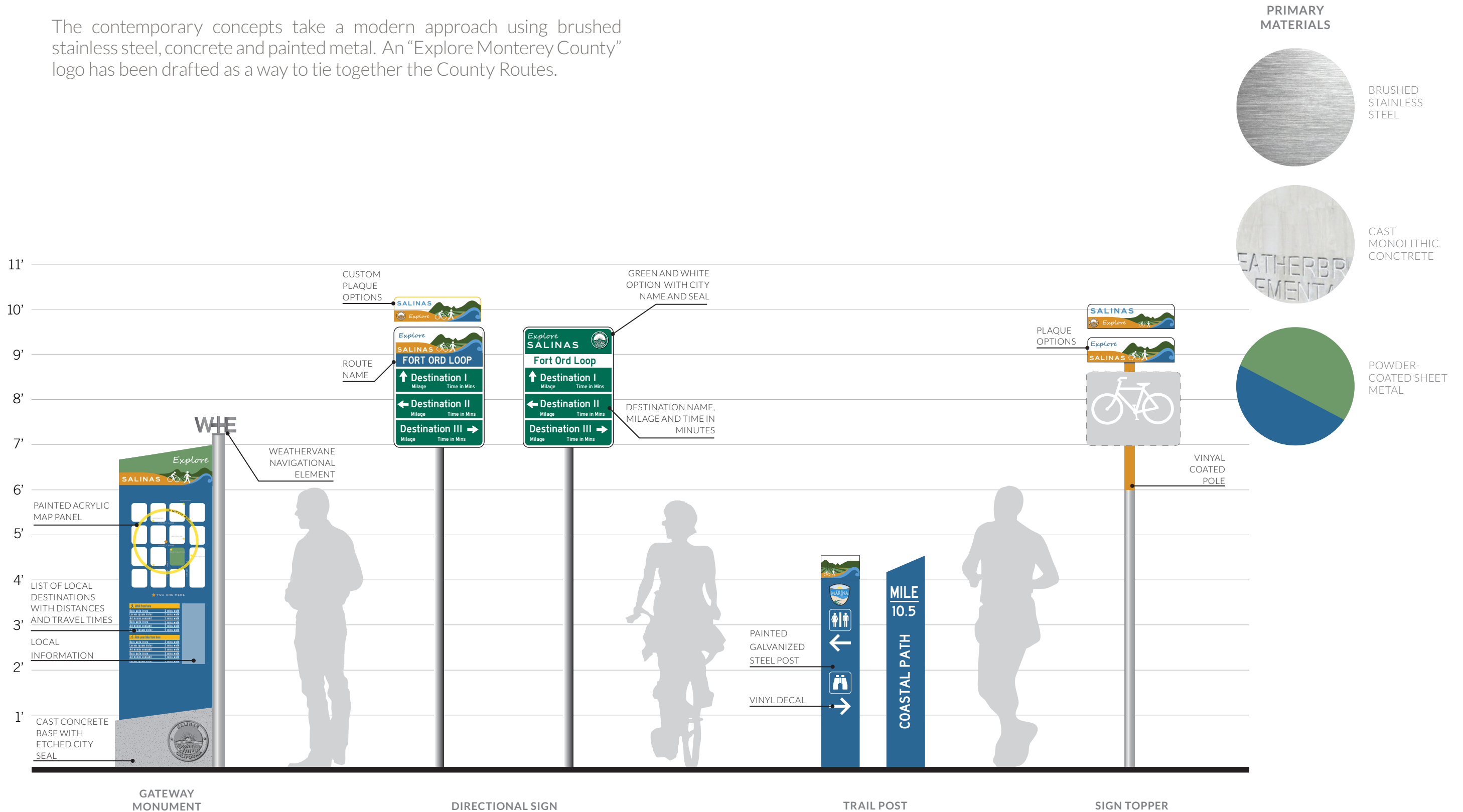


1 EXPLORE MONTEREY COUNTY - MODERN CONTEMPORARY

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | CONCEPT DESIGN | 07.31.15 | ALTA PLANNING + DESIGN



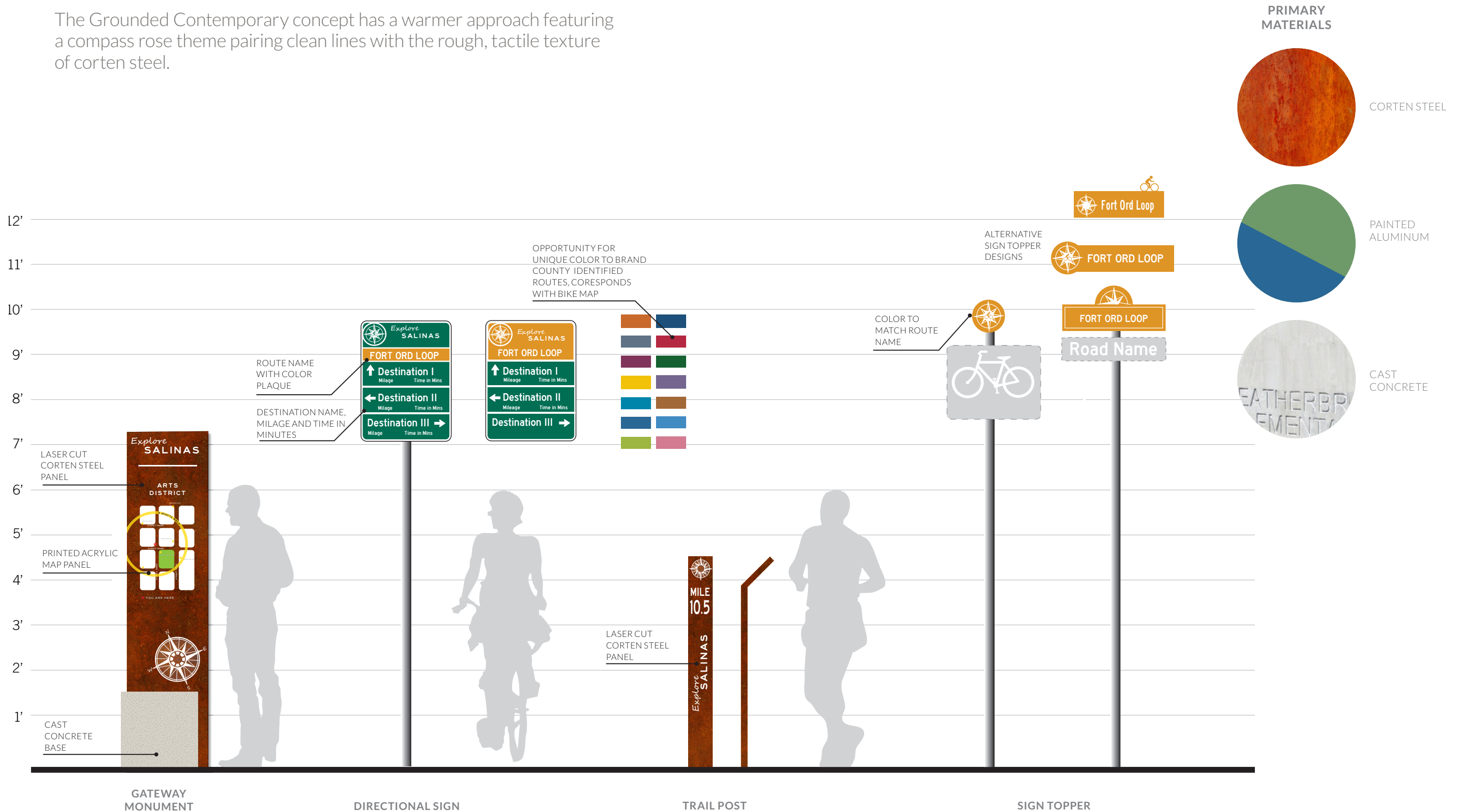
The contemporary concepts take a modern approach using brushed stainless steel, concrete and painted metal. An "Explore Monterey County" logo has been drafted as a way to tie together the County Routes.



2 EXPLORE MONTEREY COUNTY - GROUNDED CONTEMPORARY

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | CONCEPT DESIGN | 07.31.15 | ALTA PLANNING + DESIGN

The Grounded Contemporary concept has a warmer approach featuring a compass rose theme pairing clean lines with the rough, tactile texture of corten steel.

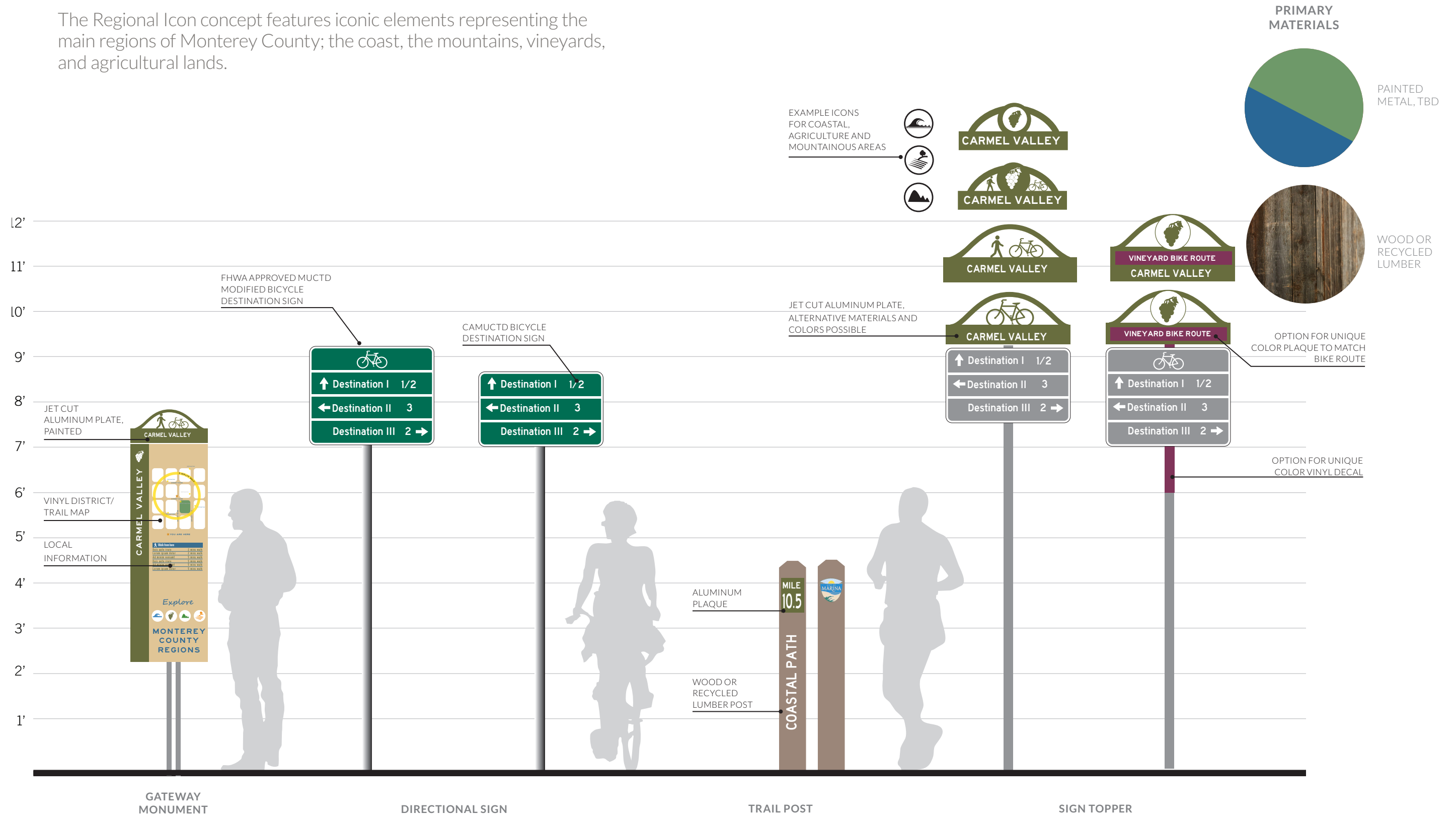


3 MONTEREY COUNTY REGIONAL ICONS

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | CONCEPT DESIGN | 07.31.15 | ALTA PLANNING + DESIGN



The Regional Icon concept features iconic elements representing the main regions of Monterey County; the coast, the mountains, vineyards, and agricultural lands.



Appendix C – Final Wayfinding Sign Designs and Placement Scenarios



Monterey County

BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN

MARCH 2016

WAYFINDING CONCEPT DESIGN

This package presents preferred concept designs for regional bicycle and pedestrian wayfinding signs. Through a public engagement process led by the Transportation Agency of Monterey County (TAMC) and a series of work sessions with the TAMC Wayfinding Plan Advisory Committee a final design was developed that is a reflection of the County’s community assets. Standards, unique branding, visibility, and cost were considered when developing and finalizing the sign family. This suite of options is both durable and flexible. It uses materials that resist the natural elements and deter vandalism. In addition, this design considers modular components that may be fabricated and maintained by City facilities staff.

The “Explore Monterey County” theme draws upon the environment that makes Monterey County unique; the mountains, agriculture, vineyards, and the sea. A mountains to sea color palette was selected to highlight these assets. The signage family provides guidance for implementing a cohesive county-wide sign system while providing flexibility for local jurisdictions to choose wayfinding elements that fit within the local community context. The family also provides opportunities to incorporate City names and logos on sign elements.



FONTS

Direction Sign Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HIGHWAY GOTHIC

Kiosk Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HIGHWAY GOTHIC EXPANDED

Kiosk Destination Distance Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

UNIVERS LT STD 59 ULTRA CONDENSED

COLORS



C=11 M=46 Y=99 K=1



C=61 M=24 Y=72 K=4



C=72 M=42 Y=100 K=35



C=63 M=27 Y=0 K=0

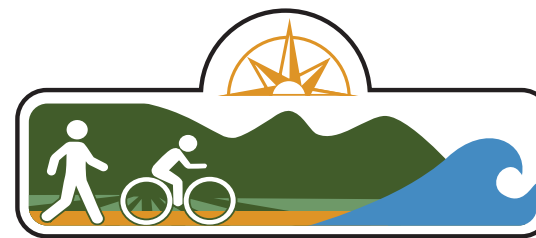


C=88 M=59 Y=22 K=4

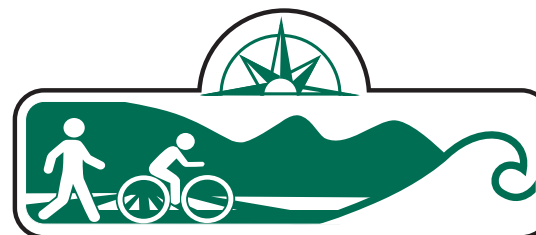
Sign faces to be retroflective for low light and nighttime visibility.

ARTWORK

Sign Topper Design

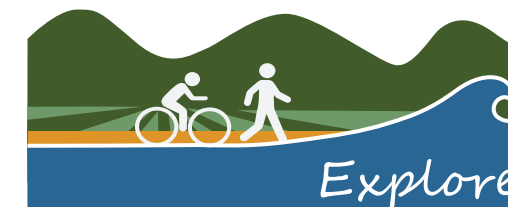


COLOR



GREEN/WHITE

Kiosk Topper Design



KIOSK OPTION 1



KIOSK OPTION 2

Compass Design



COLOR



GREEN/WHITE



LASER CUT

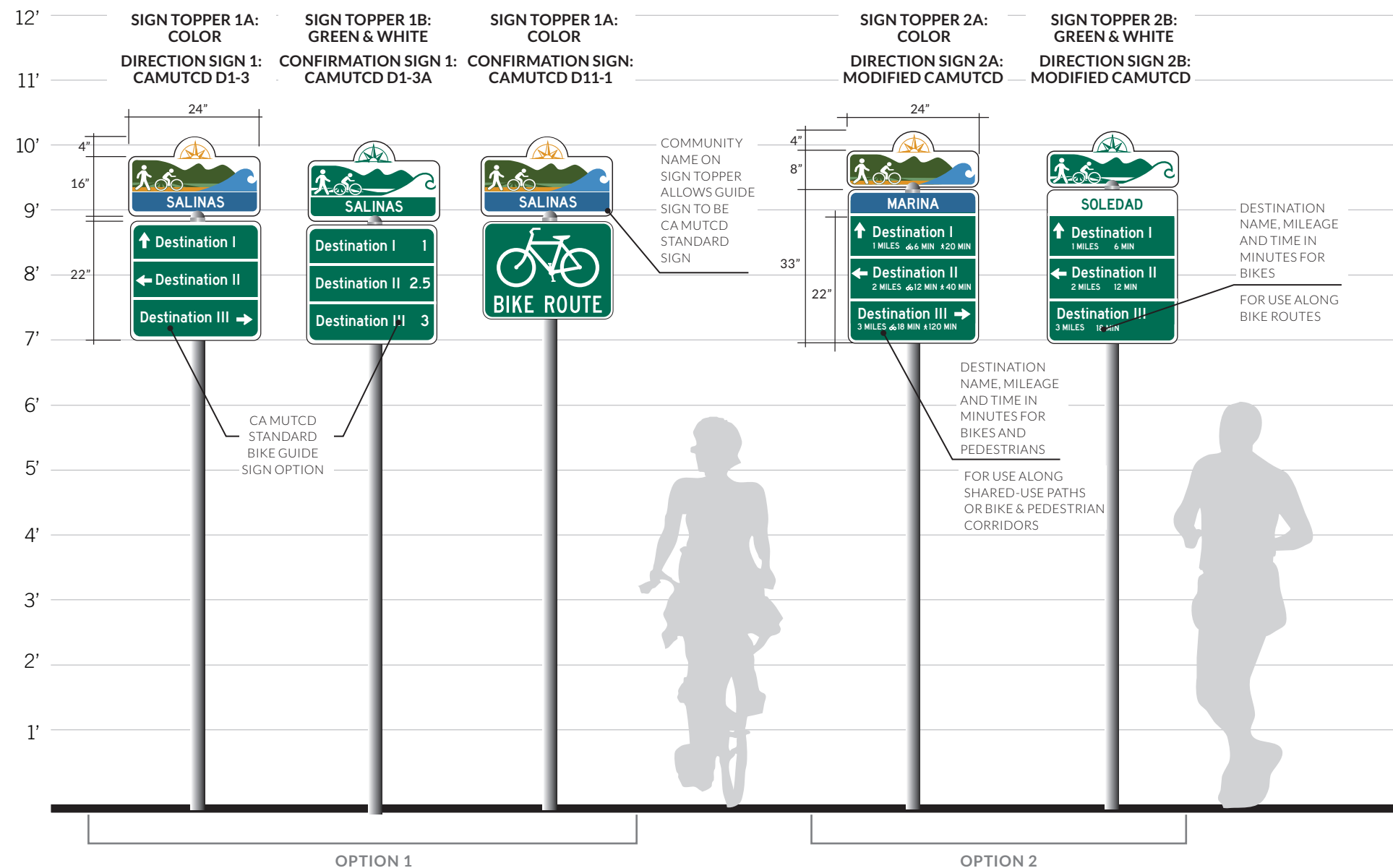
Font: Segoe Script

2 WAYFINDING SIGNS

Direction Signs and Confirmation Signs

The concepts below provide modular components to provide flexibility for the various jurisdictions in the County while maintaining consistency along County routes. Two sign topper designs have options for a full color or a green and white topper. Direction and confirmation sign “1” uses CAMUTCD standard bike guide sign plaques. Direction signs “2A” and “2B” use a modified CAMUTCD guide sign where city name, distance, and travel time to destinations is provided.

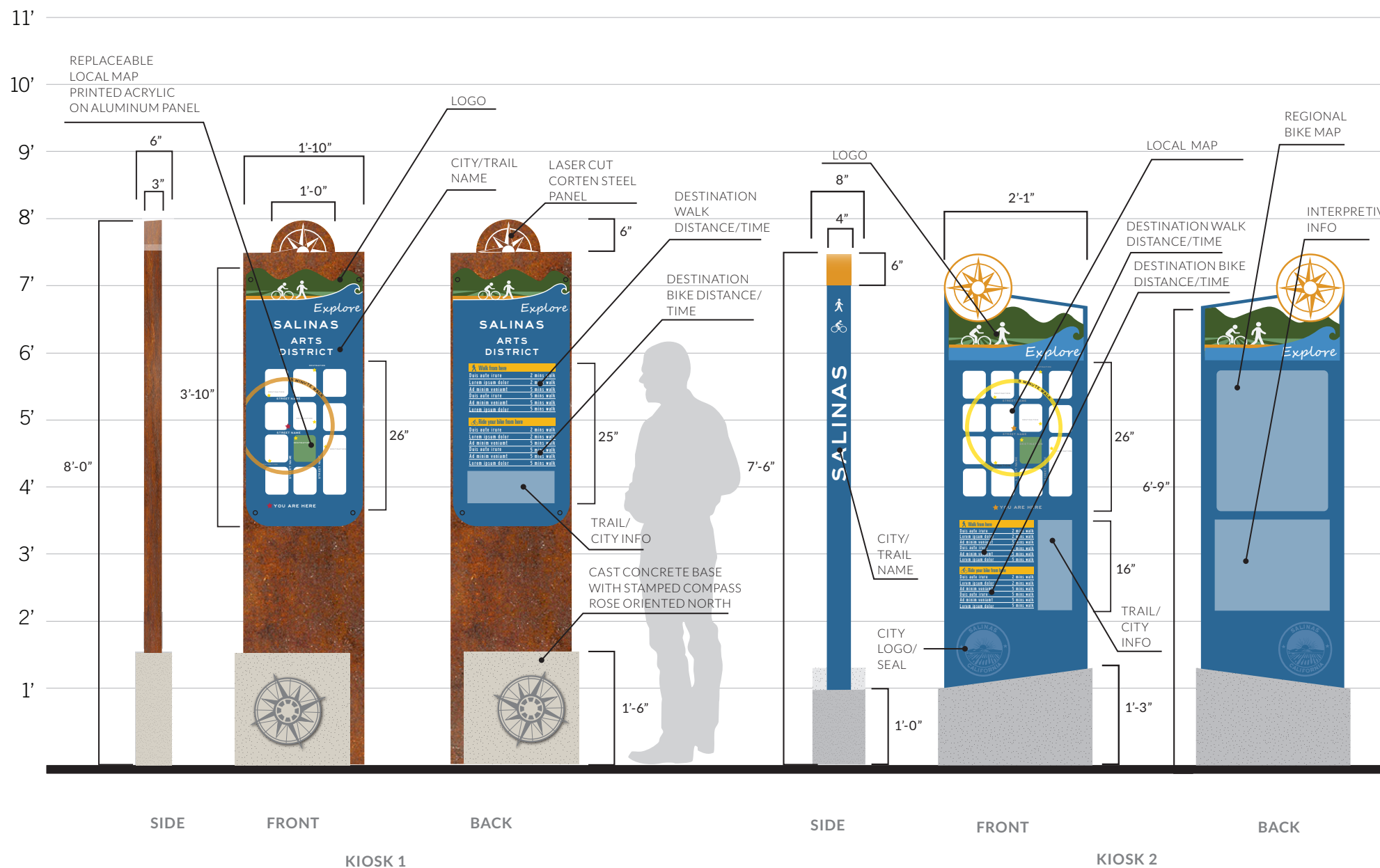
Description
<p>Destination signs inform people riding bikes or walking of the designated regional route to access key destinations. The signs mark the junction of two or more regional bikeways or pedestrian routes. Each sign has space for a maximum of three destinations. Travel times for bicycles and pedestrians are optional but recommended.</p> <p>Confirmation signs indicate to people walking and riding bikes that they are on a designated County Route.</p>
Placement
<p>Direction signs are to be placed on the near-side of intersections in advance of a junction with another bicycle or pedestrian route. They can also be placed along a route to indicate a nearby destination.</p> <p>Sign toppers can be placed along a route to provide supporting confirmation to users that they are on a County route.</p> <p>Confirmation sign 1 (D1-3) can be used in conjunction with Direction sign 1 (D1-3A).</p>
Sign Details
<ul style="list-style-type: none"> • All signs are 2' wide with bottom of sign 7' from the ground. • Destination text to be 2" minimum height and distance letter height to be 1.25" minimum height. • All lettering and symbols to be retroreflective. • Aluminum sign panel, 1/4" corner radius, typical. • Front of sign to be screened, all exposed surfaces to be painted. • A casual pace travel time of 6 minutes per mile (10 mph) should be used for bicyclist time estimates and 20 minutes per mile (3 mph) for pedestrian time estimates.



2 WAYFINDING SIGNS

Pedestrian Kiosk

Two kiosk options showcase the look of corten steel (or faux corten steel finish) and painted aluminum. Jurisdictions can select the preferred material based on the proposed location of the kiosk.



Description

Pedestrian Kiosks are freestanding two-sided information displays that orient users to Monterey County's regional bicycle and pedestrian routes. Kiosks provide regional and local maps, destinations, rules of use, and safety information. A detailed map should show the local district or trail, indicating "you are here", highlight major/minor access points, landmarks, restrooms and other trail and on-street bikeway networks.

The kiosk could provide additional information on local destinations within a 5 minute ride or 10 minute walk from the current location. The kiosk is also an opportunity to illustrate ecological, historical or cultural interpretive information of the local area.

Placement

Kiosks can be located at trailheads, trail access points and selected public gathering spaces. The Kiosk should be setback from the path a minimum of 3 feet to provide space for people to read and consider the information without blocking the trail. A minimum of 3 feet should also be provided for each side of the mapboard per accessibility guidelines.

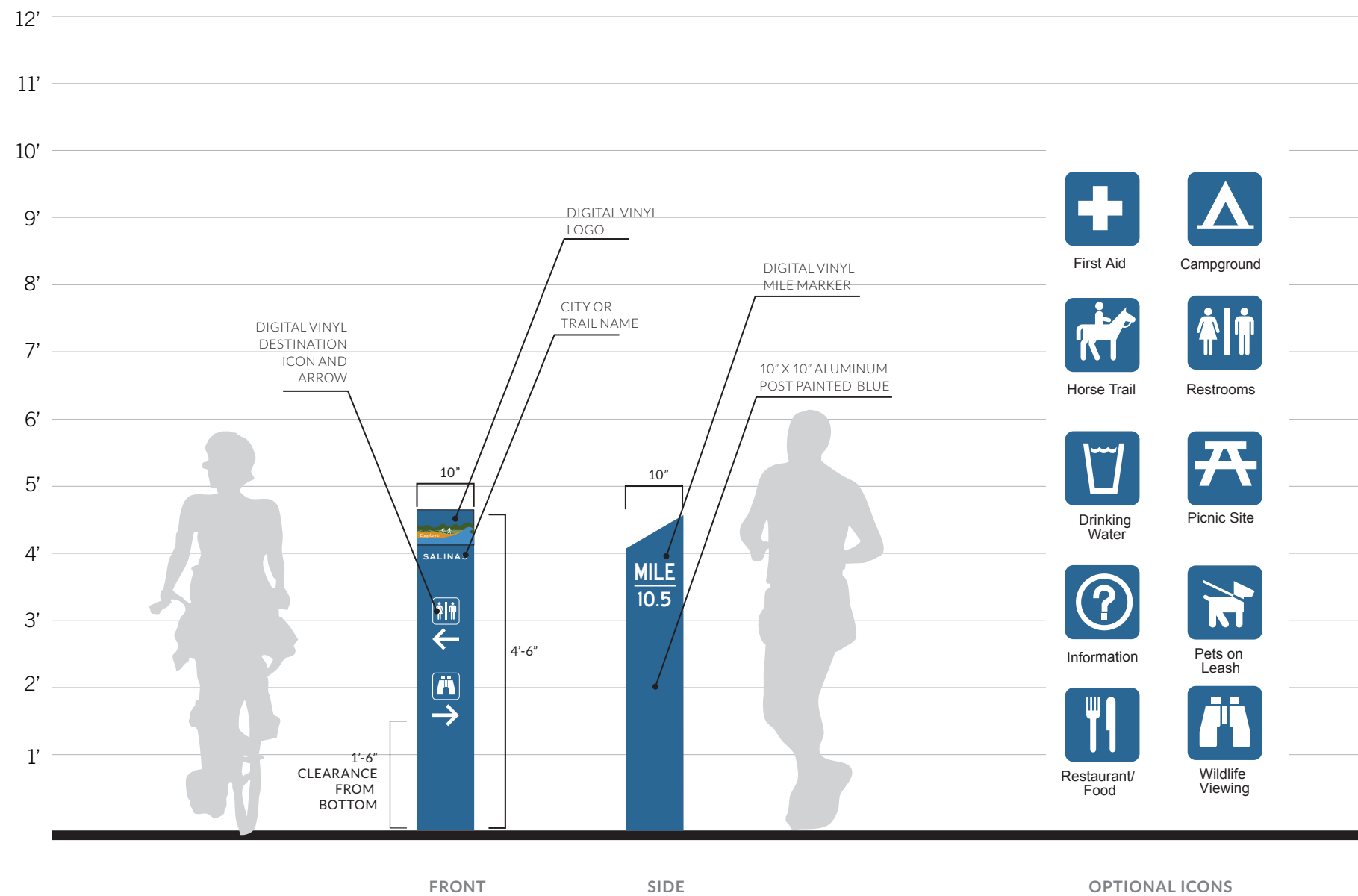
Sign Details

Design material options available for the Kiosks detailed below:

	Corten Steel	Faux Corten Steel Finish	Painted Aluminum
PROS	<ul style="list-style-type: none"> Strong, durable material. Capable of conveying a warm, natural feel as well as longevity and permanence Unique custom shapes possible Low maintenance 	<ul style="list-style-type: none"> Strong, durable material Lightweight Less expensive than corten 	<ul style="list-style-type: none"> Strong, durable material Lightweight Less expensive than corten Low maintenance
CONS	<ul style="list-style-type: none"> Unpredictable weathering process Rust may run and stain adjacent surfaces Visibility of cut-out style can be compromised depending on the background environment Highest cost 	<ul style="list-style-type: none"> Quality of faux finish may not compare to Corten 	<ul style="list-style-type: none"> Lacks warm, natural feel

2 WAYFINDING SIGNS

Pedestrian Directional Post



Description

Pedestrian directional posts provide en route reassurance of trail identity and inform users they are on the designated regional route. They display the “Explore Monterey County” brand and trail name. The pedestrian directional posts also provide space for supplemental directional arrows to help users stay on the identified regional route.

Pedestrian directional posts can also serve as mile markers. Mile markers are a small feature with large significance and are an important element of wayfinding along pathways. They allow users to track how far they have traveled and help people put their location in context by matching the marker to a map. Most trail users identify strongly with distance from home, distance from their favorite place, or simply with knowing a certain location based on its relationship to a mile point.

Knowing one’s location on a trail is critical to assisting emergency responders trying to locate a person in distress. Mile markers could also be provided as a pavement marking.

Placement

Place pedestrian directional posts at minor pathway access points, intersections with other trails or when a direction sign is not used and at locations where the route is not explicit. Mile markers should be located at half to two mile intervals along the corridor.

Sign Details

- Painted Aluminum with digital vinyl icons and lettering

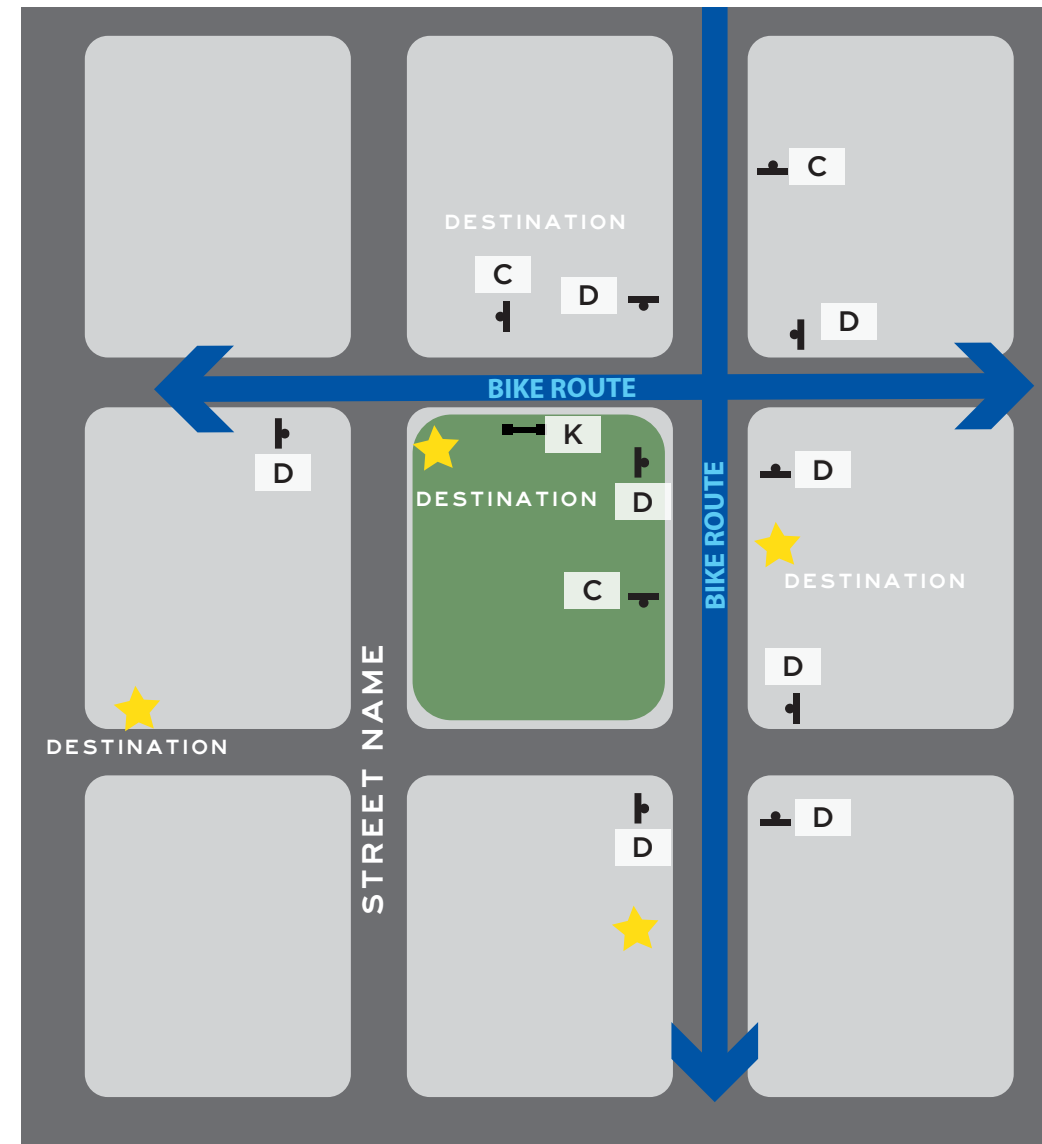
Sign Placement

The Monterey County wayfinding elements should be located in a consistent manner across all jurisdictions. The following diagrams represent typical sign placement scenarios seen throughout Monterey County.

- Downtown Pedestrian / Bike Route Intersection
- On-Street Bike Route
- On-Street Shared-Use Path Connection
- Shared-Use Path Intersection

Per both the CA MUTCD and the California Highway Design Manual, the nearest edge of any sign should be a minimum of two feet from the edge of the shared-use path, 3 feet preferred. The lowest sign edge shall be seven feet. Follow local agency design standards for on-street signs.

Downtown Pedestrian/Bike Route Intersection



K- Kiosk

In downtown pedestrian areas, kiosks should be placed in selected public gathering spaces along regional routes. It is an opportunity to display the Monterey County map and interpretive information.

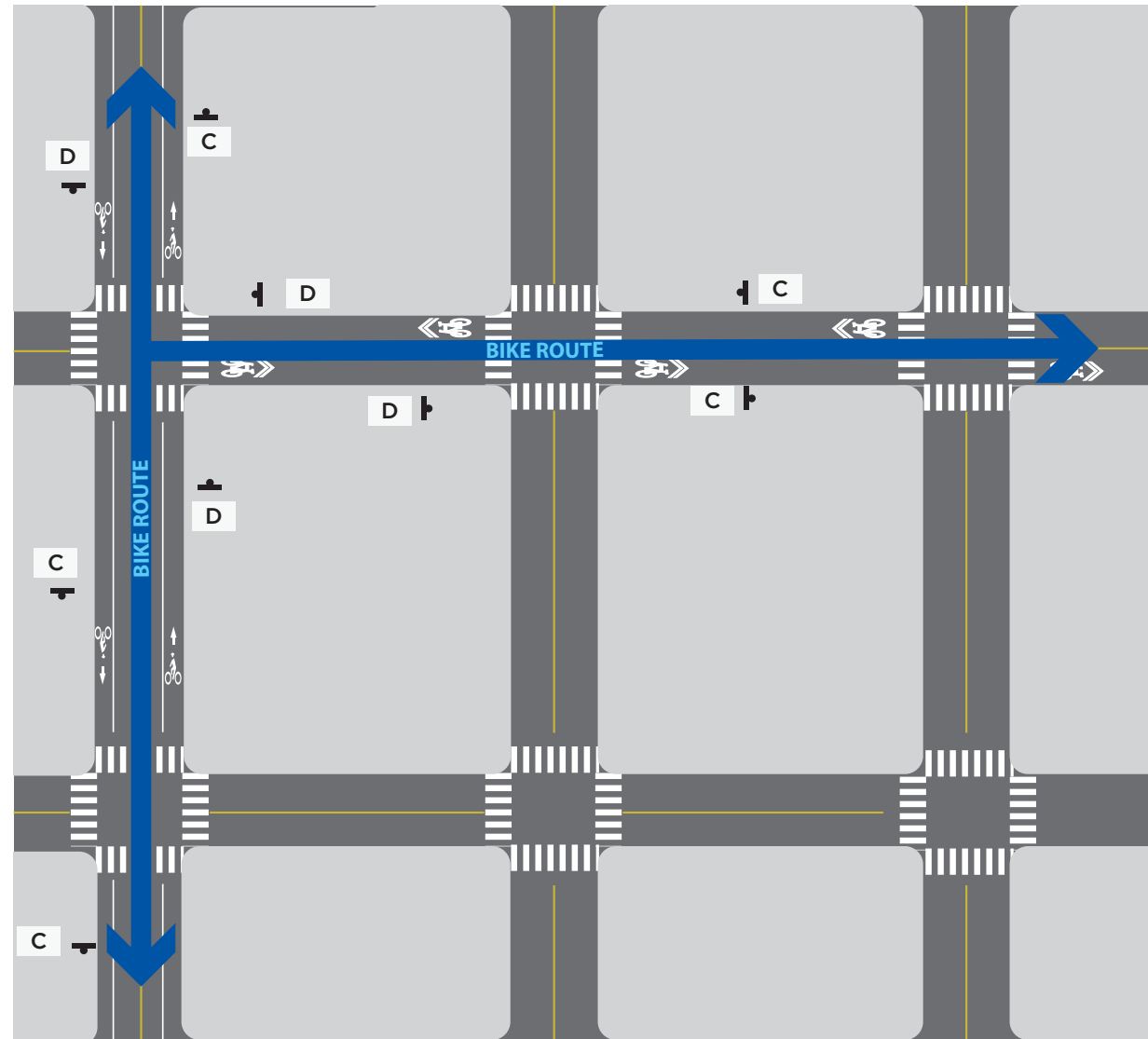
D- Direction Signs

Direction signs should be placed advance of turns to local destinations and services.

C- Confirmation Signs

Confirmation signs indicate to bicyclists that they are on a designated bikeway. They can be placed every 2 to 3 blocks along regional bike routes. They should be placed soon after turns to confirm the intended direction was taken. The “Explore Monterey County” sign topper can be used as a confirmation sign. Confirmation sign 1 (D1-3a) can be used in conjunction with direction sign 1 (D1-3).

On-Street Bike Route



D- Direction Signs

Direction signs should be placed in advance of turns to local destinations and services.

C- Confirmation Signs

Confirmation signs indicate to bicyclists that they are on a designated bikeway. They can be placed every 2 to 3 blocks along regional bike routes. They should be placed soon after turns to

The typical pattern for on-street wayfinding signs includes a direction sign prior to the intersection of route options, followed by an optional confirmation sign. The table below provides design and placement standards for the on-street bikeway sign types.

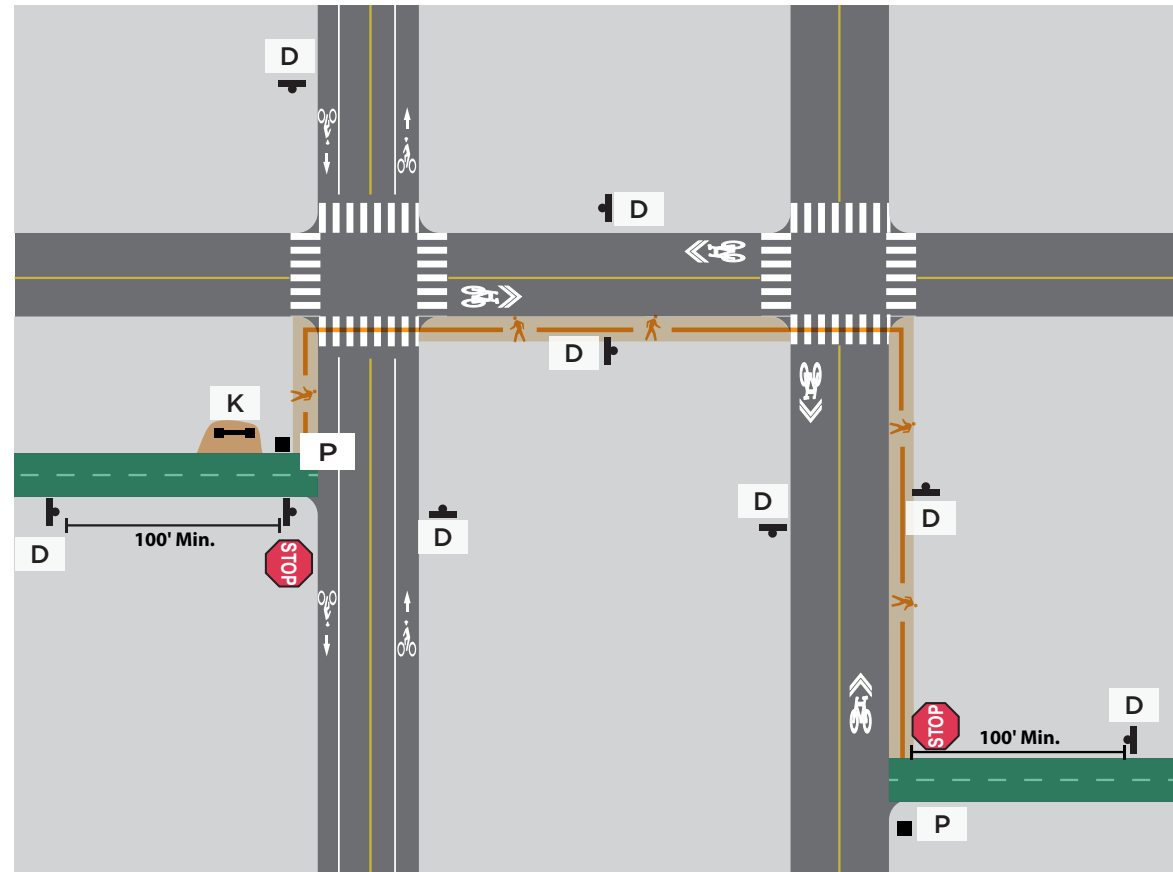
Type	Sign Type	Design Standards	Placement
Confirmation Sign	<ul style="list-style-type: none"> Explore Monterey County Sign Topper Monterey County Confirmation Sign 1: CA MUTCD D1-3a (destinations with mileage) 	<ul style="list-style-type: none"> Opportunities to add Explore Monterey County sign topper to existing bike and pedestrian signs where appropriate. 	<ul style="list-style-type: none"> One sign per ¼ directional mile (mid-block) and at the far side of key intersections
Decision Signs	<ul style="list-style-type: none"> Direction Sign 1: CAMUTCD D1-3 (destinations with arrow) Monterey County Direction Sign 2A and 2B: Modified CAMUTCD 	<ul style="list-style-type: none"> Maximum of three destinations per plaque Destinations shall use upper case and lower case letters For destination names that do not fit on one line abbreviations or two-line entry may be used Destinations shall be listed by closest proximity to the sign placement Left and straight arrows shall be aligned left on the sign; right arrows shall be aligned to the right 	<ul style="list-style-type: none"> Signs should be placed the at the following distances before an intersection depending on the number of lanes a bicyclist must travel across in order to initiate a legal left turn: <ul style="list-style-type: none"> 25 feet before a zero lane merge 100 feet before a one lane merge 200 feet before a two lane merge

confirm the intended direction was taken. The “Explore Monterey County” sign topper can be used as a confirmation sign. Confirmation sign 1 (D1-3a) can be used in conjunction with direction sign 1 (D1-3).

**Refer to California MUTCD Chapter 9B for current setback requirements for signs from intersections.*

3 SIGN PLACEMENT

On-Street Shared-Use Path Connection



K- Kiosk

Place kiosks at access points of shared-use paths. It is an opportunity to display the Monterey County map and interpretive information.

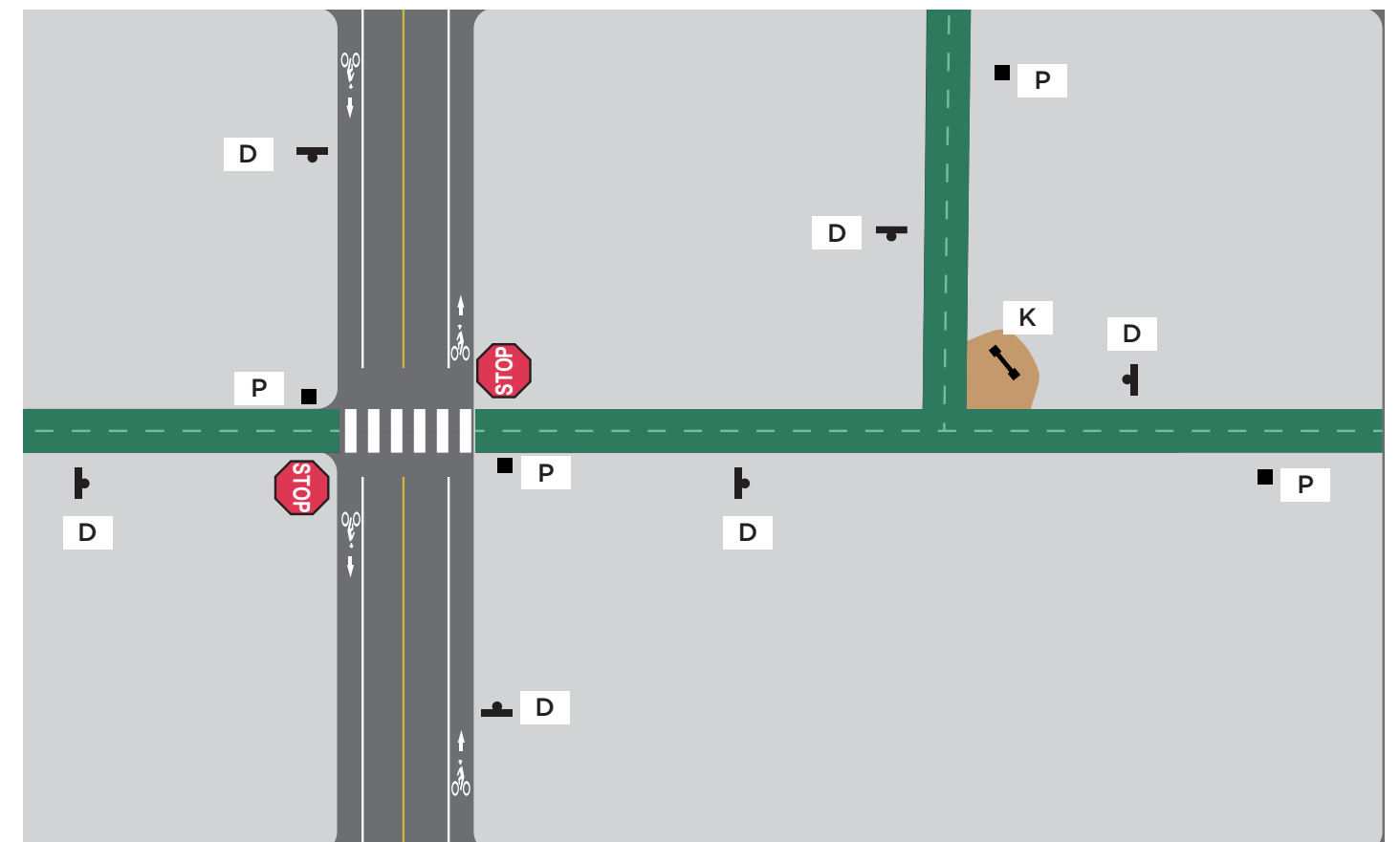
D- Direction Signs

Direction signs should be placed advance of turns to local destinations and services.

P- Pedestrian Directional Post

Posts reinforce the identity and direction along a shared-use path.

Shared-Use Path Intersection



K- Kiosk

Place kiosks at the intersection of connecting shared-use paths. It is an opportunity to display the Monterey County map and interpretive information.

D- Direction Signs

Direction signs should be placed advance of turns to local destinations and services.

P- Pedestrian Directional Post

Posts reinforce the identity and direction along a shared-use path.

4 COST ESTIMATES

Destination Sign
Option 1A



Topper Only
\$68.00

Sign Face Only
\$90.00

Total Sign Only
\$158.00

Destination Sign
Option 1B



Topper Only
\$64.00

Sign Face Only
\$90.00

Total Sign Only
\$154.00

Destination Sign
Option 2A



Topper Only
\$58.00

Sign Face Only
\$105.00

Total Sign Only
\$163.00

Destination Sign
Option 2B



Topper Only
\$56.00

Sign Face Only
\$101.00

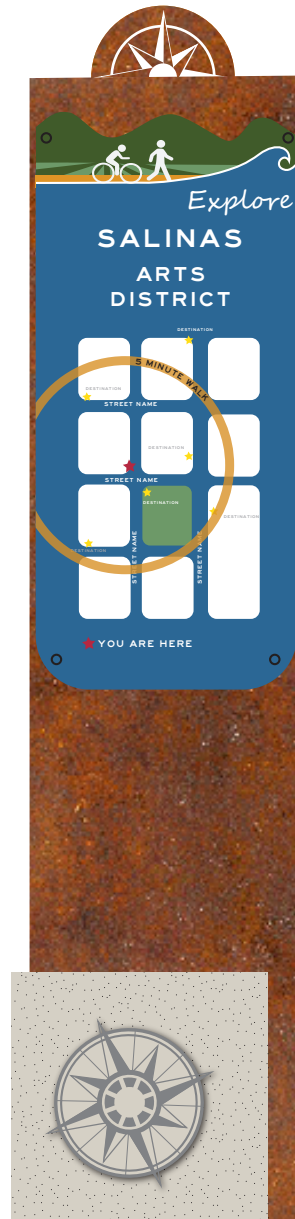
Total Sign Only
\$157.00

Note: This total does not include costs for installation. Installation cost will vary depending on pole hardware, need for concrete footer and use of a third-party contractor or local jurisdiction staff.

April 2016 cost estimate provided by AD/S COMPANIES www.ad-s.com

4 COST ESTIMATES

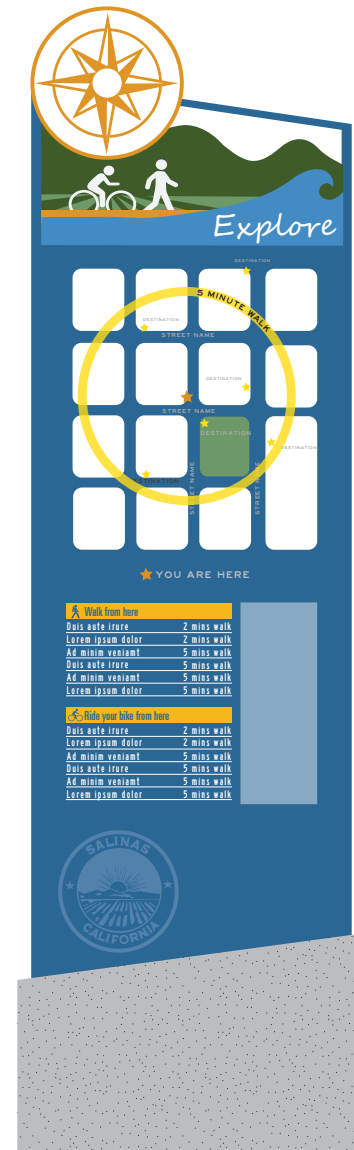
Kiosk Option 1



Corten Steel
\$6,850.00

Faux Corten Steel
\$5,700.00

Kiosk Option 2



Total Cost
\$6,350.00

Pedestrian Directional Post



Total Cost
\$2,350.00

Note: Singular item pricing.

April 2016 cost estimate provided by AD/S COMPANIES www.ad-s.com

Appendix D - Wayfinding Plan Advisory Committee Meeting Minutes

Wayfinding Plan Advisory Committee

Tuesday, February 10, 2015

1:35 p.m. – 2:35 p.m.

Call in: (760)569-0800 Participant Code:580128#

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

1. Welcome & Introductions

Committee members present:

Eric Peterson	Fort Ord Friends Trails, and Pedal Alpini
Lisa Rheinheimer	Monterey-Salinas Transit
D.L. Johnson	TAMC Bicycle and Pedestrian Facilities Advisory Committee
Jeanette Pantoja	Building Healthy Communities
Eliza Yu	Association of Monterey Bay Area Governments
Bill Boosman	Velo Club Monterey
James Serrano	City of Salinas
Justin Meek	City of Marina
Krista Hanni	Monterey County Health Department
Daniel Gho (by phone)	City of Pacific Grove
Kevin Cole (by phone)	Pebble Beach
Brent Slama (by phone)	City of Soledad
Todd Bodem (by phone)	City of Sand City
Ryan Chapman (by phone)	County of Monterey Public Works
Andrea Renny (small group meeting February 10, 2015)	City of Monterey
Bernard Green (small group meeting February 10, 2015)	California State University, Monterey Bay

TAMC staff present:

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

Others present:

Cory Caletti (by phone)	Santa Cruz County Regional Transportation Commission
-------------------------	------------------------------------------------------

2. Wayfinding Plan Advisory Committee Purpose

Pages 1-4

Virginia Murillo, Assistant Transportation Planner, reviewed the purpose of the ad-hoc Wayfinding Plan Advisory Committee. Ms. Murillo noted that the purpose of the Committee is to assist staff with the development of the Regional Bicycle and Pedestrian Wayfinding Plan that will provide standard guidelines for bicycle and pedestrian wayfinding signage throughout Monterey County. She noted that Committee members are expected to provide input on the content of the plan, the content of the wayfinding sign design and will assist staff in soliciting public input. Ms. Murillo also reviewed the Committee meeting schedule, noting that the committee is expected to meet biweekly from February to June.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that as part of our Wayfinding Plan implementation strategies we look into using business improvement district funding for sign installation, and mentioned that we adhere to the California Manual on Uniform Traffic Control Devices guidelines on signage font sizes and signage placement.

3. Overview of Wayfinding Sign Programs

Presentation

Virginia Murillo, Assistant Transportation Planner, presented an overview of wayfinding sign programs, including examples of gateway and directional signage, and reviewed the goals and timeline of the Wayfinding Plan.

Questions from the committee members:

- Will on-pavement markings be included in the plan? - Yes
- Will there be a bike map that reflects the routes? - Yes

There was difficulty setting up the telephone for conference calling, and participants were connected at approximately 1:45pm. The Committee had a second round of introductions, and Ms. Murillo quickly reviewed the committee purpose and wayfinding sign programs.

4. Develop Wayfinding Plan Purpose and Goals

Page 5

Virginia Murillo, Assistant Transportation Planner, reviewed the draft Wayfinding Plan background, content and goals with the Committee and asked for Committee input.

Committee members offered the following input:

- The advisory committee should develop criteria to identify regional destinations
- The Wayfinding Plan should encourage connectivity between communities, and provide connectivity to regional parks and open space, trails, educational institutions, employment centers, transit, park and ride lots and tourist destinations
- Signage should: be accessible to people of all literacy levels, be legible for a wide range of users, clear and concise, demonstrate multimodal access, denote difficulty level for trails and ADA access, show where restrooms, bike shops and other bike-supportive amenities are, and have space for a city logo or identifier
- Sign design should be consistent/compatible across jurisdictional boundaries, including into Santa Cruz County and San Benito County
- Signs should be eye-catching as opposed to standard MUTCD signs which blend in

- Signs should be distributed equitably across the County
- Wayfinding signage should also incorporate technology, and be accessible via GPS and online (consider using existing apps/tech such as Strava and Google Multimodal Trip Planner)
- Staff and the Wayfinding Plan Advisory Committee should maintain community engagement throughout the process

Committee member Bill Boosman also mentioned that wayfinding should not be restricted to signage, and that maps are also a part of wayfinding. He also mentioned that Map my Ride and Strava are examples of mobile apps that already exist to track routes. Ms. Murillo noted that a part of the Wayfinding Plan will be branding routes. Committee member James Serrano said this was a great idea, and that it is an opportunity for each city to promote its own identity.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that we clarify that the Wayfinding Plan will “create safer pedestrian and bicyclists facilities by using signage to make routes more visible.”

5. Discussion Items:

a) Stakeholder Outreach

Virginia Murillo, Assistant Transportation Planner, noted that staff will begin using MindMixer (<http://mindmixer.com/>), which is an online public participation tool as an outreach tool to gather Committee and public feedback on the Wayfinding Plan.

Ms. Murillo asked the committee if there are special groups that staff should outreach to. Committee members recommended that staff reach out to:

- MST’s Mobility Advisory Committee
- Caltrans District 5
- Business groups, such as Chambers of Commerce
- Regional Parks
- State Parks
- Monterey Peninsula College
- Local hospitals
- Monterey Off Road Cycling Association (MORCA)
- South County

In our small group meeting on Friday, February 10th, Committee member Andrea Renny suggested that staff present the draft Wayfinding Plan to city councils to receive feedback. Staff will be adding city council presentations to the Wayfinding Plan project timeline. She also suggested that we use Scribble Maps (<http://scribblemaps.com/>) as we identify regional routes and sign locations.

b) Site Visits to Identify Sign Locations and Routes

Virginia Murillo, Assistant Transportation Planner, noted that staff is interested in doing site visits to gather an inventory of existing signage as part of the planning process. She also noted that there is a free signage inventory iPhone/iPad app called GIS Assets

(<https://itunes.apple.com/us/app/gisassets/id723243246?mt=8>) that staff will plan on using as part of the inventory process.

In our small group meeting on Friday, February 10th, Committee member Andrea Renny mentioned that the City of Monterey has an inventory of existing signage along the Monterey Bay Sanctuary Scenic Trail.

c) Meeting Schedule and Location

Virginia Murillo, Assistant Transportation Planner, asked if this meeting time works best for everyone. Committee member Eric Peterson said Tuesday afternoon might not be the best time, as that is the Board of Supervisor's meeting time. Ms. Murillo said that she will be sending out another Doodle poll for the next meeting.

Wayfinding Plan Advisory Committee

Thursday, February 26, 2015

10:00a.m. - 11:00a.m.

Call in: (760)569-0800 Participant Code:580128#

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

1. Welcome & Introductions

Committee members present:

Eric Petersen	Fort Ord Friends Trails, and Pedal Alpini
Lisa Rheinheimer	Monterey-Salinas Transit
Jeanette Pantoja	Building Healthy Communities
Eliza Yu	Association of Monterey Bay Area Governments
Josh Metz	Fort Ord Re-use Authority
Brent Slama (by phone)	City of Soledad
Andrea Renny	City of Monterey
Bernard Green	California State University, Monterey Bay
Victoria Beach (by phone)	City of Carmel-by-the-Sea

TAMC staff present:

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

Others present:

2. Review Draft February 10, 2015 Meeting Minutes Pages 2-5

The Committee members did not have comments on the draft meeting minutes.

3. Review Wayfinding Plan Advisory Committee membership Page 6

Virginia Murillo, Assistant Transportation Planner, noted that in the first meeting a Committee member asked about the membership of the Wayfinding Plan Advisory Committee. She noted that the Committee membership list shows which stakeholder groups are represented on the Committee.

4. Finalize Wayfinding Plan Goals and Wayfinding Sign Design Pages 7-10

Criteria

Virginia Murillo, Assistant Transportation Planner, reviewed the revised draft Wayfinding Plan background, content and goals with the Committee and asked for Committee input.

Committee members offered the following input:

- Wayfinding Sign Design Criteria section goal #2 should include safety language, and indicate the use of symbology for legibility of signage
- Wayfinding Sign Design Criteria section goal #4 should include comfort level
- Wayfinding Sign Design Criteria section goal #7 should include “When applicable, wayfinding signage will be placed in accordance with the regulatory requirements spelled out in the California Manual on Uniform Traffic Control Devices.”

Committee member Victoria Beach noted that she really liked the use of symbology, and distance and directional information in the Rochester wayfinding sign example that was shown at the February 10th meeting. Committee member Andrea Renny noted that we should use the wayfinding signage to capitalize on missed opportunities, such as areas of the Monterey Bay Sanctuary Scenic Trail where tourists get lost, and routes such as Monterey to Marina and a route from North Monterey County and Big Sur.

5. Review Bicycle Facilities Classification

Handout

Virginia Murillo, Assistant Transportation Planner, shared a handout from the City of Emeryville’s Resources for the Design of Bicycle Facilities Manual that outlined and described the three classes of bicycle facilities. She also mentioned that there are now Class IV bicycle facilities, and asked Committee member Bernard Green to share more about the new Class IV facilities. Committee member Bernard Green mentioned that Class IV facilities, also known as cycle tracks are bicycle paths that are protected from traffic. Committee member Eric Petersen expressed his concern about the design.

6. Develop Criteria for:

a) Regional Bicycle and Pedestrian Routes

b) Regional Destinations

Virginia Murillo, Assistant Transportation Planner, reviewed the draft regional route and destination criteria and asked for Committee input. Ariana Green, Associate Transportation Planner, reminded the Committee that this is a regional project and the Committee will be asked to think about this project in a regional context. Ms. Green pointed out that some routes will cross through local cities, but noted that this project would not be focused on local city routes. Ms. Murillo pointed out that because this is a regional project, the regional destinations would include areas like regional parks and colleges.

Committee member Bernard Green mentioned that it is still important to include local routes that continue on to become regional routes. Committee member Jeanette Pantoja mentioned that this would be a great opportunity to include South County routes. Committee member Brent Slama mentioned that a South County wine corridor could be a regional route in South County. Mr.

Slama mentioned that this route would follow River Road and continue on to Metz Trail. Another route he mentioned is the route to the Pinnacles National Monument, which would be along Metz Road. Committee member Victoria Beach noted that it would be interesting to see if the Committee could identify one continuous regional route for Monterey County.

Committee member Josh Metz mentioned that identifying routes is a task that can be efficiently accomplished by the Committee using large maps that identify existing bicycle facilities. Virginia Murillo, Assistant Transportation Planner, noted that this route mapping is a task that staff would like Committee members to complete before our next meeting, which will be a working meeting to identify regional routes.

7. Review Revised Meeting Schedule

Virginia Murillo, Assistant Transportation Planner, reviewed the revised meeting schedule with the Committee noting that the Committee would now be meeting monthly. She noted that she expects the Committee to begin meeting biweekly once a design consultant is chosen.

8. Discuss:

a) Route Mapping Activity

Virginia Murillo, Assistant Transportation Planner, asked Committee members to use the maps from the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan to highlight the regional routes. Ms. Murillo mentioned that staff will work on enlarging the regional maps for the next meeting.

b) Meeting Schedule

Virginia Murillo, Assistant Transportation Planner, noted that she would be sending out another Doodle Poll to schedule the March meeting.

Wayfinding Plan Advisory Committee

Thursday, March 19, 2015

11:00 a.m. – 12:00 p.m.

Transportation Agency for Monterey County—Conference Room
55-B Plaza Circle, Salinas, CA 93901-2902

Minutes

1. Welcome & Introductions

Committee Members Present

Eliza Yu	Association of Monterey Bay Area Governments
Bernard Green	California State University, Monterey Bay
Victoria Beach	City of Carmel-by-the-Sea
Justin Meek	City of Marina
Brent Slama	City of Soledad
Ryan Chapman	County of Monterey Public Works
Eric Petersen	Fort Ord Recreation Trails Friends, and Pedal Alpini
Josh Metz	Fort Ord Reuse Authority
Lisa Rheinheimer	Monterey-Salinas Transit

TAMC Staff Present

Virginia Murillo, Assistant Transportation Planner	Ariana Green, Associate Transportation Planner
Todd Much, Deputy Executive Director	

2. Review Draft February 26, 2015 Minutes

Pages 2-4

Committee member Victoria Beach noted that she had phoned in for that meeting and was not listed as present. Virginia Murillo, Assistant Transportation Planner, corrected the meeting minutes to reflect this.

3. MindMixer Training

www.Tamc.MindMixer.com

Virginia Murillo, Assistant Transportation Planner, walked the Committee through the Wayfinding Plan MindMixer page. She mentioned that she would like to gather more input from Committee members and from members of the public using the MindMixer page. Committee member Bernard Green noted that the topic is text heavy, and it would be nice to keep the topic short. He also mentioned that it might be best to rename the bike classes so more people can understand the differences between the classes. Ms. Murillo noted she would work on making these changes.

4. Receive Update on Request for Proposals No Enclosure

Virginia Murillo, Assistant Transportation Planner, provided an update to the Committee on the Request for Proposals (RFP) for the design of wayfinding signage and the update of the Monterey County bike map. She notified members that the review committee, comprised of Transportation Agency staff and Wayfinding Plan Advisory Committee members, chose Alta Planning + Design. Alta Planning + Design was the most experienced firm and offered additional items, such as cost comparison matrices for signage.

Committee member Josh Metz asked why Committee members were not notified of the RFP's circulation. Ms. Murillo reported that the RFP had been out for the month of February, and that members of the Committee were invited to review the proposals. Committee member Bernard Green, who was part of the RFP review committee, noted that Alta Planning + Design was the highest ranked firm, and that some of the other proposals did not have as much experience with wayfinding signage for bicyclists and pedestrians. Committee members Lisa Rheinheimer and Victoria Beach mentioned that they have worked with Alta Planning + Design in the past and that they have been content with the firm's work. Ms. Murillo mentioned that she would email the RFP to Committee member Josh Metz.

5. Review Regional Route Criteria Pages 5-7

Virginia Murillo, Assistant Transportation Planner, reminded the Committee about the route criteria noting that routes must be identified in the Transportation Agency's 2011 Bicycle and Pedestrian Master Plan classified as Class I, II, and III and planned Class I, II, III, and IV facilities. The routes and destinations must be regional.

6. Identify Activity

i. Regional Bicycle and Pedestrian Routes

ii. Regional Destinations

Virginia Murillo, Assistant Transportation Planner, asked Committee members to identify regional routes using map handouts that include bicycle facilities routes. Committee member Victoria Beach asked if certain areas of maps could be enlarged to make it easier to see. Ariana Green, Associate Transportation Planner, mentioned that the map is accessible online and may be found

on TAMC's MindMixer pager (<http://tamc.mindmixer.com/>). The Committee members spent the rest of the meeting identifying regional bike routes using the maps provided by TAMC staff.

Committee member Victoria Beach asked if staff could map the routes that committee members identified to make it easier for all to collaborate. Virginia Murillo, Assistant Transportation Planner, noted that she would try and consolidate the maps into one map that includes the routes identified by the Committee.

Virginia Murillo, Assistant Transportation Planner, thanked the Committee members for identifying regional routes.

6. Site Visit Sign-ups

There was no time to discuss this.



Wayfinding Plan Advisory Committee

Thursday, April 23, 2015

10:00 a.m. – 11:00 a.m.

Call in: (760)569-0800 Participant Code:580128#

***DIFFERENT LOCATION: City of Monterey—Orca Room
735 Pacific Street, Monterey**

AGENDA

1. Welcome & Introductions

Committee Members Present

Victoria Beach	City of Carmel-by-the-Sea
Ryan Chapman	County of Monterey
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
Lisa Rheinheimer	Monterey-Salinas Transit
Krista Hanni (by phone)	Monterey County Health Department
Brent Slama	City of Soledad

Staff Present

Virginia Murillo, Assistant Transportation Planner	Ariana Green, Associate Transportation Planner
----------------------------------------------------	------------------------------------------------

2. Review Draft March 19,2015 Minutes

Pages 2-4

There were no comments on the March 19th meeting minutes.

3. Update on Consultant Timeline

No Enclosure

Virginia Murillo, Assistant Transportation Planner, provided an update on Alta Planning + Design's timeline, noting that the project is expected to wrap up in September. Ms. Murillo noted that the Committee would likely meet during the week of May 18th to discuss the theme for the wayfinding signage, and that Alta Planning + Design would create draft designs based on the preferred theme during the month of June.

4. Regional Bicycle and Pedestrian Routes and Destinations

Activity

a) Review Routes from March 19th Meeting

b) Discuss Route Limits: Length and Connectivity

c) Discuss Destinations

d) Discuss Route Branding

Ms. Murillo demonstrated the combined regional routes based on the Committee's route map exercise activity. She asked the Committee for input on the preliminary routes, noting that there are route length and connectivity limitations. Committee members provided the following input:

Peninsula Routes:

- Include connection along Casa Verde Way in Monterey to connect the Peninsula Cities Route to the Monterey Bay Sanctuary Scenic Trail
- Scenic Road in Carmel-by-the-Sea is one way, so consider adding a parallel route, such as San Antonio Street or Carmelo Street
- 17 Mile Drive in Pebble Beach is narrow and may not be suitable for all riders but is one of the few routes between Pebble Beach and Carmel.
- Tehama Road is a private road, so there is no connection between Carmel Valley and the Peninsula through Tehama Road
- Include route from Sand City to Seaside that connects to the Monterey Bay Sanctuary Scenic Trail
- Include a connection to Fort Ord via Ryan Ranch and South Boundary Road

North County – Salinas Routes:

- Include a connection from Castroville to North Salinas via Espinosa Road
- Connect the Prunedale-Salinas Route to San Miguel Canyon Road north of Prunedale
- Consider a North Main Street Route in Salinas, as an alternative to taking Russell Road and San Juan Grade Road
- Include a connection from East Boronda Road to Old Stage Road via Natividad Road

South County Routes:

- Prioritize River Road as a regional South County route

Ms. Murillo mentioned that she received a comment requesting the consideration of a regional

route connecting the Soledad Mission to the San Antonio Mission. The Committee asked about connectivity to Pinnacles National Park from King City. Committee Member Ryan Chapman said he would look into which roads are County maintained roads in South County, which can help the Committee identify the most appropriate route for this connection. Committee Member Victoria Beach mentioned that the Big Sur Land Trust is planning an access point between Carmel and Palo Corona Regional Park as part of the Carmel River FREE project.

Committee Member Kevin Cole said he would be willing to do some reconnaissance work along the 17 Mile Drive route, and asked staff to look into apps, such as Map my Ride, that could help with this task. Committee Member Cole said it would be worthwhile for the Committee to take a ride on the suggested regional routes to get a better sense of their feasibility. Ariana Green, Associate Transportation Planner, and Ms. Murillo noted that staff would brainstorm and research some apps that might be appropriate for this and would send out more information to the Committee.

Ms. Murillo also noted that the regional routes map is accessible online through the MindMixer site.



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

Activity

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

ITEM	COMMENTS
Project Overview	
<ul style="list-style-type: none"> Mary Stewart, Alta Planning + Design's Project Manager, presented an overview of Alta's scope, schedule and workshop goals 	
Introduction to Wayfinding	
<ul style="list-style-type: none"> Emily Duchon, Alta's Wayfinding Designer presented a brief introduction to wayfinding and discussed wayfinding principals, best practices, and technical guidance 	
Wayfinding Strategy (Facilitated Discussion)	
<ul style="list-style-type: none"> Participants shared overall thoughts on the existing active transportation network 	<ul style="list-style-type: none"> Monterey County has a unique way of

-
- What is the character and experience of the pathway network?
 - getting to destinations
 - 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

-
- What existing navigational elements are effective?

-
- Sharrows 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.

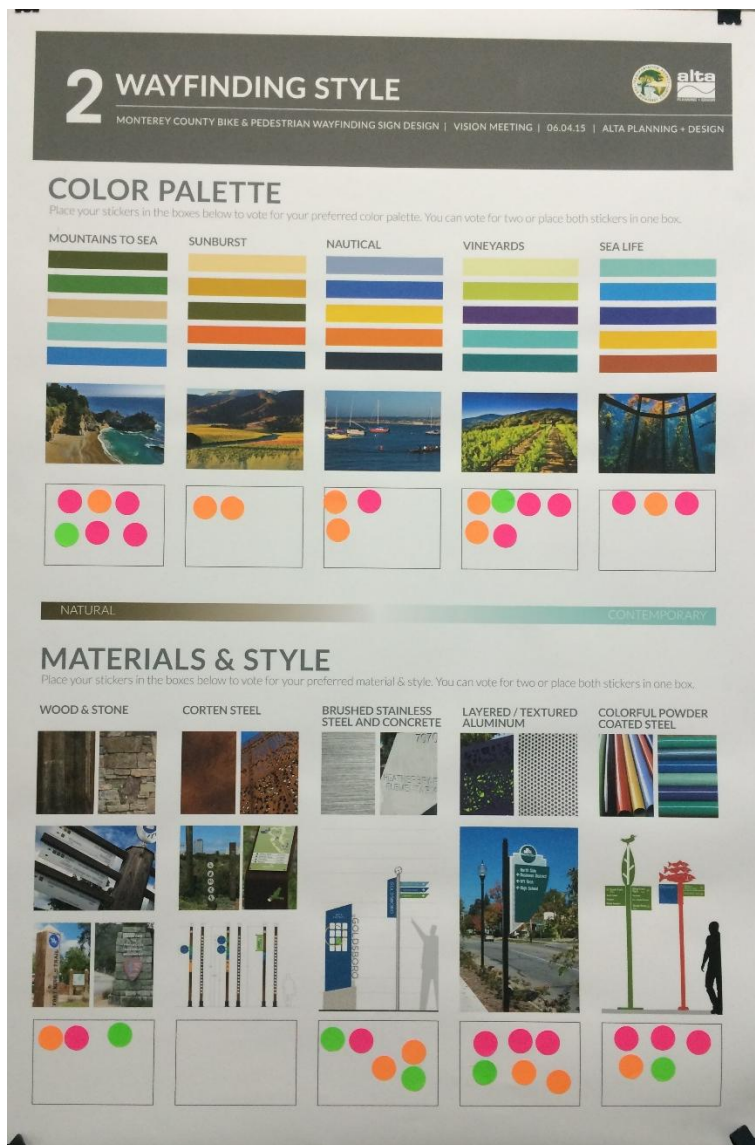
Wayfinding System Input

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

3

SIGN DESIGN

MONTEREY COUNTY BIKE & PEDESTRIAN WAYFINDING SIGN DESIGN | VISION MEETING | 06.04.15 | ALTA PLANNING + DESIGN

FLEXIBILITY OF DESIGN

Vote for your desired level of flexibility for on-street bike and pedestrian wayfinding signs by placing a sticker in a box below.

CA MUTCD SPECTRUM

- MUTCD compliant signs
- Information is clear and consistent
- Regional language or local identity not present
- Minimalist design and details
- Encouragement information not present

- It is better to have a standard design for a region than to have a number of signs that are all different
- MUTCD does not provide for a lot of customization
- Local information is important to pedestrians and cyclists
- Designs perceived to be a local identity are more appealing

- Community signs are more appealing to a wider audience
- Information is clear and consistent
- Local identity is important to pedestrians and cyclists
- The appearance of a sign is important to a wider audience
- Designs perceived to be a local identity are more appealing

- Directional signs are more appealing to a wider audience
- Information is clear and consistent
- Local identity is important to pedestrians and cyclists
- The appearance of a sign is important to a wider audience
- Designs perceived to be a local identity are more appealing

- Customized signs are more appealing to a wider audience
- Information is clear and consistent
- Local identity is important to pedestrians and cyclists
- The appearance of a sign is important to a wider audience
- Designs perceived to be a local identity are more appealing

SIGN TYPES

Alta will be designing three types of signs and a bike map. Please share your thoughts on what you would like to see on the following signs:

TRAILHEAD GATEWAY
MAP KIOSK

BIKE MAP

DIRECTION SIGNS

ADD-ON SIGNAGE

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, directional 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

No Enclosure

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.



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

Pages 2-7

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

3. Discuss Visioning Meeting and Next Steps

No Enclosure

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 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

Page 8-10

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 in 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.



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

Presentation

Layouts

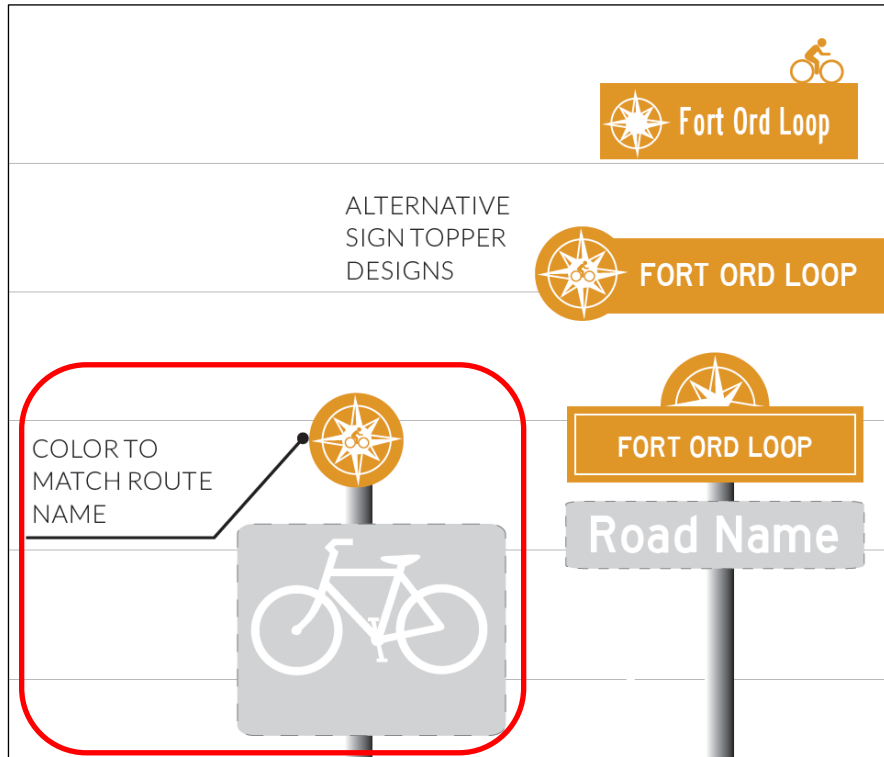
Virginia Murillo, Assistant Transportation Planner, presented the three draft wayfinding sign design concepts and the draft bike map layouts to the Committee for input. Ms. Murillo noted that the elements from the three different sign design concepts can be combined into a preferred design.

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:

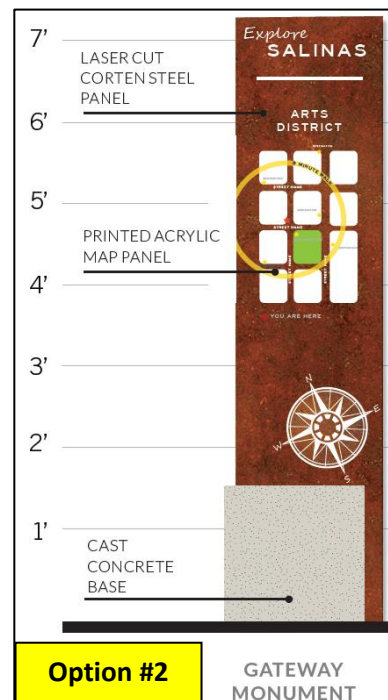
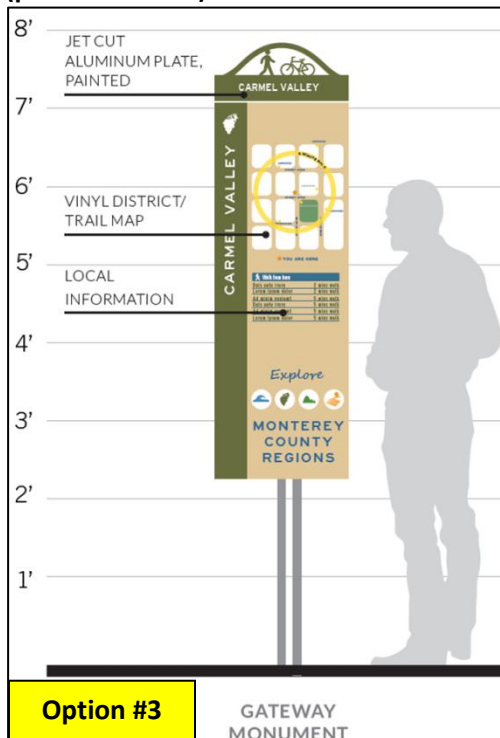
- Preference for **Option #1 (pictured below) – Modern, Contemporary directional sign.** Committee Members Bernard Green and Andrea Renny and Todd Muck, Deputy Executive Director, liked the “Explore by bicycling and walking” logo. Committee Member Renny mentioned that the logo can easily be created with 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.

Planning Level Sign Cost Estimates				
Concept	Gateway	Direction Sign	Trail Post	Sign Topper (plaque only)
1: Modern Contemporary	\$2,500-\$4,000	\$600-\$800	\$1,200	\$100-\$150
2: Grounded Contemporary	\$4,000-\$5,000	\$600-\$800	\$1,000	\$50-\$300
3: Regional Icons	\$1,200-\$2,500	\$600-\$700	\$800	\$300-\$500

Notes:
Planning level costs capture shop drawings, fabrication, footings, posts and installation.
Costs based on the suggested materials and design shown on the concept drawings.
Costs could vary depending on final design and fabrication technique.

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.



Wayfinding Plan Advisory Committee

Thursday, November 19th, 2015

1:30 p.m. – 3:00 p.m.

*Join online: <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

DRAFT MINUTES

1. Welcome & Introductions

Committee Members Present:

Bernard Green	California State University, Monterey Bay
Victoria Beach (by phone)	City of Carmel-by-the-Sea
Justin Meek	City of Marina
Lisa Rheinheimer	Monterey-Salinas Transit
Eric Petersen	Pedal Alpini/Fort Ord Recreation Trails Friends
Jeanette Pantoja	Building Healthy Communities
James Serrano	City of Salinas
Kevin Cole (by phone)	Pebble Beach Company
Doug Thurston	Big Sur Marathon
Krista Hanni (by phone)	Monterey County Health Department

Staff Present

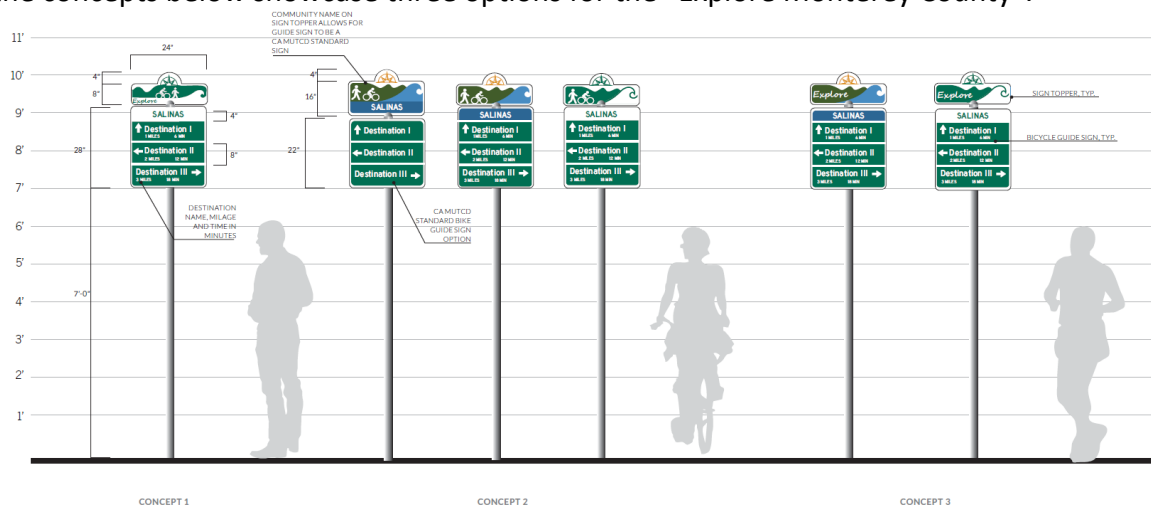
Todd Muck, Deputy Executive Director	Ariana Green, Associate Transportation Planner
Maria Montiel, Administrative Assistant	Virginia Murillo, Assistant Transportation Planner
Debbie Hale, Executive Director (by phone)	

2. Review Draft September 14th, 2015 Minutes

There were no comments on the September 14th meeting minutes.

3. Discuss Final Wayfinding Sign Design Concept

Virginia Murillo, Assistant Transportation Planner, noted that 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. 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. Ms. Murillo walked the committee through the concepts below showcase three options for the "Explore Monterey County".



The Committee had the following suggestions and comments to the Final Wayfinding Sign Design Concept:

- Consider having two sign options for cities to choose from
- Consider including the agriculture fields on design
- Consider including destination information
- Consider removing the word "Explore" to make the bike/pedestrian bigger
- Consider looking at a proof before printing production
- Consider having each city decide to have miles and minutes

Committee member James Serrano noted that the toppers will provide the theme. He noted that less information will make it easier for those biking to read. The Committee agreed on Option #2 as the final design option, noting the need to maintain all three design options to provide jurisdictions with flexibility. Ms. Murillo noted that Alta Planning + Design would finalize this option to include agricultural fields in the design.

Committee member Lisa Rheinheimer noted that having the information of how far things and places are would be helpful for those who are on a timely schedule and for those who don't walk or bike far. She also, noted that using kilometers would possibly benefit better for the tourist.

Virginia Murillo, Assistant Transportation Planner, noted that the two kiosk options showcase the looks of corten steel and painted aluminum. She went over the pros and cons of the two kiosk material options.

The Committee had the following suggestions and comments to the two kiosk options:

- Consider in the urban area the corten steel
- Consider in the modern area the painted aluminum

4. Review Draft Wayfinding Plan & Discuss Implementation Strategies

Virginia Murillo, Assistant Transportation Planner, noted that there will be a three step phasing.

The Committee had the following suggestions on the draft Wayfinding Plan:

- Consider directional signage at Canyon Del Rey, Seaside
- Consider signage at Fort Ord Monument
- Consider ATP grant
- Consider having signage at Chular
- Consider signage at River Road (wine corridor)
- Consider signage to monuments and trailheads

5. Bike Map Status Update

Virginia Murillo, Assistant Transportation Planner, updated the Committee on the status of the bike map. Ms. Murillo shared the draft bike map with the Committee.