Agenda Item 8: Pathway Wayfinding Plan Update
October 18, 2023
The public voiced the need for Pathway signage at the Pathway Listening Session in 2022
Timeline

1. Fieldwork
2. Intercept Survey
3. Virtual Workshop
4. Partner Engagement
5. Initial Design Concepts
6. Public Engagement on Designs
7. Final Designs
8. Placement Strategy and Plan

Bicycle and Pedestrian Advisory Committees
Great Redwood Trail
Marin County Parks
SCTA
TAM

In October, mock up signs will be placed on the Pathway and an online tool for sharing feedback will be available.
Design Concepts

Concept A

Concept B
Concept A - Sign Families
Concept A - Sign Families Continued

- Bike/Ped symbols help communicate mixed-use pathways
- Brand panels welded to frame
- Use same size as information panels
- Information panels can be added and changed individually depending on the needs of each entry point
- Users entering trail see map to next trail section
- Map shown for alignment

Pathway ID (Ground Marking)

All street signs, pathway IDs, and directional messages on fences and barricades use the same size panel.
Concept B - Sign Families

- Modular panels can be replaced individually.
- GRT brand is showcased with high-contrast graphic footer.
- Street signs or pathway ID can mount to barricades when appropriate.
Concept B - Sign Families Continued

PATHWAY ID (GROUND MARKING)

Bike/Fed Symbols help communicate mixed-use pathway.

Fence-mounted identities address passerby at intersections. Directional messages use same panel size as fingerpost signs.

SMART PATHWAY

Destination 0.5 mi

Destination 0.5 mi

Destination

Destination

Fingerposts only to be used in combination with other signs on same post. 3 fingerposts per sign, max.

Smart Pathway Entry Location and directions.

Trailhead signs may occur on their own at simpler entry points.

PATHWAY ID @ FENCE

TRAILHEAD ID @ STATION

@ GAP
Sign Design Engagement

• **In-person:**
  - Mock-up signs will be installed at locations on the pathway in both counties for 11 days
  - QR codes can be scanned to access the online survey
  - SMART will alert the public of sign locations via social media

• **Online:**
  - An online survey with the designs will be available for 11 days
  - The survey will be posted on SMART’s website on our wayfinding page and promoted via social media
The survey asks the public to weigh-in on:

- **Visibility**: Are the signs noticeable/easy to read?
- **Color/Style**: Which colors and sign styles do you prefer?
- **Branding**: Which branding style do you prefer?
- **Effectiveness**: Which sign family communicates most clearly?
Next Steps

• Stay tuned! We will be notifying the public when the signs are posted and the survey is open
• Public input will guide and result in a single, refined design
• With the final design, SMART will begin work on design drawings and a placement plan
• Fabrication and implementation planned for early 2024
Questions?
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