

Valley Path Brand & Wayfinding 2015 International Trails Symposium

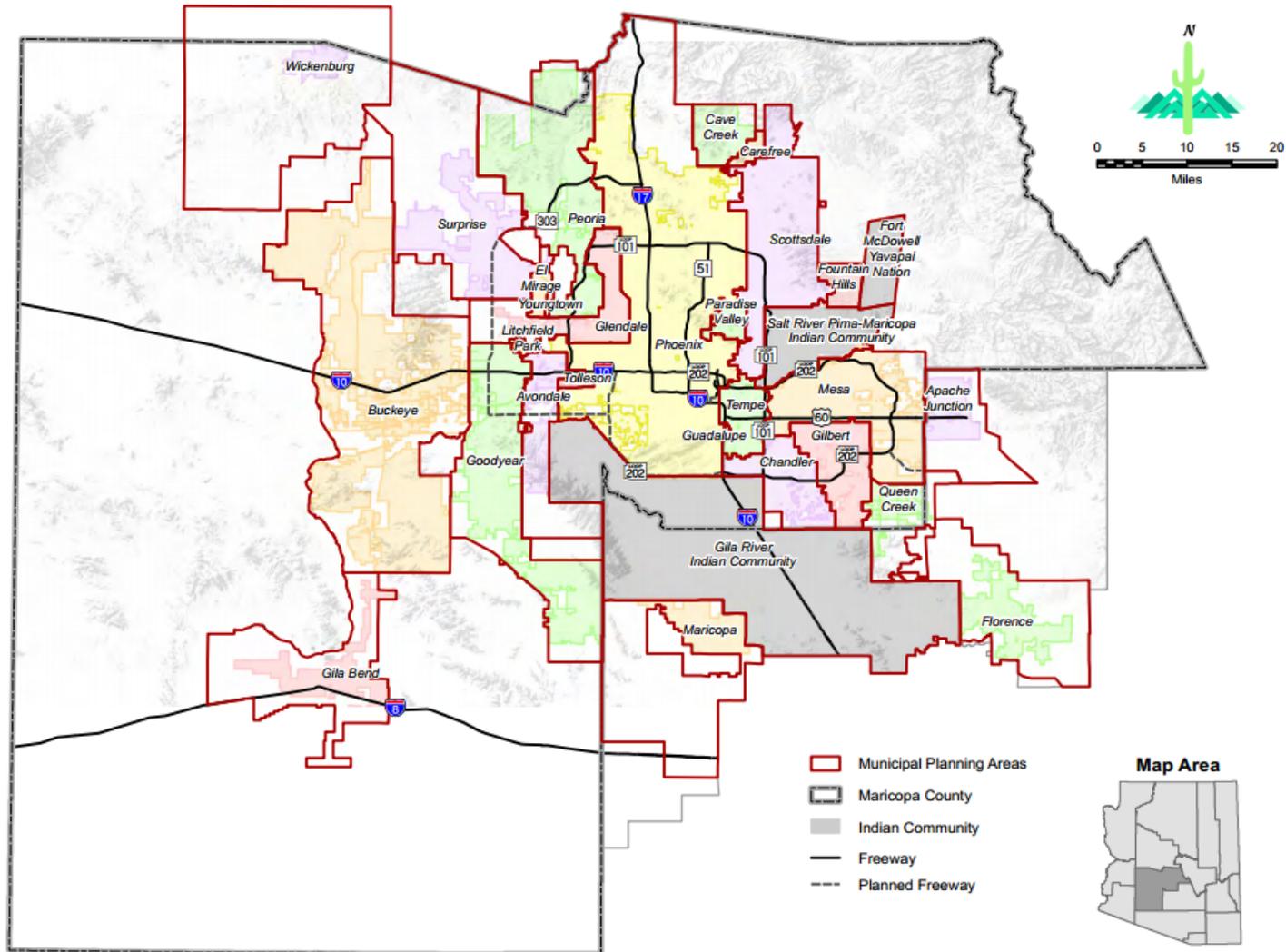
May 18, 2015

What is MAG?

- ▶ Metropolitan Planning Organization
- ▶ Council of Governments
- ▶ Composed of:
 - ▶ 27 Cities and Towns
 - ▶ Maricopa County, and parts of Pinal County
 - ▶ 3 Native American Indian Communities
 - ▶ ADOT and CTOC (Appointed by the Governor)



What is MAG?

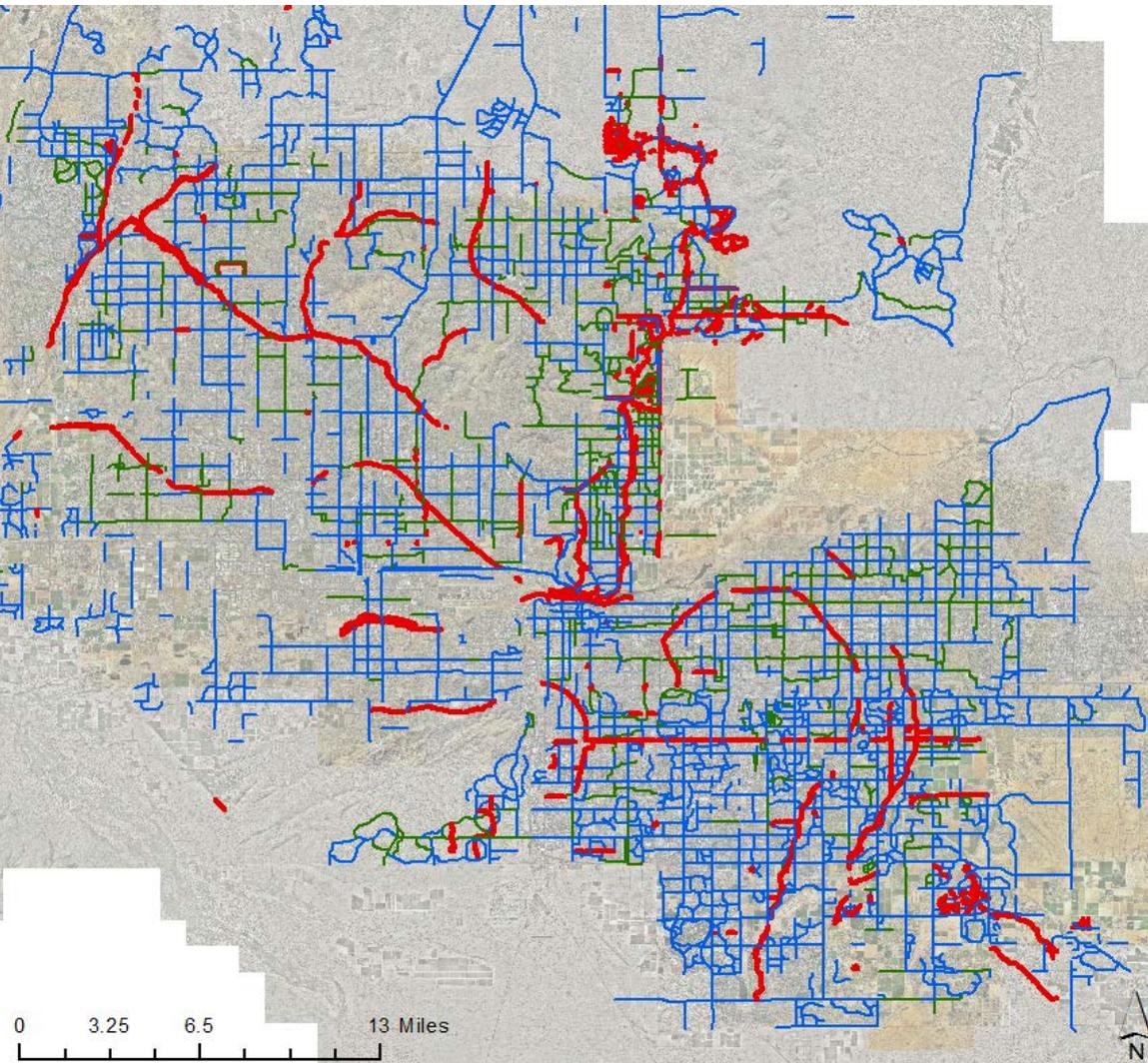


Why Study Wayfinding?

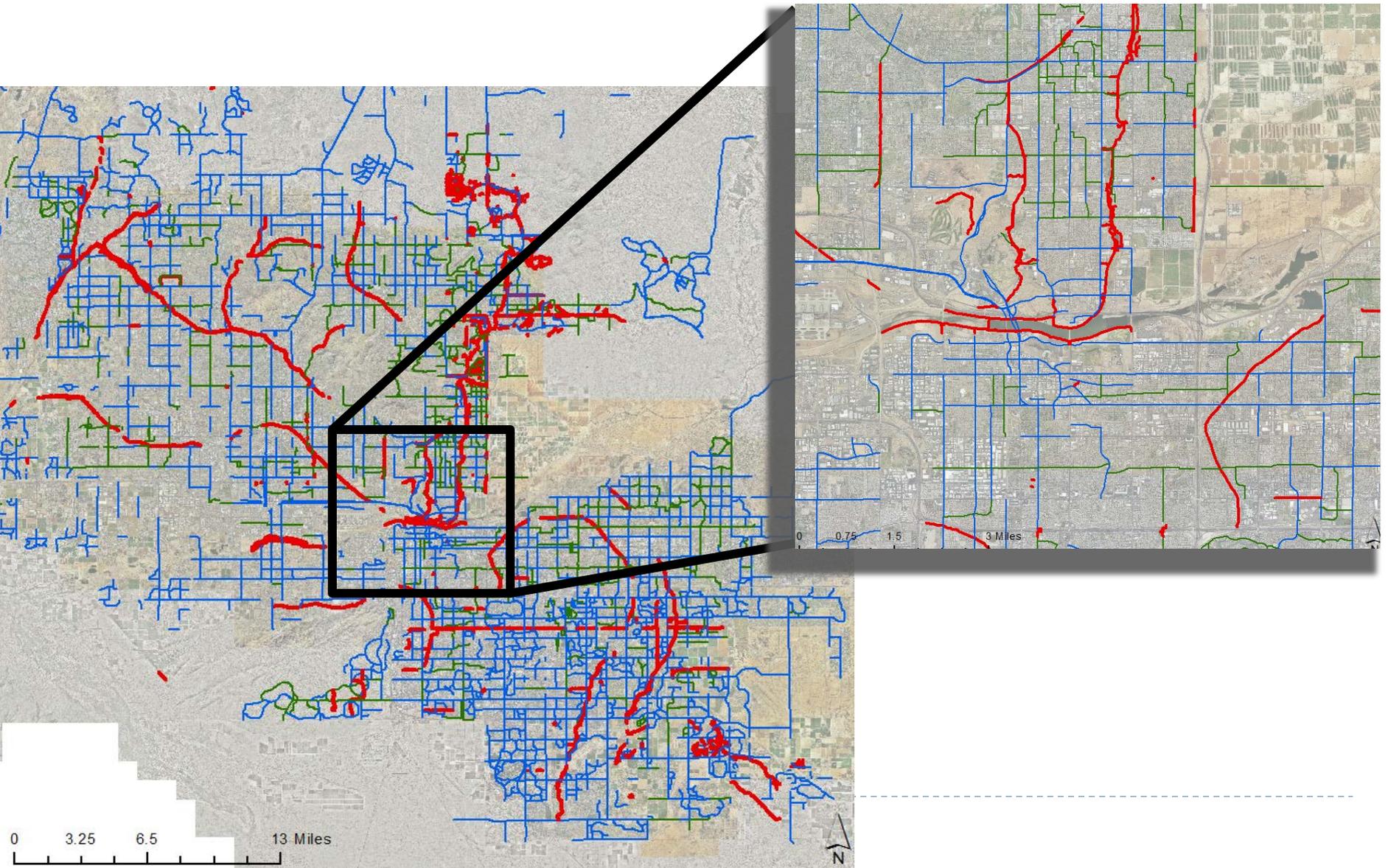
- ▶ 670 miles of off-street paths
- ▶ Little signage, no unifying brand
- ▶ Not intuitive to navigate



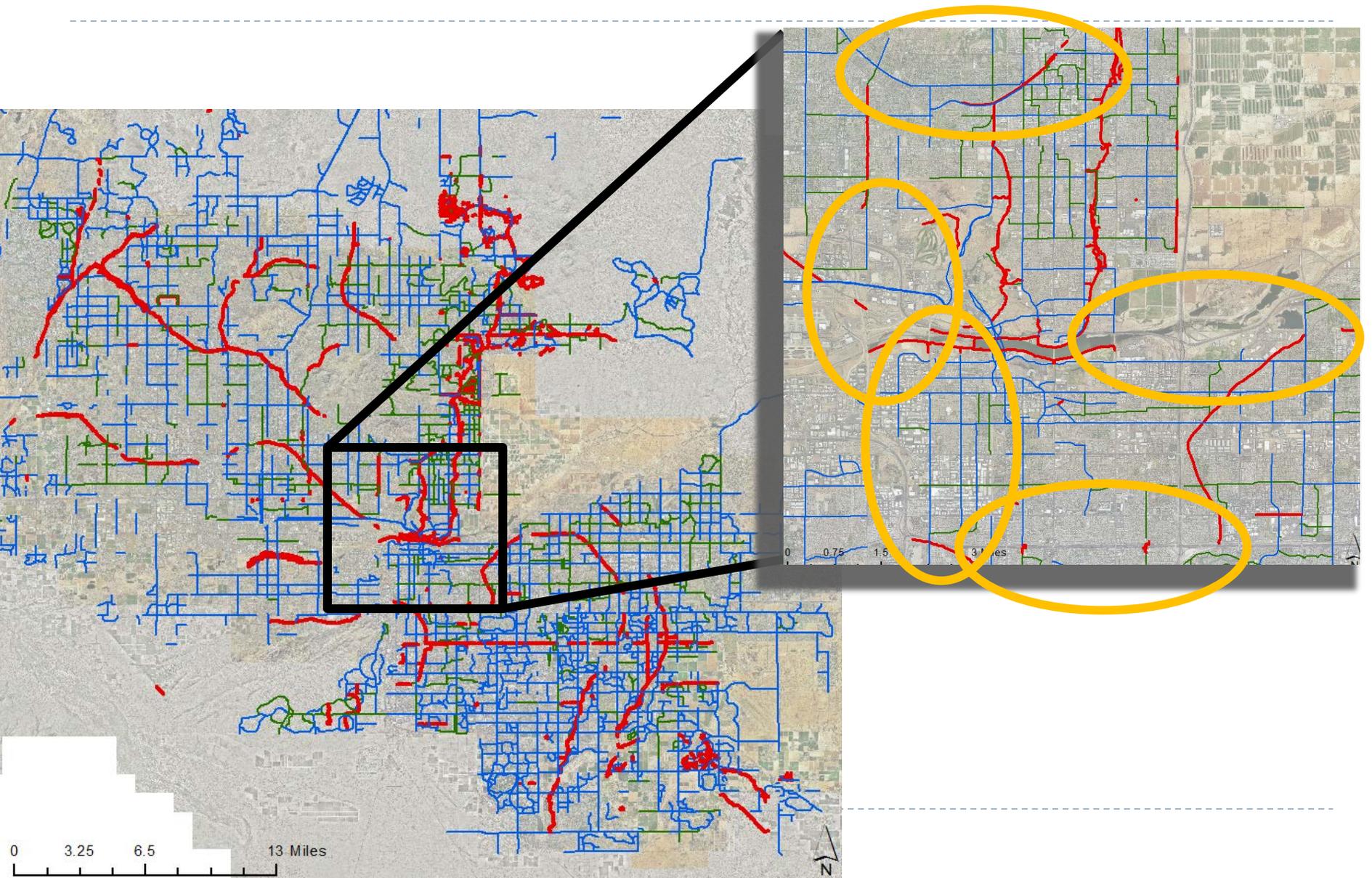
Off-Street Connections



Off-Street Connections



Off-Street Connections



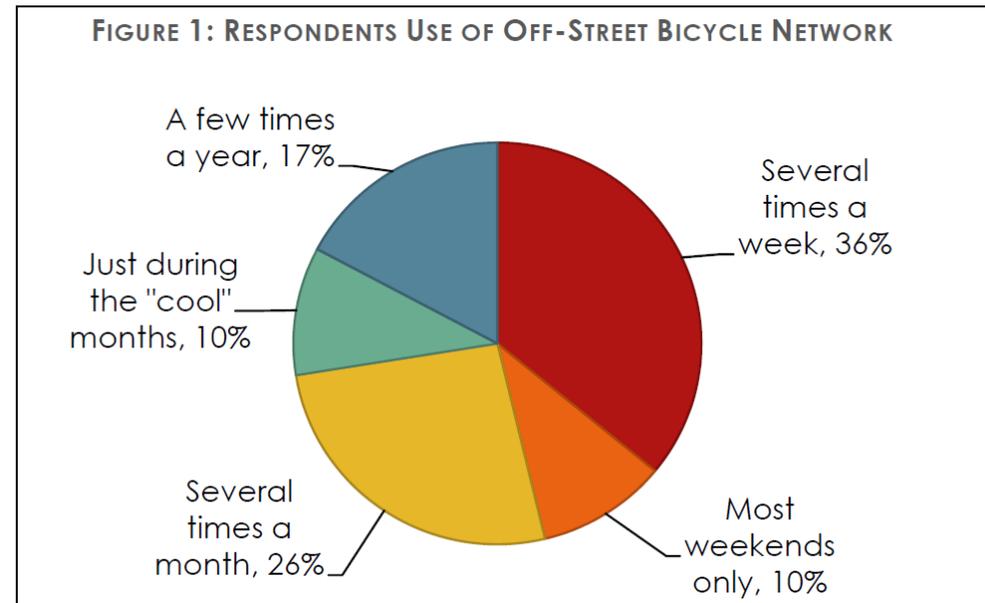
Defining Community Identity/Values

- ▶ Get input early and throughout
- ▶ Field visits
- ▶ One-on-one conversations
- ▶ Surveys and Activities



Survey #1

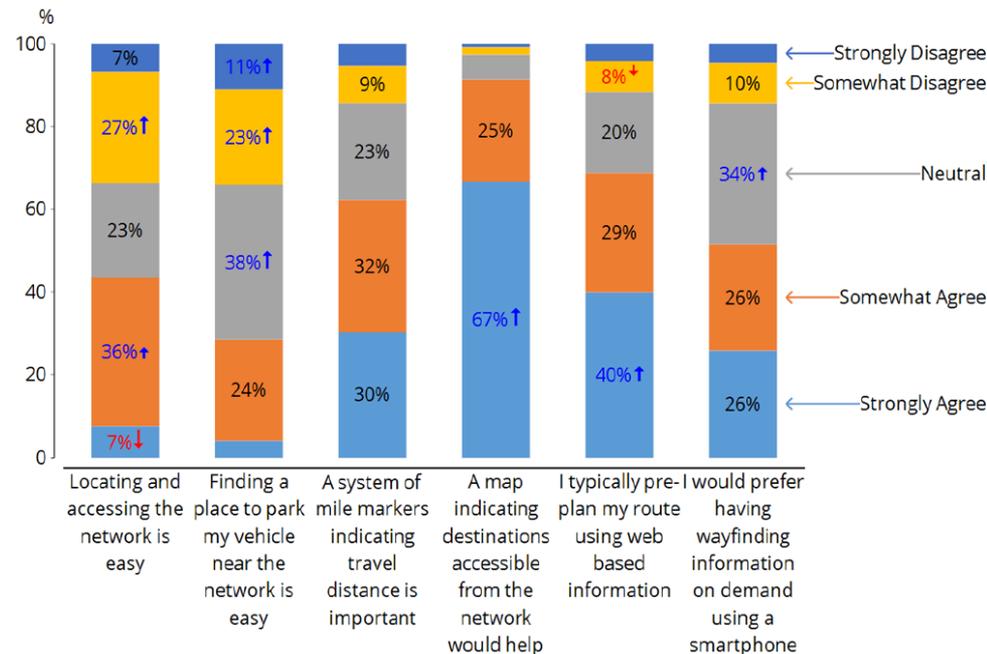
- ▶ Regional Response
- ▶ Trouble naming paths
- ▶ “Disconnected” but also “functional”
- ▶ Unclear how well network serves needs
- ▶ Preference for simple, strong, clean, red/green brand, with iconic AZ look



Survey #2

- ▶ More than half travel 6-20 miles one-way
- ▶ Network used frequently (at least once a week)
- ▶ Users get lost due to gaps in network and lack of signage at roadway intersections

FIGURE 14: INFORMATION NEEDS



Community Identity Activity



Community Identity Activity



Results

Color



YES: Colors representing the Arizona vegetation, as well as the sky at dawn and dusk, when the Network is used most often.



NO: Colors representing the Arizona sandy earth and wide open blue skies - there is plenty of that to see already!

Fonts



YES: Friendly, easy-to-read fonts were favored. The use of upper and lowercase letters was preferred over all caps.



NO: Script typefaces and overly busy or decorative fonts.



Results

Music & Sports



YES: Authentic music with mass appeal, and acoustic styles. Sports that are adventurous, and also sports that can be done with another person.



NO: Packaged or electronic music. Organized, regulated team sports.

Lifestyle



YES: A free spirit with an emphasis on family life.



NO: A generic, business, suit & tie lifestyle.

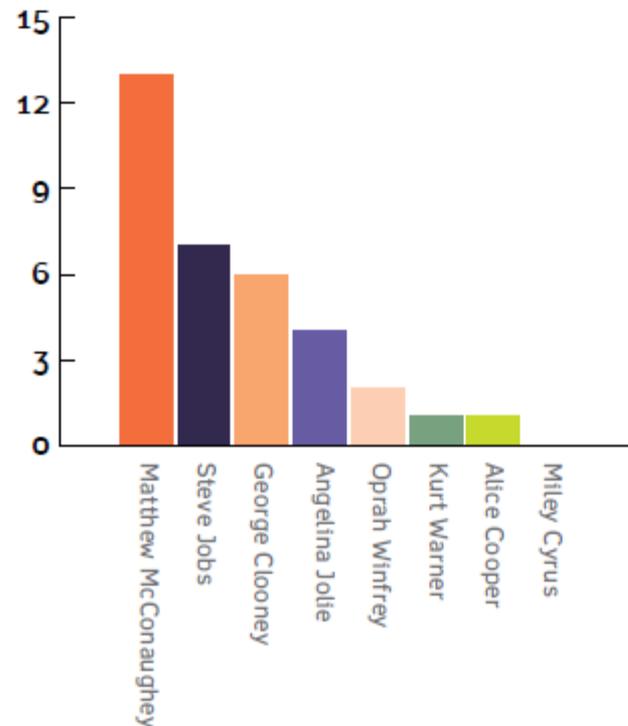
Results

One of our favorite brand personality exercises to do with a group is to ask what celebrity do they see their product, city, company as being.

Relating a famous person to an off-street bicycle Network may seem strange, but a lot of information can be gathered by this simple question:

If the Off-Street Bicycle Network was a celebrity, which celebrity would it be?

The results are shown at the right. There was a clear winner.



Matthew McConaughey

Like the Off-Street Bicycle Network, Matthew McConaughey is *versatile*. Both men and women enjoy his films. He has grown into a *respected* character actor, accepting a variety of roles in films. He has proved that he can change his appearance, and shed his good looks when necessary, to become the character he is portraying. The Network also looks very different depending which section you are visiting.

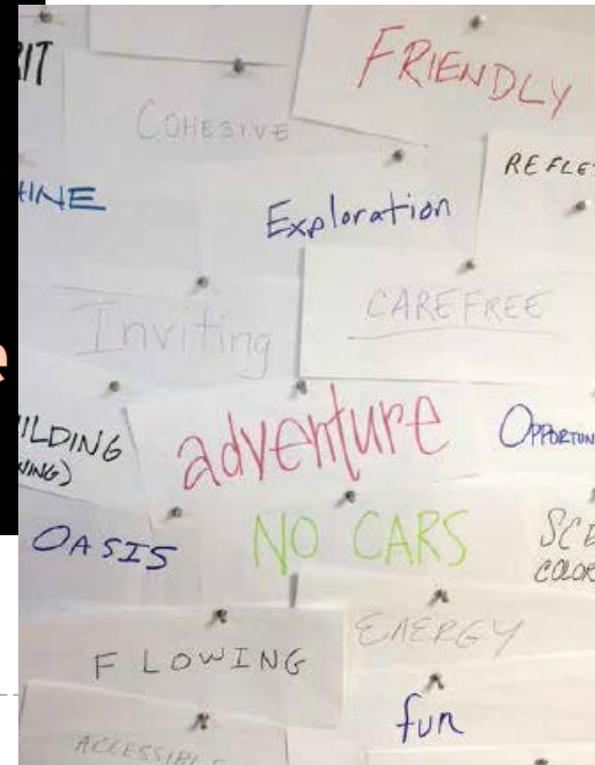
He is ever-evolving.

The Network is as well.

McConaughey's personal life is lived largely out of the public eye. He is a family man, married with three children. *He is athletic and casual*, and enjoys the outdoors.

Results

- ▶ Uniting, Functional, Vivid, Exhilarating, Escape



Mental Mapping Exercise

- ▶ Used to help people visualize navigation
- ▶ Helped to select and prioritize destinations
- ▶ Identified significant gaps, challenges, and unsafe crossings



Mental Mapping Exercise

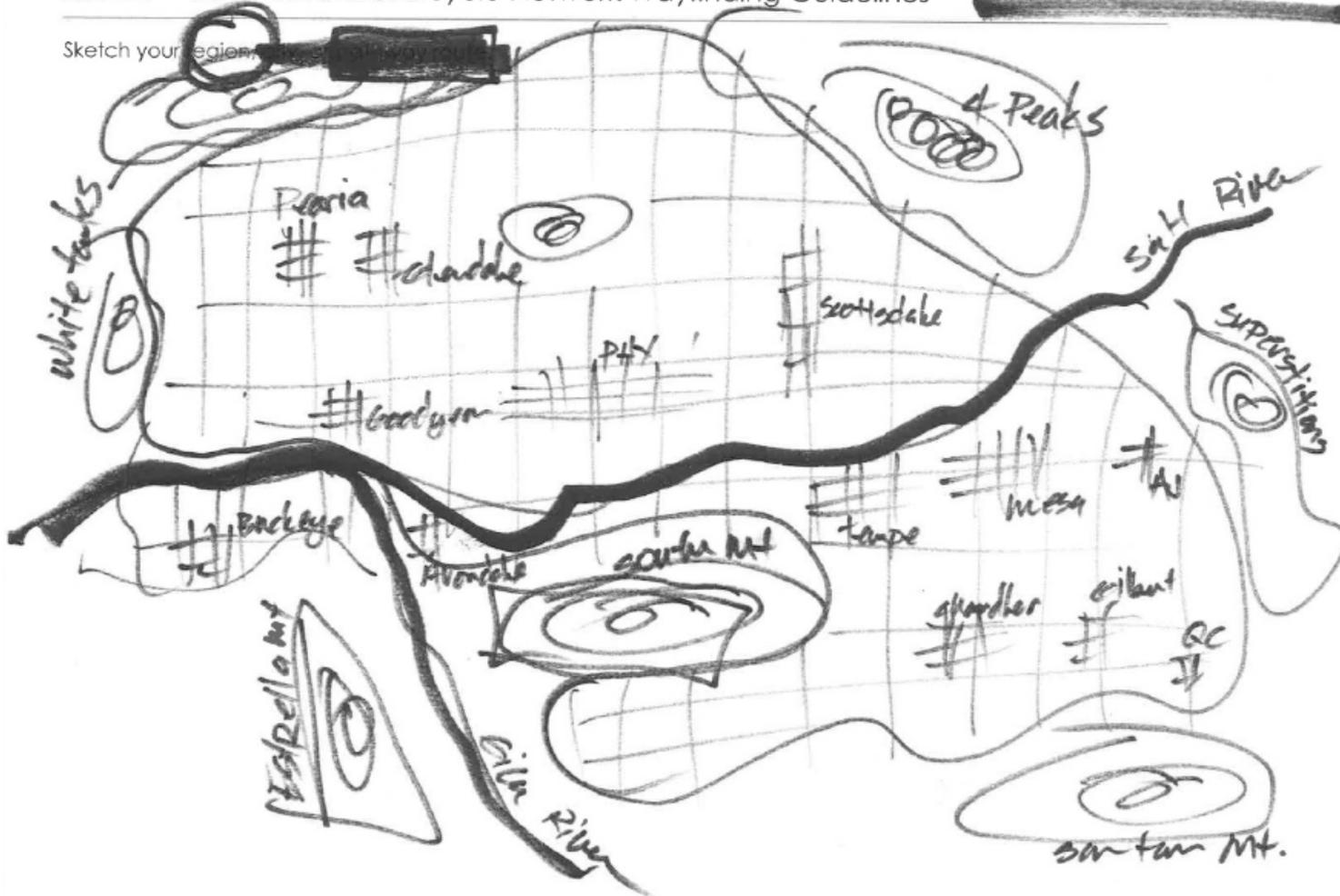


"Mountains, Rivers, Valley Floor"

MAG Off-Street Bicycle Network Wayfinding Guidelines

REGION

Sketch your region.

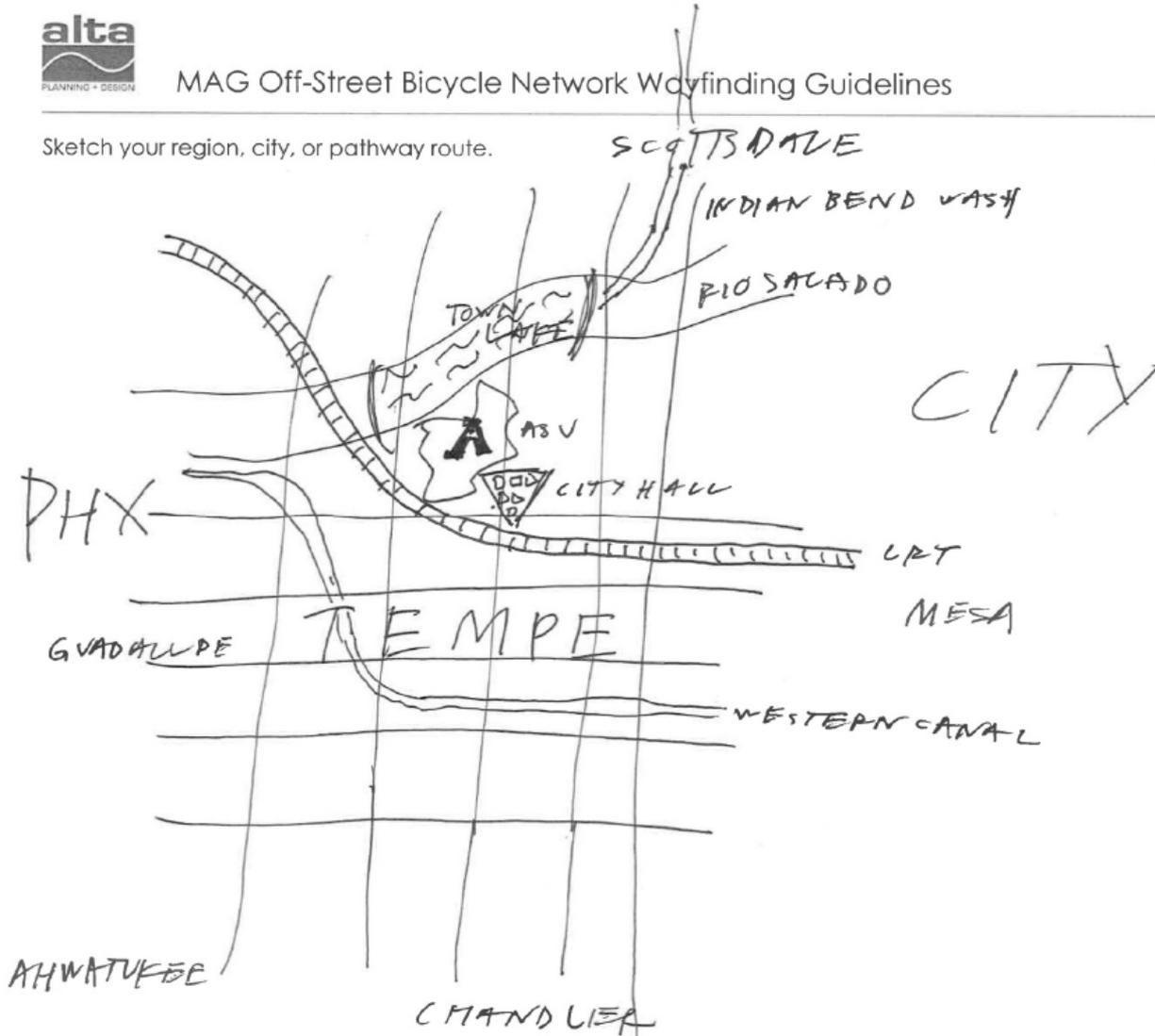


Mental Mapping Exercise



MAG Off-Street Bicycle Network Wayfinding Guidelines

Sketch your region, city, or pathway route.

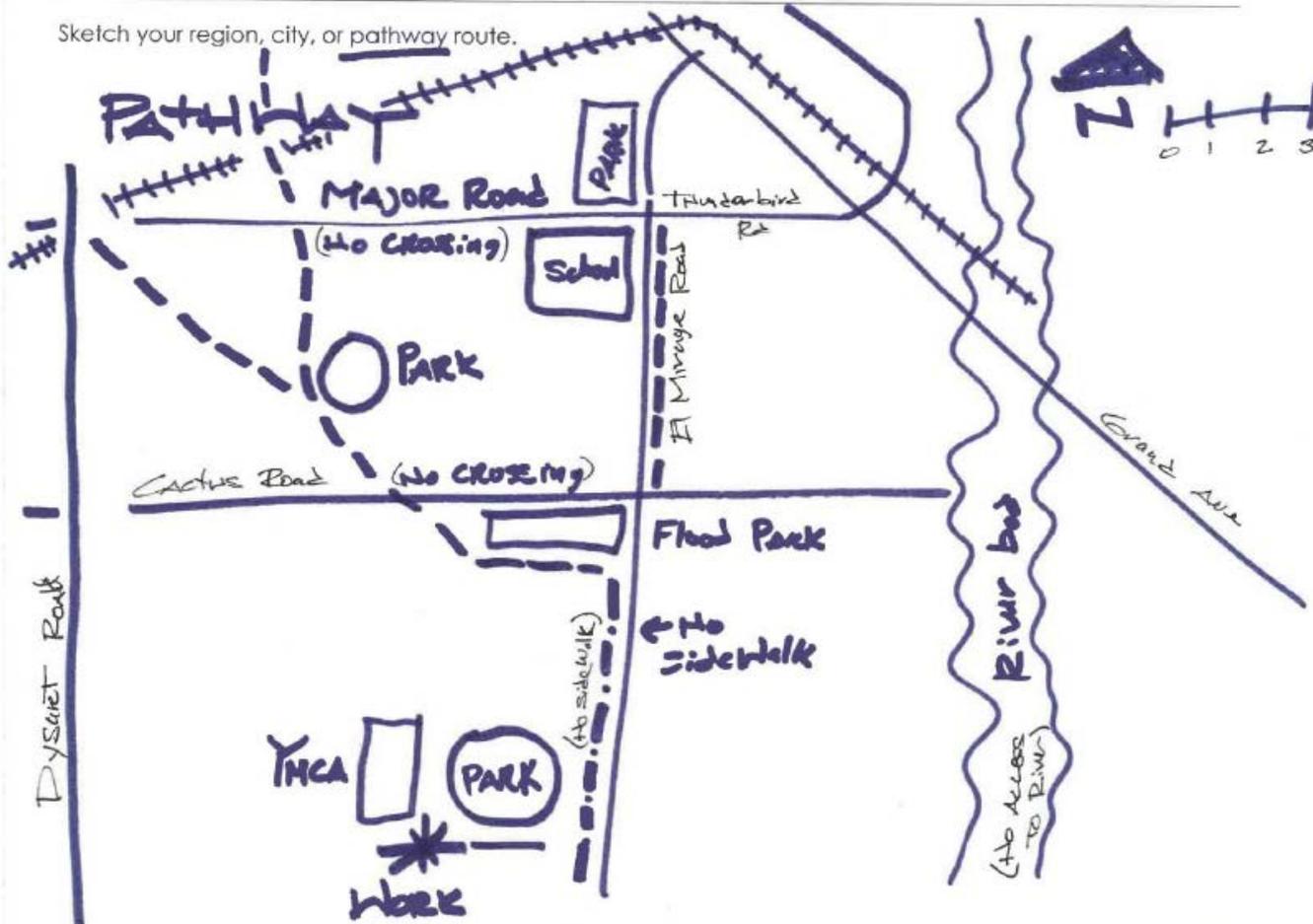


Mental Mapping Exercise



MAG Off-Street Bicycle Network Wayfinding Guidelines

Sketch your region, city, or pathway route.



Working with the DOT

- ▶ State DOT's influence federal \$\$\$
- ▶ Multiple initial meetings to discuss project goals
- ▶ Good working relationship with State Engineers
- ▶ Tap into their knowledge/expertise



Flexibility in the MUTCD

MUTCD Spectrum

Rigid

Flexible



- MUTCD compliant signs
- Information is clear and consistent.
- Regional context or local identity not present.
- Variation in sign sizes and shapes.
- Encouragement information not present.



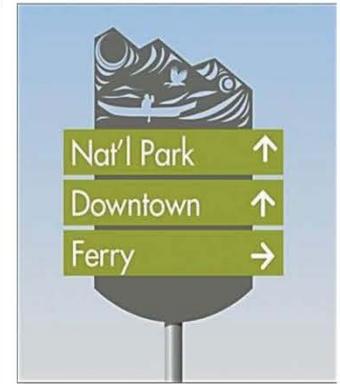
- D1 series signs consolidated into a single sign reduces the number of signs required, overall sign clutter, and sign dimensional variation.
- MUTCD does not provide for travel times however numerous cities and states (Portland OR, Eugene OR, Nampa ID, Columbus, OH and Jackson WY) incorporate this additional information.



- Community signs may be augmented by unique system or municipality identifiers or enhancement markers as per Section 2D.50.
- MUTCD allows for custom color variations for community wayfinding signs.



- Directional sign with clear directional information and arrows, high contrasting text, custom sign post, and decorative elements.



- Custom framing and support structures. Unique sign shapes. High contrast graphic content, non-standard colors and layout.

Working with the DOT

- ▶ Put forth your ideal scenario, negotiate from there
- ▶ Don't be afraid to push the envelope
- ▶ Explain the values and benefits of flexibility
- ▶ Keep them involved throughout the process



Brand Identity (Lesson Learned)



Brand Identity (Lesson Learned)



The Valley Path Brand Identity



Valley Path

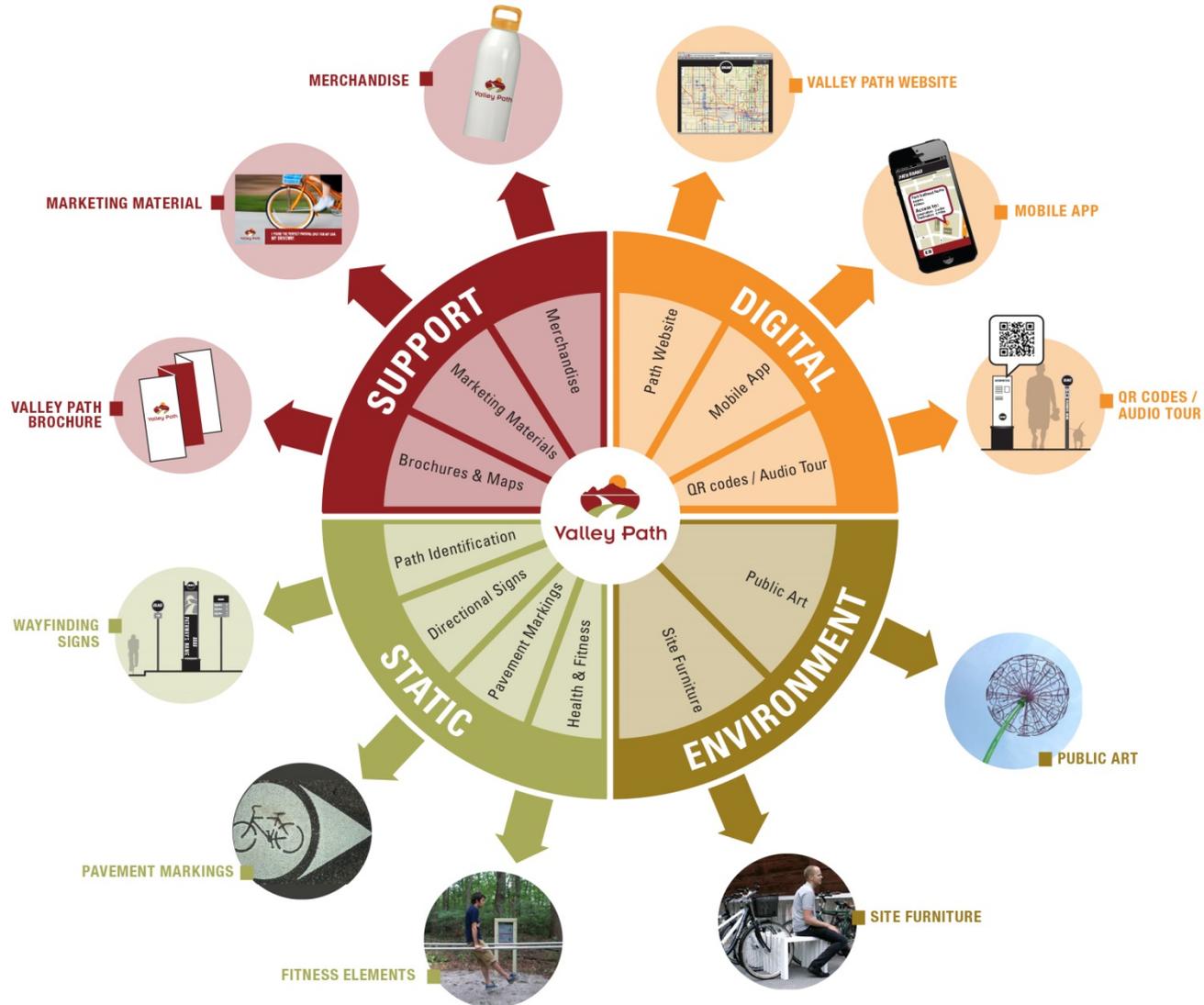
Adventure Your Way



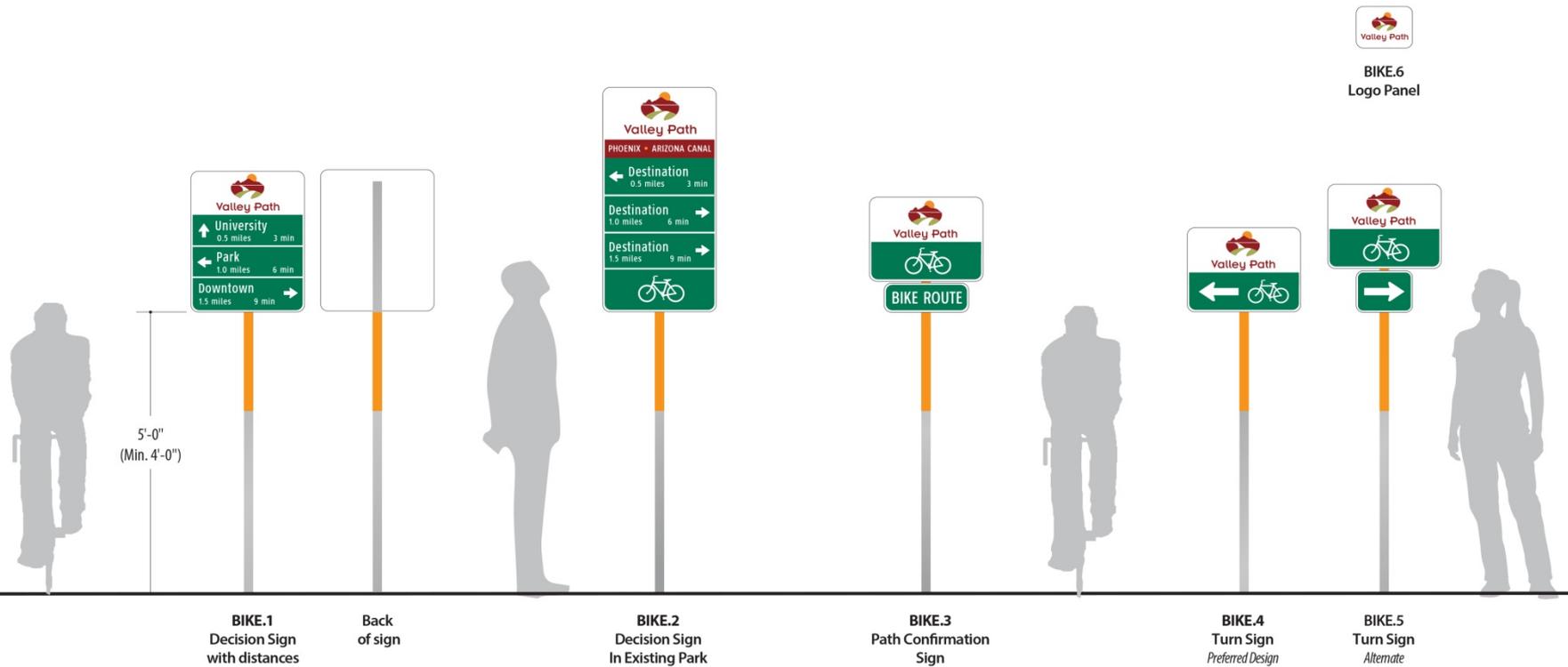
Valley Path
Adventure Your Way



The Valley Path Wayfinding Family

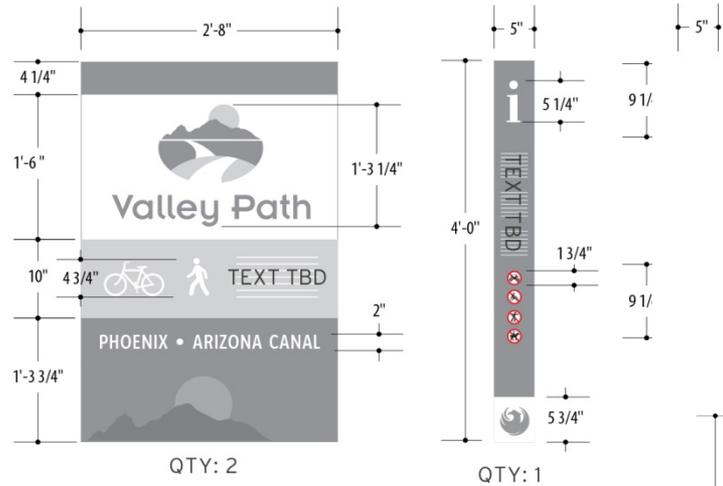


The Valley Path Wayfinding Family

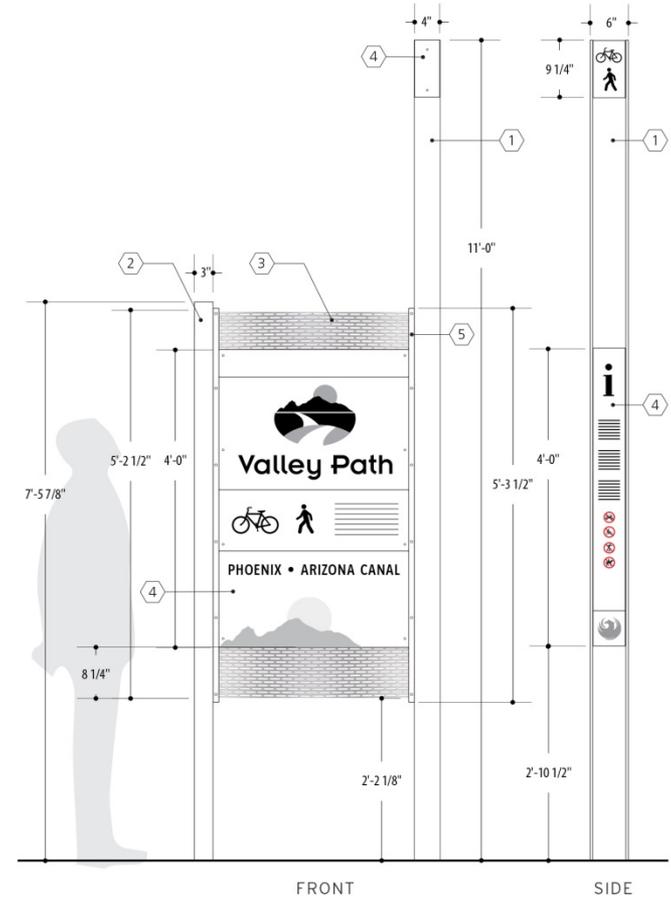


The Valley Path Wayfinding Family





2 Typical Layout Guidelines - PATH.1
1/2"=1'



1 Elevations PATH.1
scale: 3/8"=1'-0"

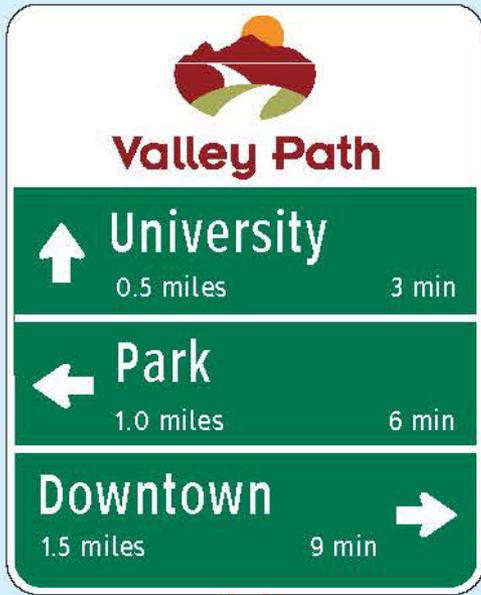
- 1 Mill finish steel I-Beam - 6" x 4"
 - 2 3" sq. mill finish steel tube, capped
 - 3 Raw aluminum, 20 gauge, side staggered slotted hole screen, mechanically fastened between steel architectural angles.
 - 4 1/4" Graphic panels mechanically fastened through perforated screen with non-corrosive tamper-resistant hardware (panel on each side of screen)
 - 5 Mill finish architectural angle mechanically fastened to either I-Beam or 3" sq. tube.
- NOTES:**



1 Color Schedule - PATH.1
3/8"=1'

Material Selection

Base Package components (plus assorted standard mounting hardware)



Standard size Aluminum sign panels



Mill Finish Steel 2x2 or 3x3 post



Mill Finish Steel 6" x 4" I-Beam



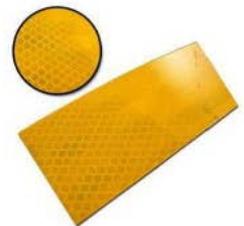
Mill Finish Steel
Architectural angles



SS perforated screen
slotted hole



Direct Embed Graphic panel

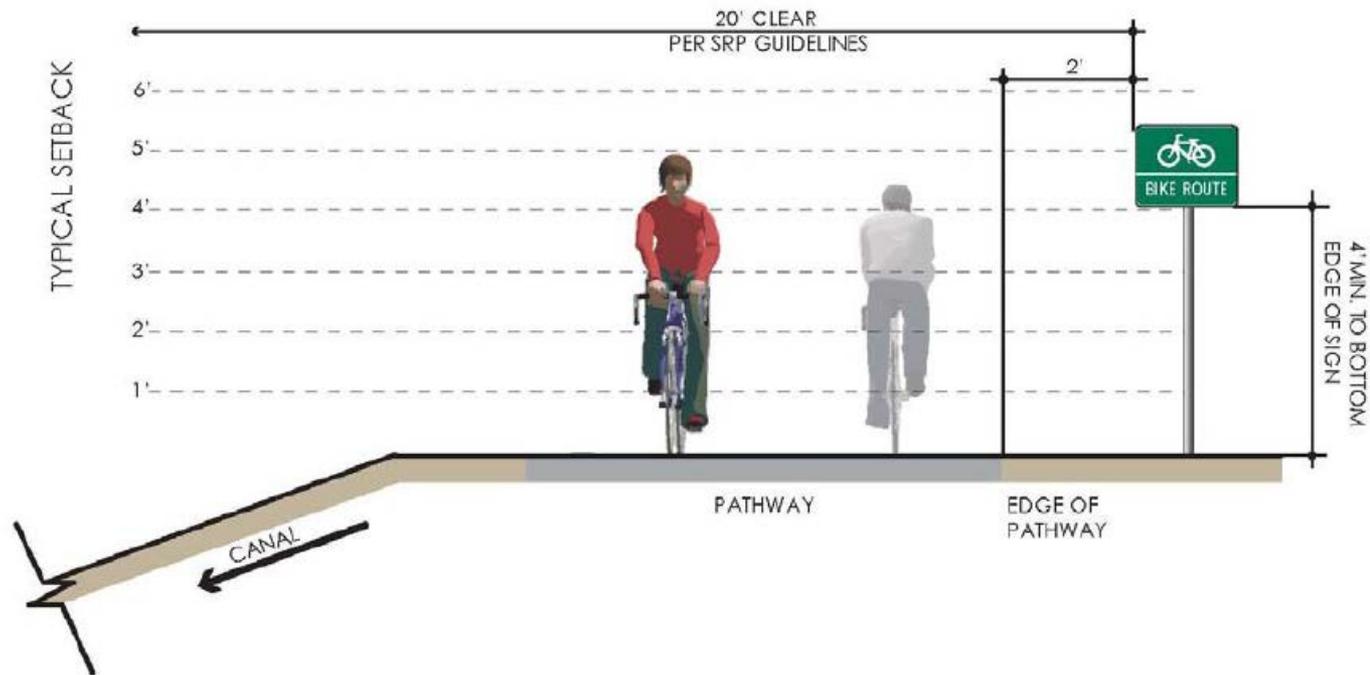


Reflective vinyl

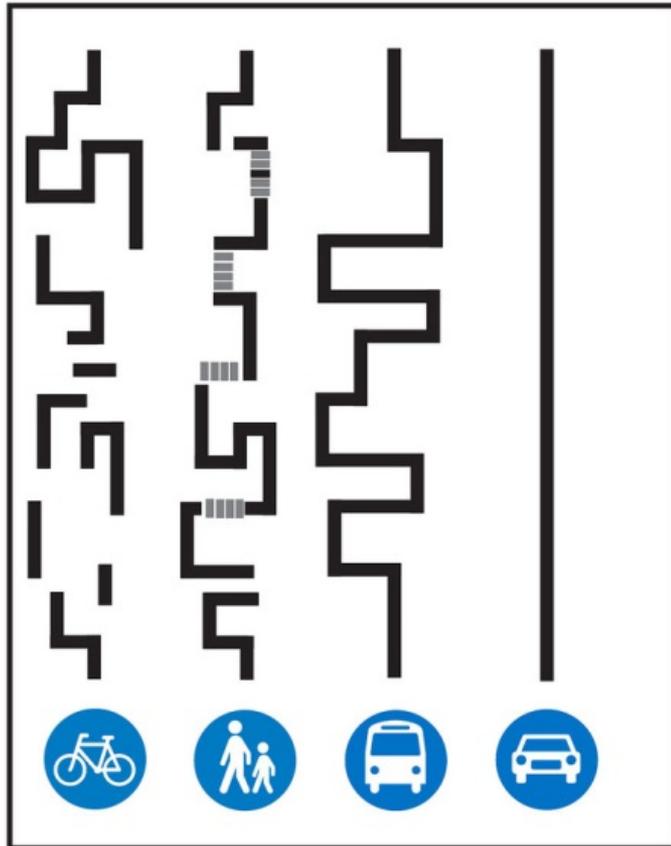


Placement

- ▶ Follow path/land owner guidelines
- ▶ Example: SRP canal guidelines



Navigation Challenges



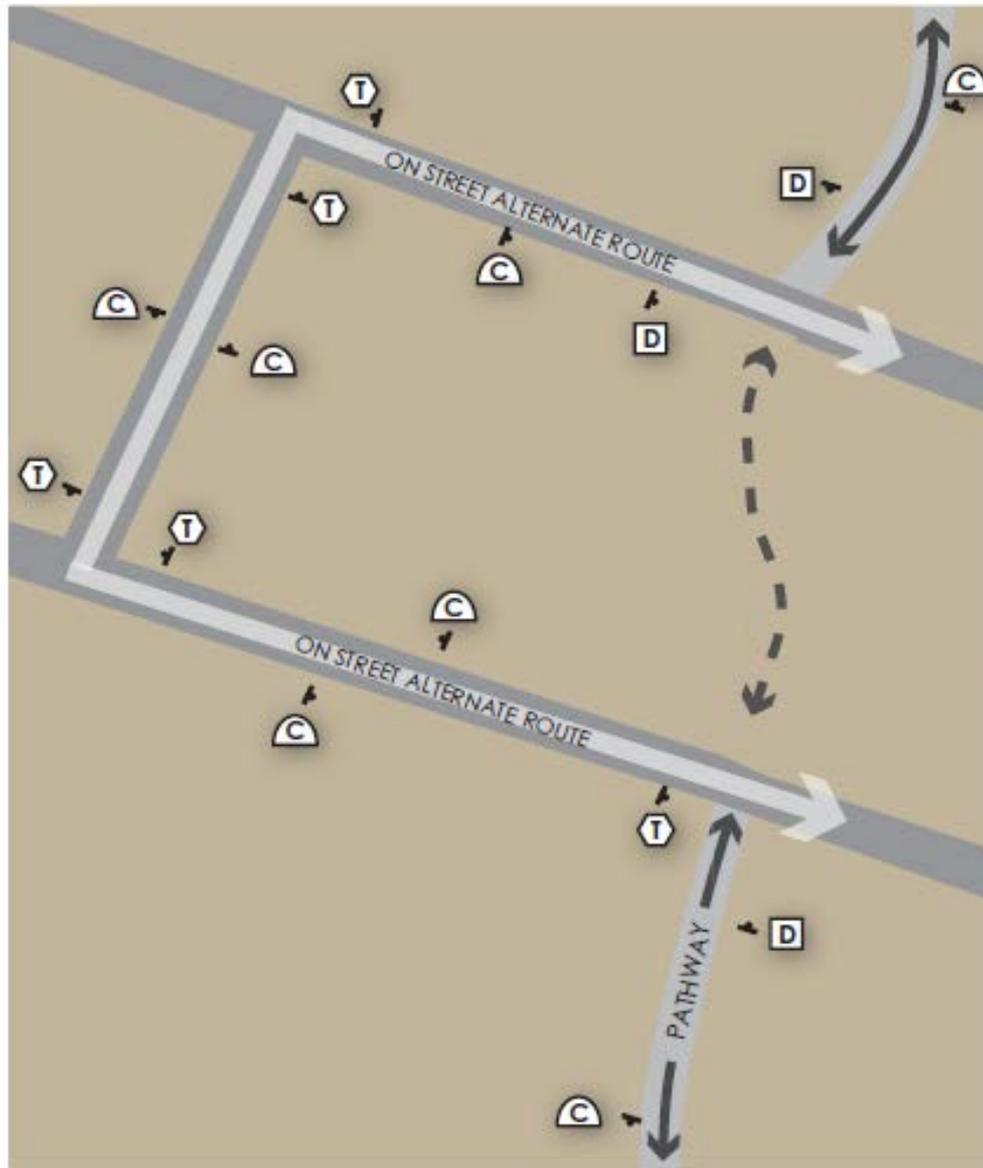
1950 - present

Copenhagenize Design Co.

- ▶ Path access points
- ▶ Path-path intersections
- ▶ Path gaps
- ▶ Off-street / on-street connections
- ▶ Path-roadway intersections
- ▶ Path bifurcations



Placement



D DECISION SIGN



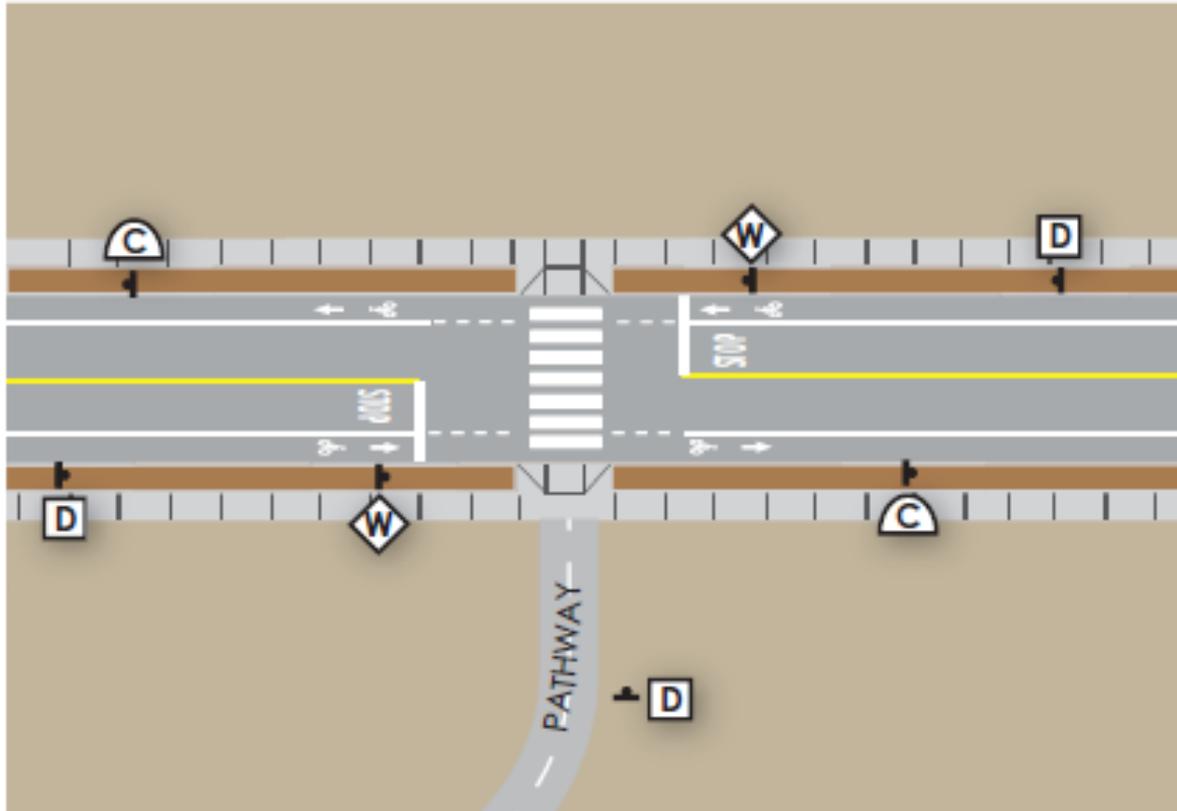
T TURN SIGN



C PATH CONFIRMATION



Placement



D DECISION SIGN



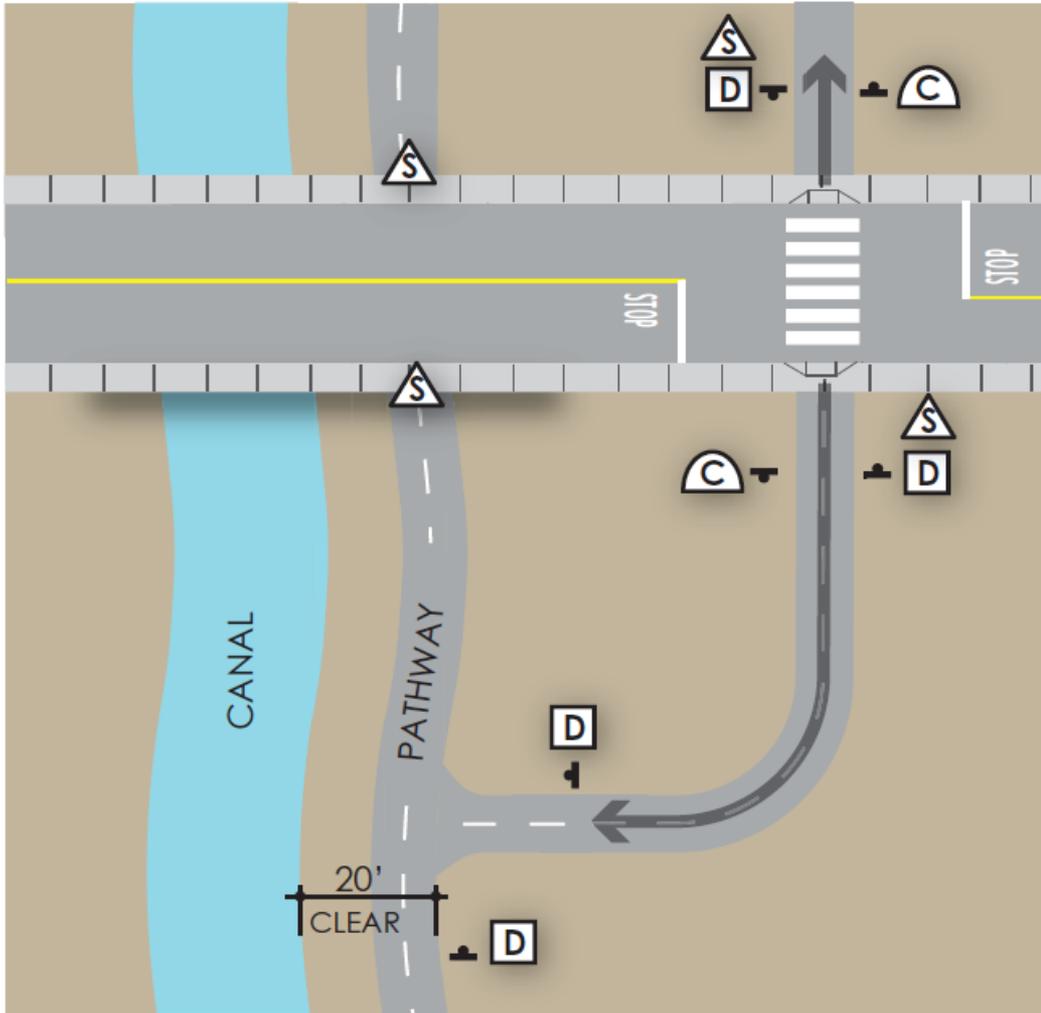
W WARNING SIGN



C CONFIRMATION SIGN



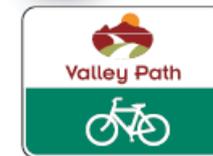
Placement



D DECISION SIGN



C CONFIRMATION SIGN



Signage Examples



Non-Signage Opportunities



Implementation

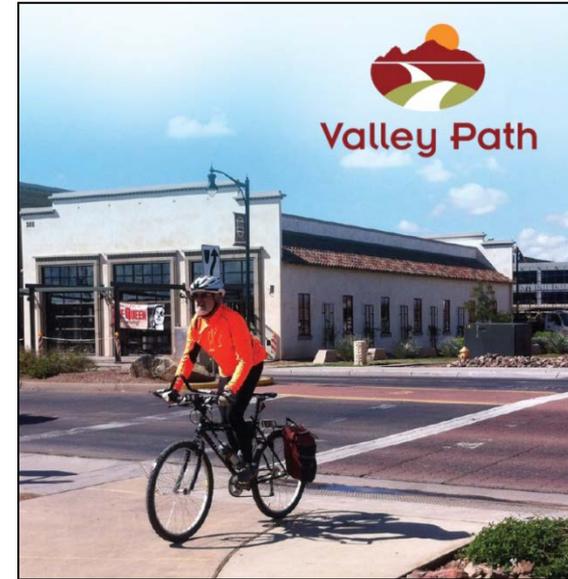
- ▶ Obtain final approval of the guide
- ▶ Funding is key challenge
- ▶ Encourage development of Wayfinding Master Plans
 - ▶ Inventory network and existing signage
 - ▶ Identify opportunities and constraints
 - ▶ Identify and prioritize destinations
 - ▶ Recommend placement, estimate costs, develop phasing plan
- ▶ Work with agencies to finalize designs and fabricate signs
- ▶ Possible pilot projects with temporary installations
- ▶ Develop marketing campaign, websites, etc.



Lessons Learned

- ▶ Talk to your DOT early and often
 - ▶ Involve DOT in the scoping phase?
- ▶ Identify potential opponents and bring them into the process early
- ▶ Leave the final decisions to the implementers





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Brainstorming Session

- ▶ **Question: Are there other examples of cities and organizations going beyond the standards? Do you know of any other wayfinding success stories?**
- ▶ **Question: What does your city or region currently do for wayfinding?**
- ▶ **Question: What are the wayfinding needs in your community?**



Activity: Wayfinding Game

