What makes trail users happy?

• Good trails!
  and
• Good information!

What makes a complete wayfinding system?

• **Trail system data**: classify and characterize trails and related features
• **Signs and markings**: clear, complete, consistent
• **Public information**: text, maps, images; printed, on site and on web

Benefits of a Great Wayfinding System

**Awareness, Usefulness:**
• Increased public awareness of the trails/system
• Branding and public relations for the agency and sponsors/partners
• Legibility – public can research, plan and complete their trip
Benefits of a Great Wayfinding System

Increased use:
- Increased bicycle and walking trips = reduced congestion and greenhouse gases
- Integration with regional bike and walk ways, transit
- Health and recreational benefits

Benefits of a Great Wayfinding System

A better trail experience:
- Better safety, security and convenience
- A more interesting and fun – can concentrate on scenery

Steps to a Successful Wayfinding Program

1. Work with expert(s):
   - Agency and public engagement
   - ADA and traffic control standards
   - GIS data organization and mapping
   - Sign and marking graphic design and construction
   - Trail planning, design and management

Benefit from others’ experience!
Steps to a Successful Wayfinding Program

2. Identify responsible parties/key stakeholders:
   – Trail manager(s)
   – Other agencies/departments with jurisdiction
   – Public safety and emergency response
   – Others who may use the route – flood control, utility, agricultural

Steps to a Successful Wayfinding Program

3. Establish agency/organization communication and coordination
   – Agree on basic objectives and scope
   – Discuss current practices and systems
   – Agree on basic wayfinding elements and concepts
   – Agree on process

Steps to a Successful Wayfinding Program

4. Solicit public and stakeholder input
   – Trail use patterns and desires
   – Destinations and connections – existing and future
   – Comments on basic elements and concepts
   – Ideas for improvement

Steps to a Successful Wayfinding Program

5. Gather and analyze base data – use GIS to:
   – Inventory existing wayfinding elements
   – Physical and use setting – trail types, allowed uses, support features, connecting trails
   – Context: bike routes, transit, key destinations, jurisdictions
Steps to a Successful Wayfinding Program

6. Coordinate or integrate traffic safety features and standards
   – Road or rail crossings
   – Crosswalks
   – Traffic calming
   – Safety warnings, barriers, gates, signals
   – CA MUTCD compliance highly desirable

Steps to a Successful Wayfinding Program

7. Coordinate or integrate with signs for protection of resources, facilities, property

Steps to a Successful Wayfinding Program

8. Coordinate or integrate with info on use designations, regulations and courtesy

Steps to a Successful Wayfinding Program

9. Coordinate or integrate with interpretive and art elements
Steps to a Successful Wayfinding Program

10. Study, test and adapt the system to make sure it works

Elements of Mapping and Wayfinding

Trail System Maps and Data

Maps Are the Basis of a Wayfinding Plan

- GIS to inventory, organize, plan, and design the trail system; wayfinding and other elements

Recycle Your Data!

- Static/Paper Maps
- Web Based Maps
- “Your are here” Kiosk Map

Trail System Maps and Data

What should be on a User Map?

- Trail type (paved, unpaved, class)
- Designated/allowed uses
- Accessibility information
- Destinations, services and amenities
- Jurisdictions, Park areas, Logos
- How to access — Transit stops, Bicycle Routes, Parking
- Scale, distance information, mileposts
Interactive Route Mapping

- Trip and route planning
- Web-based tours
- Record collective knowledge
  - Bikely.com
  - StepWhere.com
  - Panoramio.com
Mapboards and Kiosks

- Orientation - “you are here”
- Map kiosks – static and interactive
- Inlaid maps or art features

Sign and Marking Design

- Design Protocol - size, shape, material and mounting
- Graphics – elements, symbols, logos (trail, agency and/or funder), colors, themes
- Text – font, size, colors

CA MUTCD Signs

CA MUTCD Modified Signs
Sign and Marking Design

- Symbols Are Universal

**Use Information**
- People
- Bicycle
- Dog
- Bike and Pedestrian
- Restroom

**Amenities**
- People
- Bicycle
- Bike and Pedestrian
- Water Fountains
- Restrooms
- Coffee

**Terrain Information**
- Wheelchair
- Incline
- Construction

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**Direction Signs**

**Destination & Distance Information**
- Name of the Trail/Corridor
- Direction of Local/Regional Destinations
- Connecting Trails
- Distance/Time
- Use Information
- Agency Logos

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**Confirmation Signs**

**Identification Signs**
- New Monterey Bay Trail, CA

**Trail Medallions**
- New Monterey Bay Trail, CA
**Milepost/Confirmation Signs**

- Mile Markers

**Signing System**

- Direction Sign
- Confirmation Signs

**Pavement Markings**

- Trail use, direction, mile marker, boundary info

**Pavement Markings**

- On street markings for bicyclists (bike lane stencils and bike boulevard markings)
- Sidewalk markings for pedestrians (painted, inlaid, sandblasted)
- Pathway markings for a variety of trail user types
Pavement Markings

Visual Cues
- Tactile and Auditory Cues
  - Tactile warning strips
  - Material changes
- Art Elements
- Interpretive Elements

Gateway Elements
Recap – Key Steps

1. Expert advice/assistance
2. Involve key agency partners and stakeholders
3. Initiate a coordinated process
4. Involve public and stakeholder groups
5. Prepare a GIS database and plan – trail system and wayfinding elements

Recap – Key Steps

6. Coordinate/integrate:
   – Traffic control and safety
   – Resource and property protection
   – Trail use regs and courtesies
   – Interpretive and art
7. Test and adapt in field

Recap – Key Wayfinding Elements

1. Static/printed user maps
2. Web maps and info
3. Site maps
4. Directional and informational signs
5. Route and info pavement markings
6. Visual cues

Questions?

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