

Agenda Item 7 - Pathway Wayfinding Plan Update July 19, 2023



Why Wayfinding?

PURPOSE + GOALS

1

Ease trip planning and travel for all users

2

Improve connections to trails, streets, and transit

3

Enhance the visibility of access points to the Pathway

4

Create clear and unified visual communication of information

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)



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



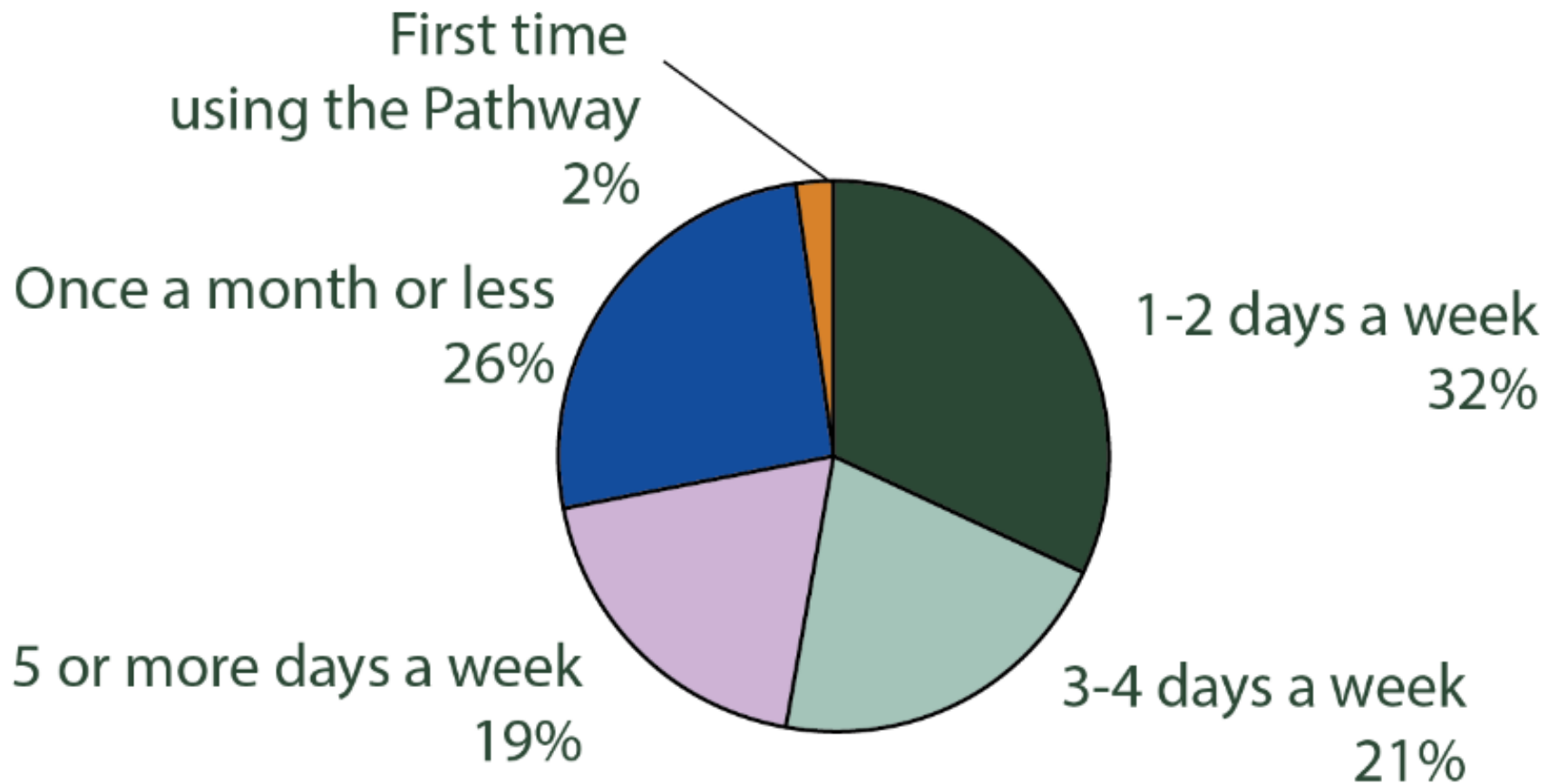
SMART PATHWAY WAY FINDING

14

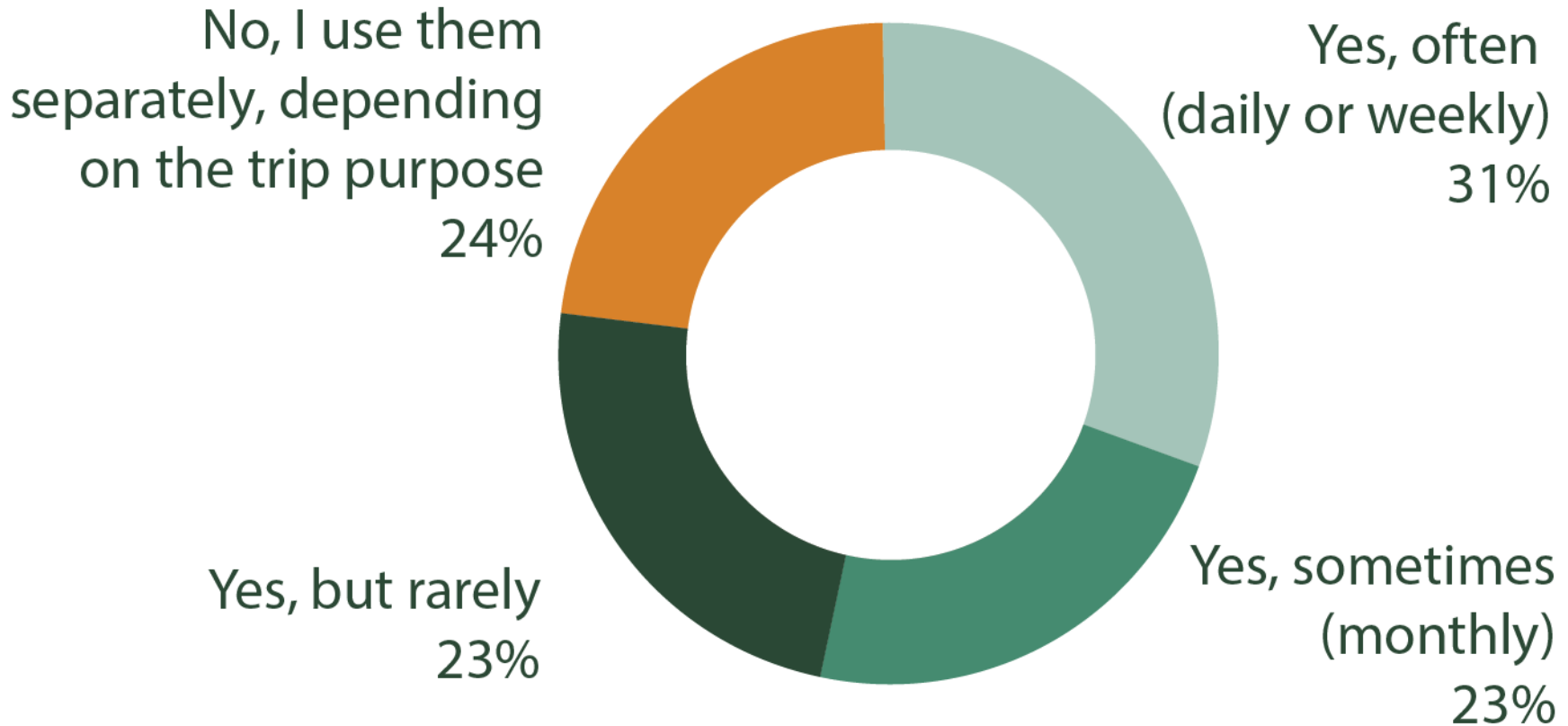
Intercept Survey Insights

- 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**

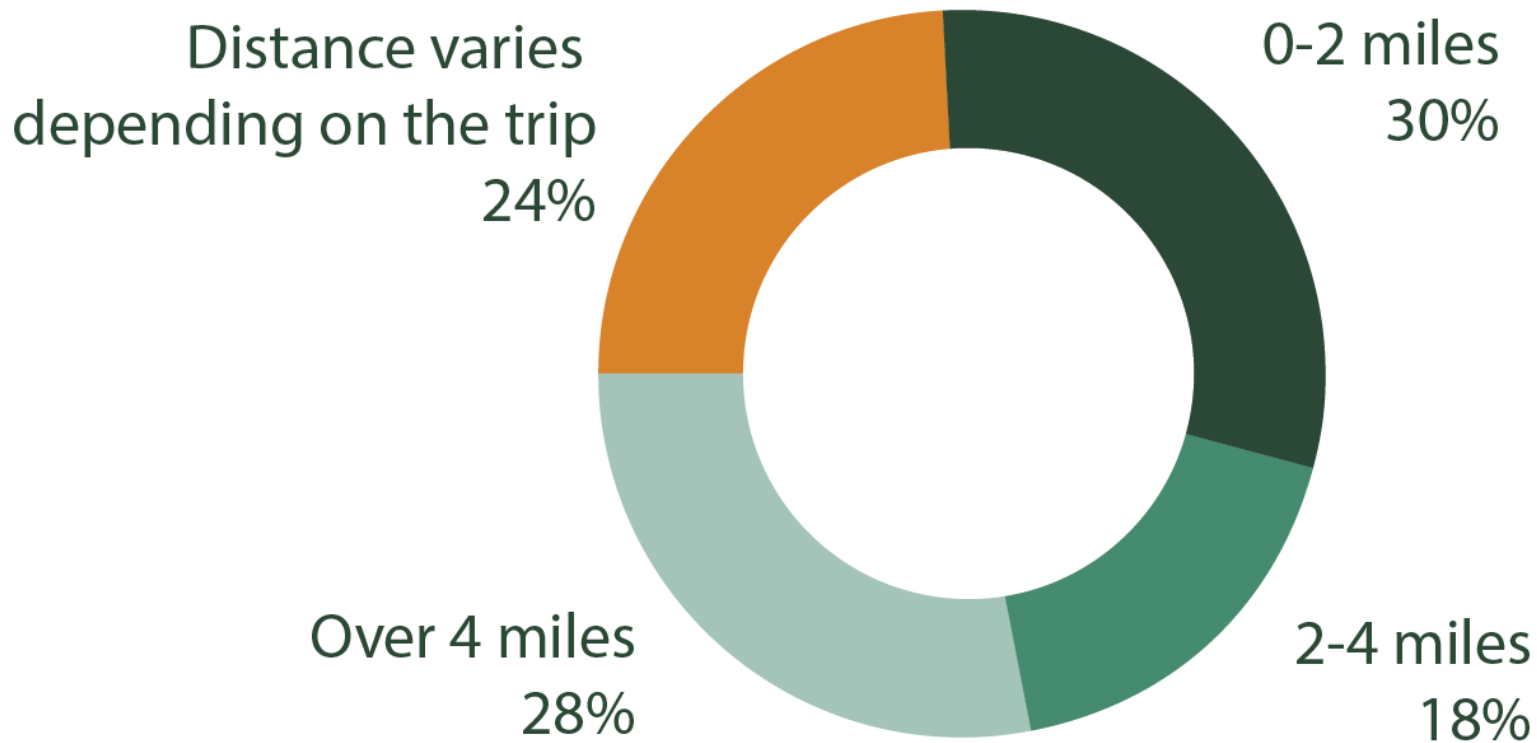
How often do you use the pathway?



Do you ever use the SMART Pathway and Train during the same trip?

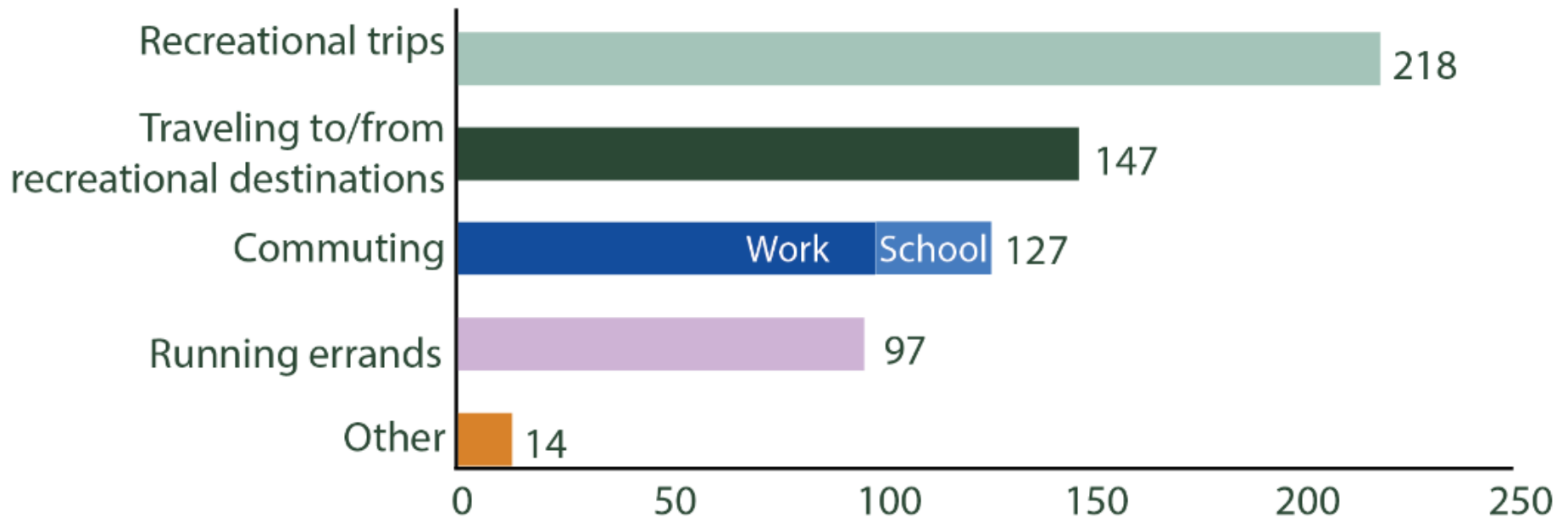


What is the typical distance of your trip on the Pathway?



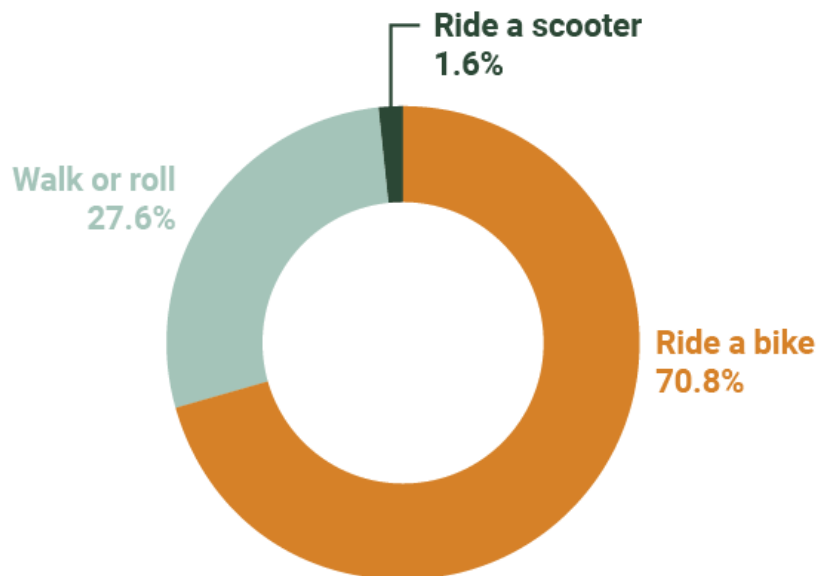
Trip Purpose:

“I use the SMART Pathway for....”

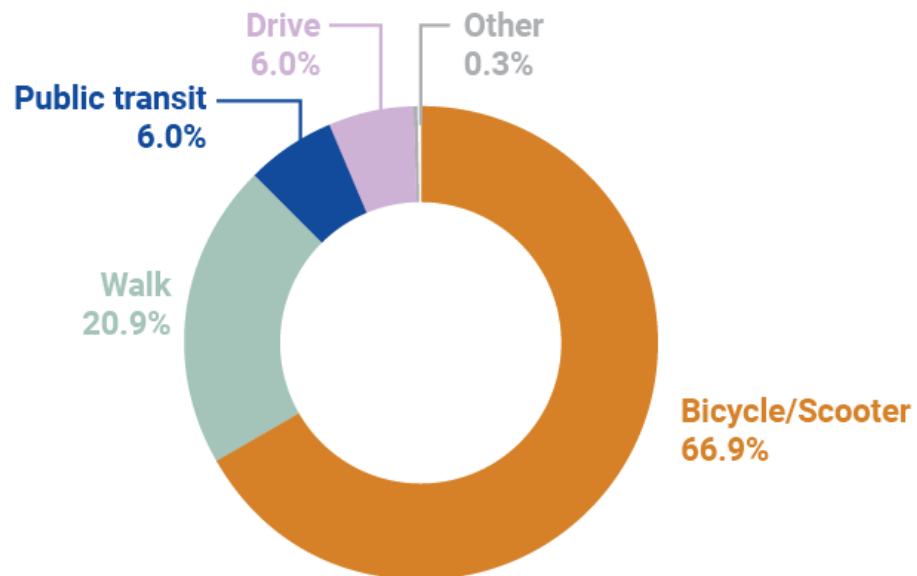


Mode of Travel on and to the Pathway

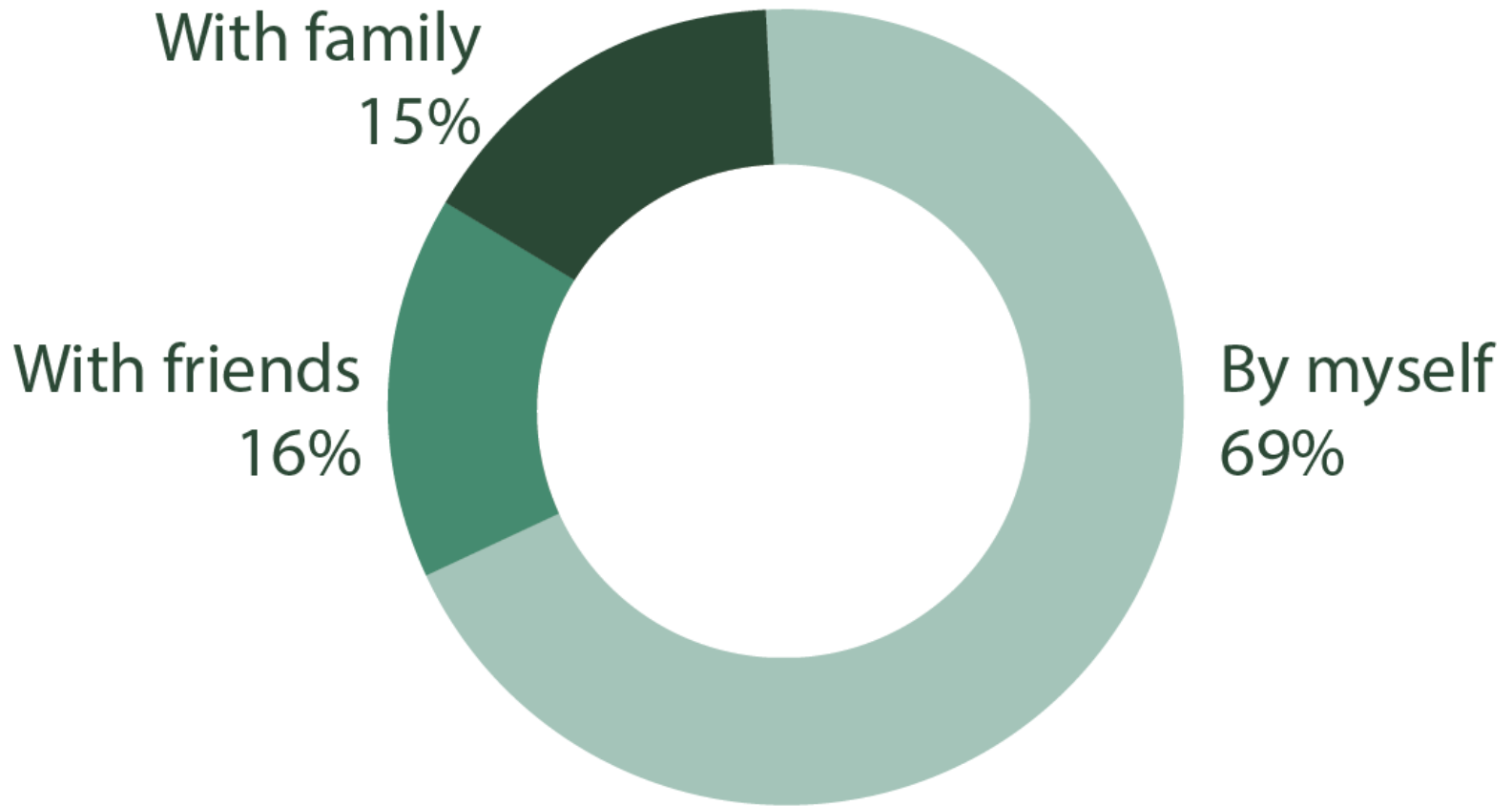
On the SMART Pathway, I primarily:



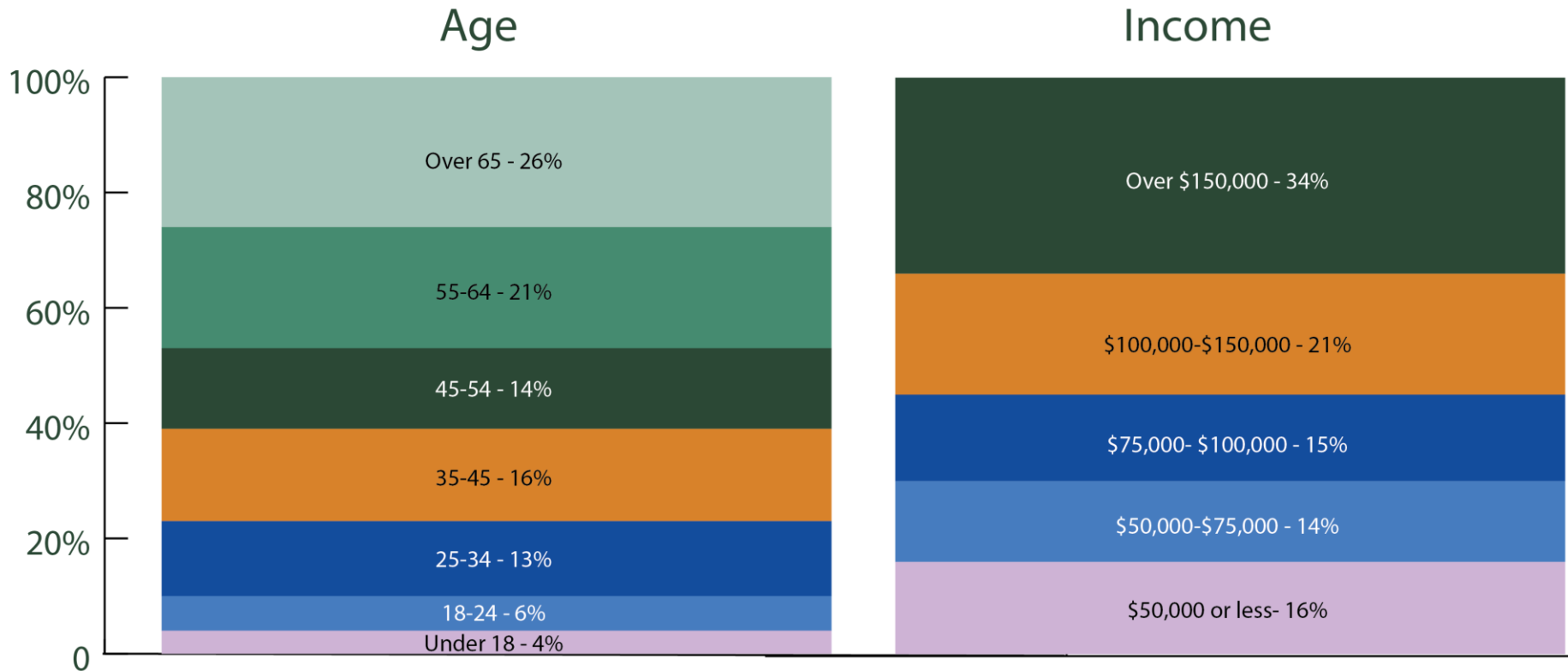
How do you typically reach the SMART Pathway?



Using the Pathway with Others



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 29th 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

