

# Agenda Item 10 - Pathway Wayfinding Plan Update

## December 20, 2023



# Purpose and Goals

**1**

Ease trip planning and travel for all users

**2**

Improve connections to trails, streets, and transit

**3**

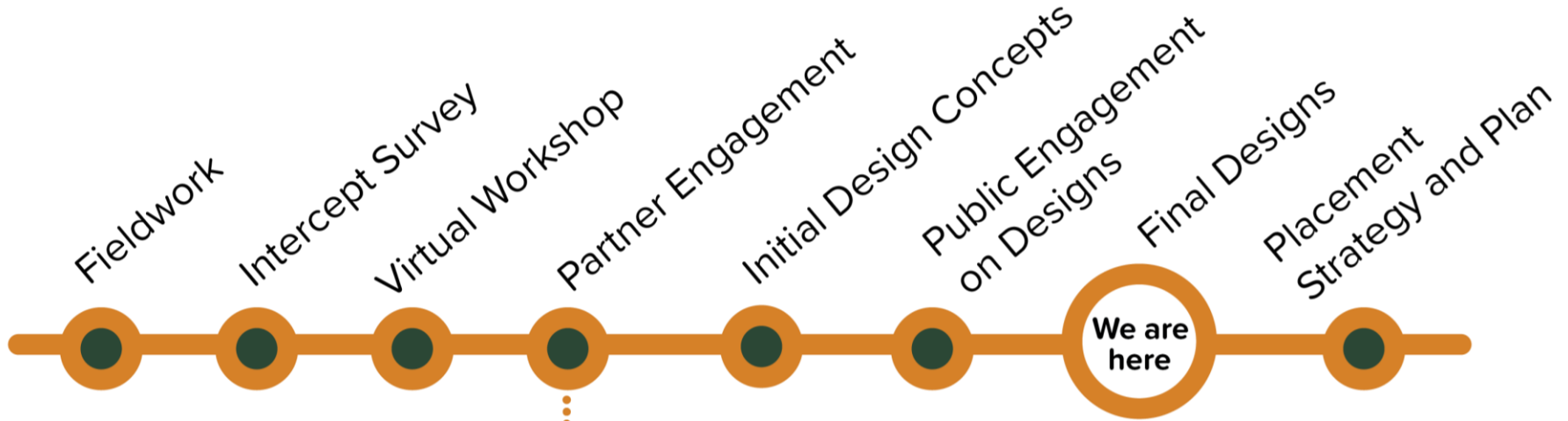
Enhance the visibility of access points to the Pathway

**4**

Create clear and unified visual communication of information

The public voiced the need for Pathway signage at the Pathway Listening Session in 2022

# Timeline



Bicycle and Pedestrian  
Advisory Committees

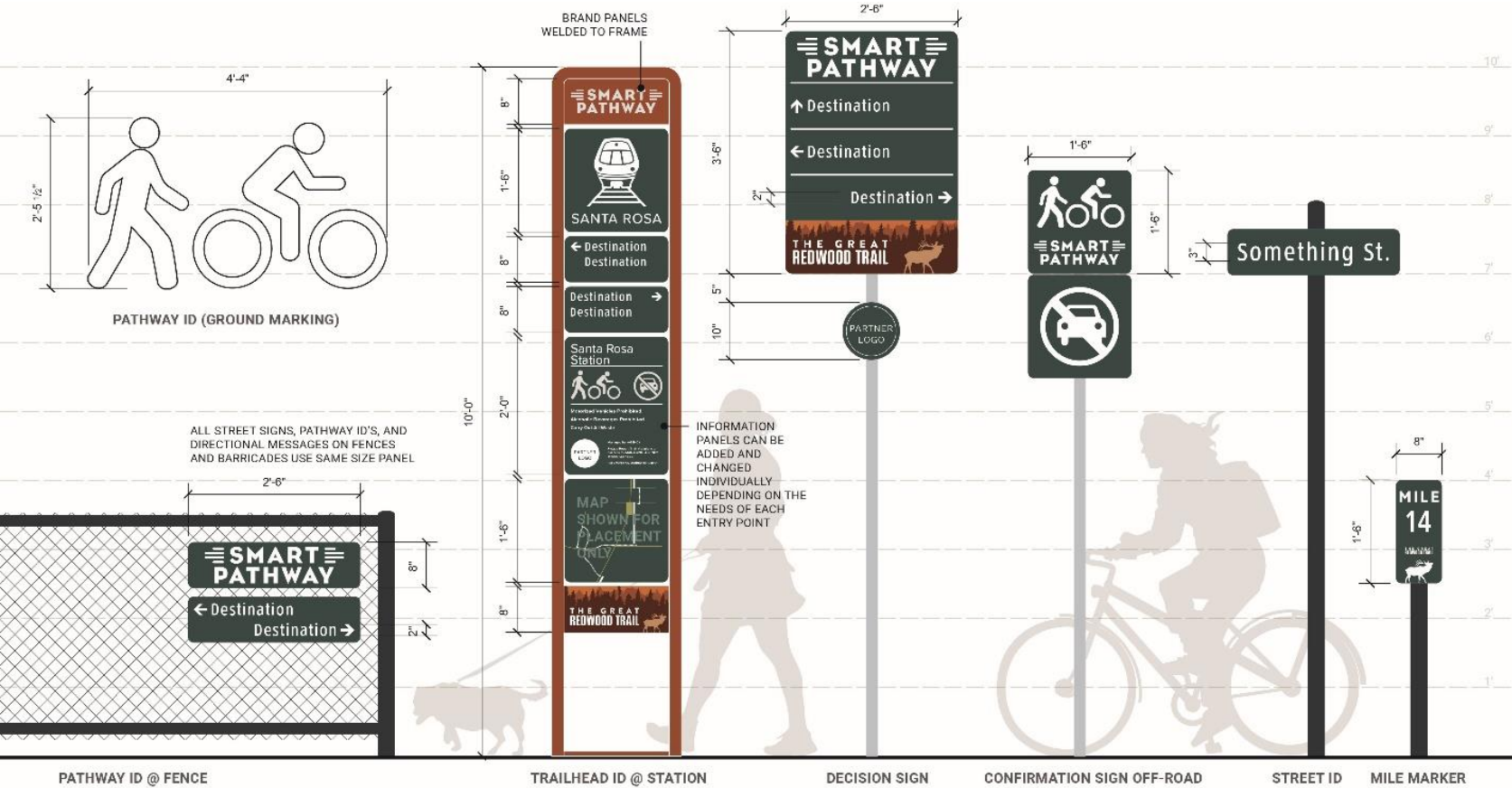
Great Redwood Trail

Marin County Parks

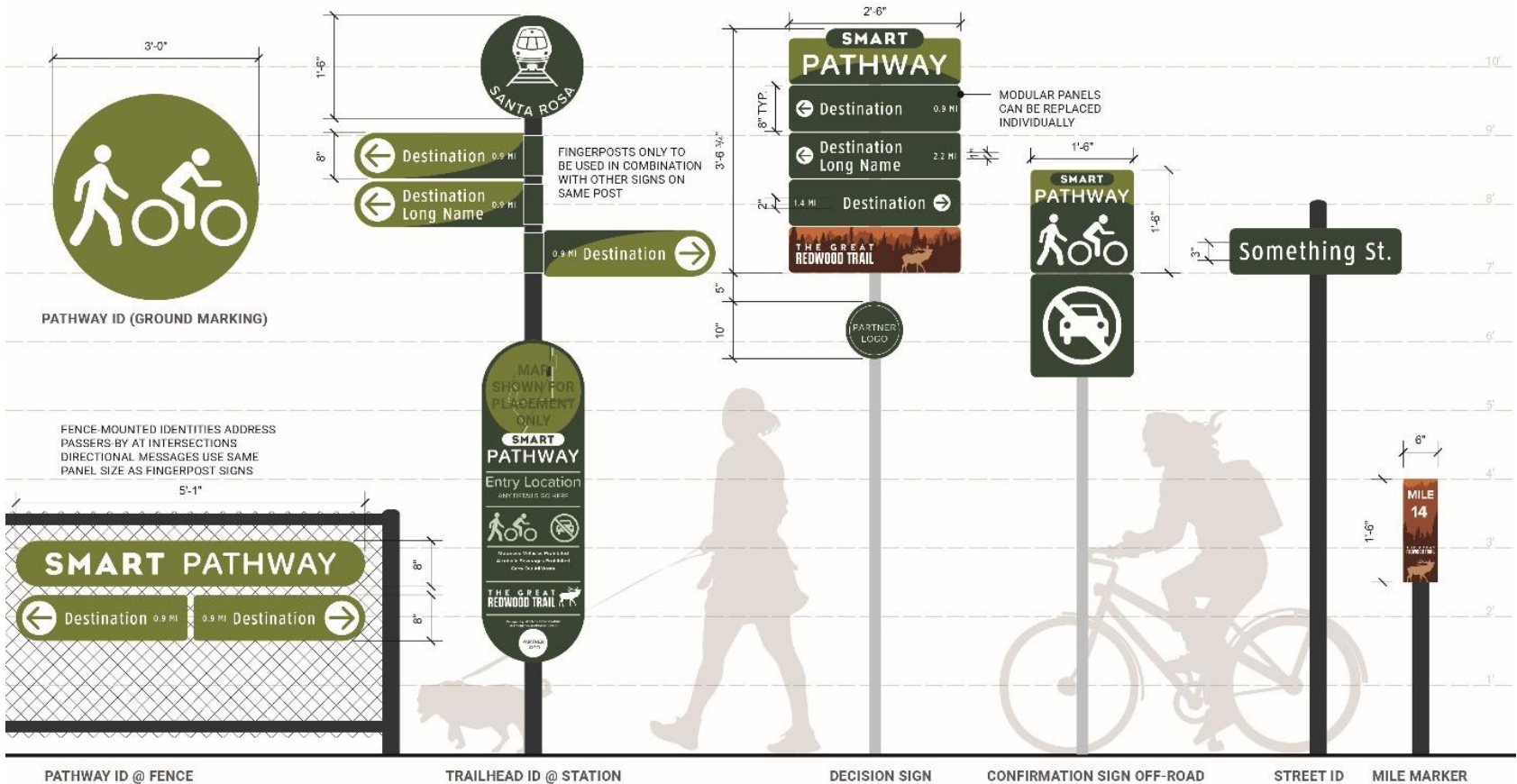
SCTA

TAM

# Original Option A Sign Family



# Original Option B Sign Family



# Survey Topics and Input Desired

Visibility	Color/Style	Branding	Effectiveness
Noticeable and Easy to Read	Style and Color Preference	Branding Preference	Cohesive and Clarity Across a Sign Family

# Responses



*Mock-up signs in the field in Larkspur*



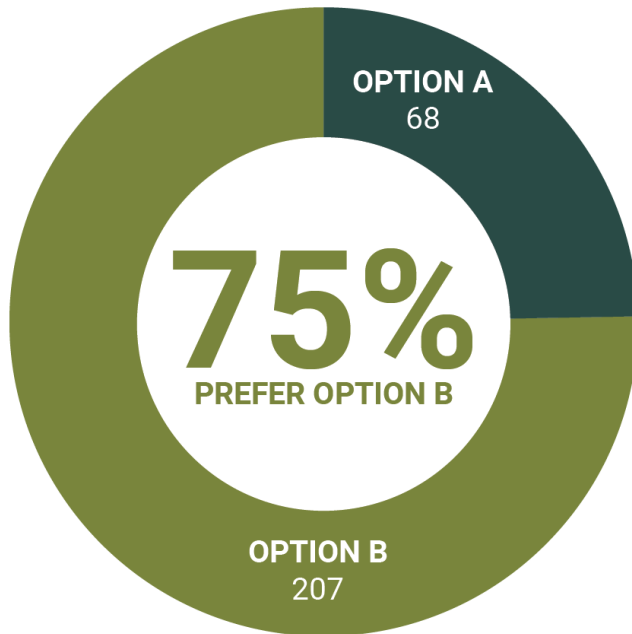
**11 days to  
view and  
comment**



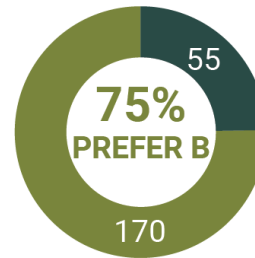
**395  
responses**

# Feedback Received

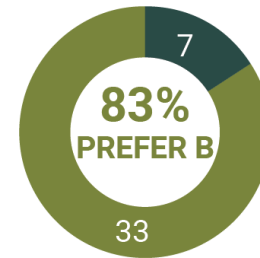
## Most Effective Sign Family (All Respondents)



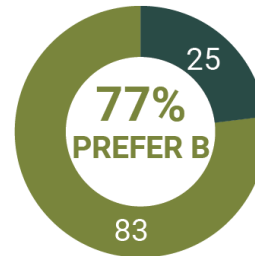
## Only Pathway users



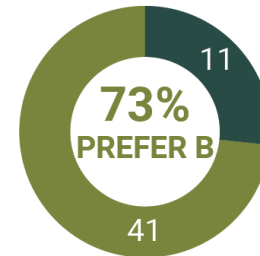
## Only those who saw sign samples in field



## Among those who exclusively bicycle



## Among those who exclusively walk





# Feedback Received

Overall **FORM** of Option B was preferred by 3:1



However, 57% preferred Option A's **LOGO**, including 62 people who otherwise favored Option B...



...and there were more nuanced attitudes about sign **COLORS**



57% preferred this color palette, noting that the bright green helps it "pop"



52 people who otherwise preferred Option B wanted Option A's color palette, especially on signposts



Many comments were concerned about how green might blend in with foliage, yet respondents didn't respond favorably to other options with increased contrast



# Other Key Themes from the Public

Include  
Mileage/  
Distance

Aim for  
Simplicity,  
Legibility  
And Visibility

Use Green  
Pavement  
Markings

# Revised Design



PATHWAY ID (GROUND MARKING)

**SMART PATHWAY**

← Destination 0.9 MI

← Destination Long Name 2.2 MI

1.4 MI Destination →

**THE GREAT REDWOOD TRAIL**



**SMART PATHWAY**

← Bel Marin Keys 0.9 MI

0.9 MI Hanna Ranch Road →

MAP SHOWN FOR PLACEMENT ONLY

**SMART PATHWAY**

**Frosty Lane**  
BEL MARIN KEYS

National Alcoholic Beverages Prohibited

Dogs Allowed

Bikes, Scooters, and Skateboards Allowed

Carry Out All Waste

**15 MPH LIMIT**

**THE GREAT REDWOOD TRAIL**



**MILE 14**

**THE GREAT REDWOOD TRAIL**

**SMART PATHWAY**

← Destination 0.9 MI | 0.9 MI Destination →

PATHWAY ID @ FENCE

DECISION SIGN

TRAILHEAD ID @ STATION

MILE MARKER

CONFIRMATION SIGN ON-ROAD

**Updated Sign Family**



# Next Steps



SMART will begin work on design drawings and a placement plan

Fabrication and implementation planned for early 2024



# Questions?

# Connect with us:

[www.SonomaMarinTrain.org](http://www.SonomaMarinTrain.org)



## Customer Service:

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