### Why Wayfinding?

**PURPOSE + GOALS**

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<tr>
<td>Ease trip planning and travel for all users</td>
<td>Improve connections to trails, streets, and transit</td>
<td>Enhance the visibility of access points to the Pathway</td>
<td>Create clear and unified visual communication of information</td>
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*The public voiced the need for Pathway signage at the Pathway Listening Session in 2022*
Wayfinding Plan-Outreach

- **Public engagement and input** are critical for informing and guiding our Pathway Wayfinding Plan and design.

- Our engagement to-date includes:
  - Intercept Survey  
    (May 31 – June 3, 2023)
  - Virtual Public Workshop  
    (June 29, 2023)

SMART Wayfinding Plan

VIRTUAL PUBLIC WORKSHOP

Thursday, June 29  
6–7 PM

VIA ZOOM, REGISTER: https://rb.gy/w420u
Help inform the design of new signage along SMART’s multi-use bicycle-pedestrian pathway!
Intercept Survey

Why?

• Learn who uses the Pathway and how they use it.
• Identify how signage could support existing trips and encourage other travel on the Pathway.
• Gather information for wayfinding and other Pathway planning purposes.

How?

• In-person—4 days at 4 locations, throughout the day
• Online—available for a week
• Promoted on social media and shared with local bike advocacy groups.
INTERCEPT SURVEYS

429 Total Responses

386 Completed Surveys

4 Locations & Days
Intercept Survey Insights

• How **often** people travel on the Pathway
• Use of the **train** and the Pathway
• Typical **distance** traveled when using the Pathway
• **Reasons** for using the Pathway (trip purpose)
• **Modes of travel** used on and to reach the Pathway
• Whether people travel in **groups or solo** on the Pathway
• Survey respondent **demographics**
How often do you use the pathway?

- First time using the Pathway: 2%
- Once a month or less: 26%
- 1-2 days a week: 32%
- 3-4 days a week: 21%
- 5 or more days a week: 19%
Do you ever use the SMART Pathway and Train during the same trip?

No, I use them separately, depending on the trip purpose: 24%

Yes, but rarely: 23%

Yes, often (daily or weekly): 31%

Yes, sometimes (monthly): 23%
What is the typical distance of your trip on the Pathway?

- Distance varies depending on the trip: 24%
- 0-2 miles: 30%
- Over 4 miles: 28%
- 2-4 miles: 18%
Trip Purpose: “I use the SMART Pathway for....”

- Recreational trips: 218
- Traveling to/from recreational destinations: 147
- Commuting: 127 (Work, School)
- Running errands: 97
- Other: 14
Mode of Travel on and to the Pathway

On the SMART Pathway, I primarily:

- Walk or roll: 27.6%
- Ride a bike: 70.8%
- Ride a scooter: 1.6%

How do you typically reach the SMART Pathway?

- Bicycle/Scooter: 66.9%
- Public transit: 6.0%
- Drive: 6.0%
- Other: 0.3%
- Walk: 20.9%
Using the Pathway with Others

- With family: 15%
- With friends: 16%
- By myself: 69%
Pathway User Demographics

65% Male, 35% Female and 1% Non-Binary
Informing Wayfinding

• Design signs to improve the Pathway and train station connection
• Highlight community and commercial centers to support a variety of trips
• Create and implement wayfinding that allows people to travel along the Pathway confidently and reliably
Virtual Public Workshop

Hosted on Zoom on June 29\textsuperscript{th} in the evening.
A total of 37 people participated.

Meeting Objectives

• Introduce the project scope, goals, and schedule

• Hear from the public about:
  • Ways they navigate
  • Style and characteristics they would wish to see reflected in the Pathway wayfinding design

• Inform the community of future opportunities to participate.
Next Steps

• **Coordinate** with local partners
• Develop initial Pathway Wayfinding **design concepts**
• Bring the design concepts back to the public for **input**:
  • Sample concepts placed in the field
  • Online input opportunity