



Wayfinding for Active Transportation

- Kim Biedermann East Central WI RPC
- Renee Callaway, Madison Area Transportation Planning Board
- Tyler DeBruin, East Central WI RPC
- Sonia D. Haeckel, Toole Design Group

Presentation Overview

1. Introductions
2. Why invest in bicycle and pedestrian wayfinding
3. Wayfinding basics
4. Considerations
5. How to make it happen



Introductions

- Kim Biedermann, Regional Bicycle and Pedestrian Coordinator/East Central WI Regional Planning Commission
- Renee Callaway, Rideshare Etc/
Madison Area Transportation Planning Board
- Tyler DeBruin, Safe Routes to School Planner/ East Central WI Regional Planning Commission
- Sonia D. Haeckel, Transportation Planner/ Toole Design Group
- Attendees

Why Invest in Bicycle and Pedestrian Wayfinding ?



Why Invest in Wayfinding?

- Provide guidance on complicated routes
- “Face” of the active transportation system/branding
- Encourage and promote active transportation
- Inclusion
- Bicycle wayfinding: show that bicycles belong on the street



Why Invest in Wayfinding?

Bicycling Infrastructure: Cost per mile

	Bike Lanes	Paving a Shoulder (Rural)	Shared-Use Path	Signed Bike Route
Minimum	\$35,000	\$30,000	\$170,000	\$2,000
Maximum	\$500,000	\$200,000	\$500,000	\$12,000

Basics of Bicycle Wayfinding

Traditional Bike Route Signs



Modern Bicycle Wayfinding



Basics of Pedestrian Wayfinding

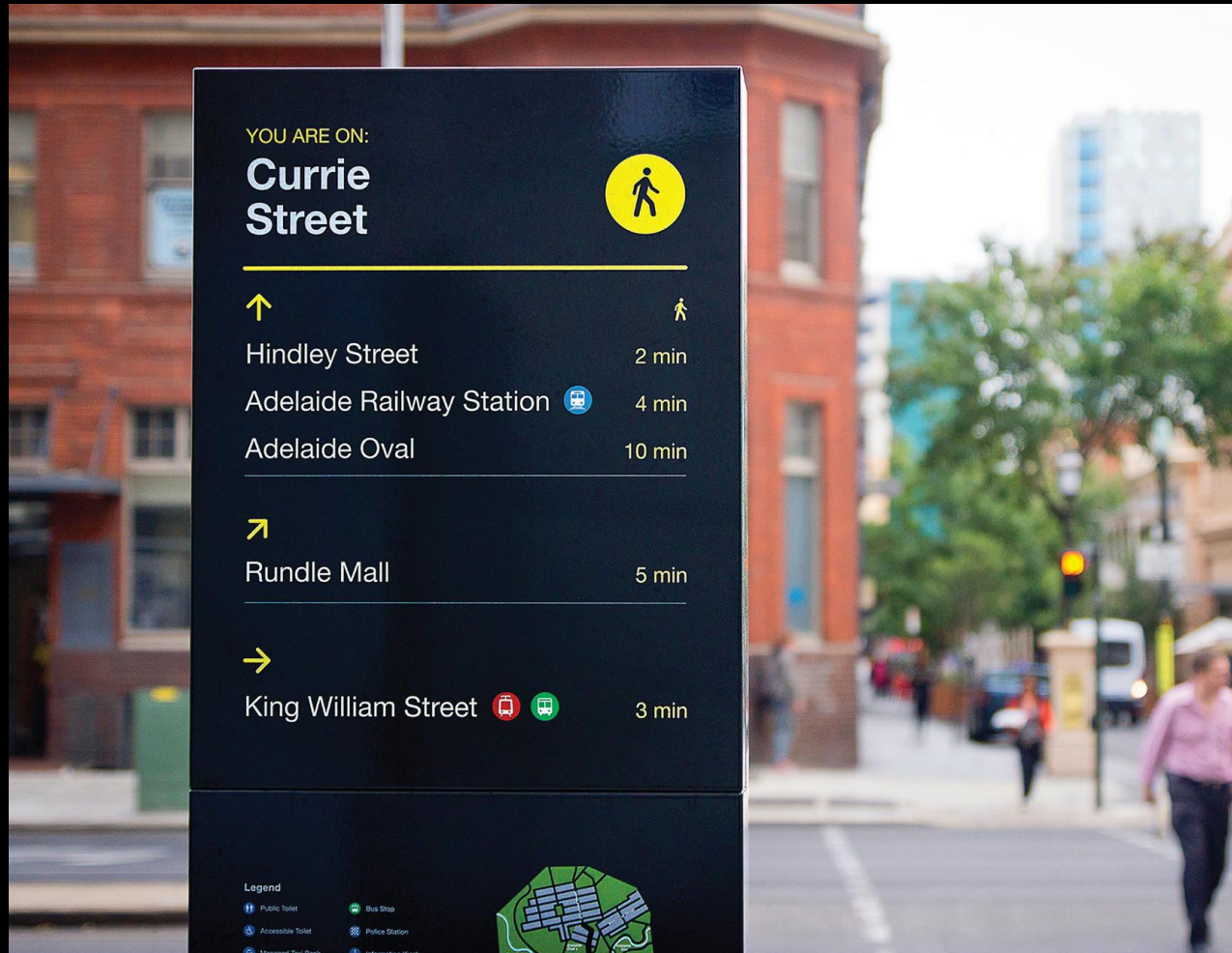


Photo credit: Samantha Curcio



Photo credit: applied_wayfinding



Photo credit: RSM Design

Basics: Who Will Use The Signs?



Photo credit: Heartland B-Cycle

Basics: Who Will Use The Signs?

Residents

- new to active transportation
- new to the community
- unfamiliar with neighborhood
- complicated route

Visitors

Skill level

- Interested but concerned



Basics: On-Street or Off-Street?

Rigid MUTCD
(Usually On-Street)



Flexible
(Usually Off-Street)



Photo credit: Bike Michiana



Photo credit: TAPCO



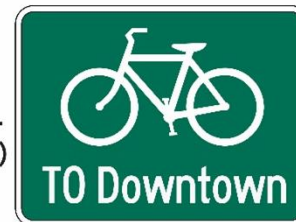
Sign Design: Omaha, Nebraska (On-Street)

Old



New

D1-11
(MOD)



D1-11
(MOD)

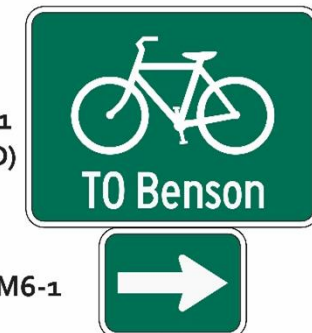
D1-1
(MOD)

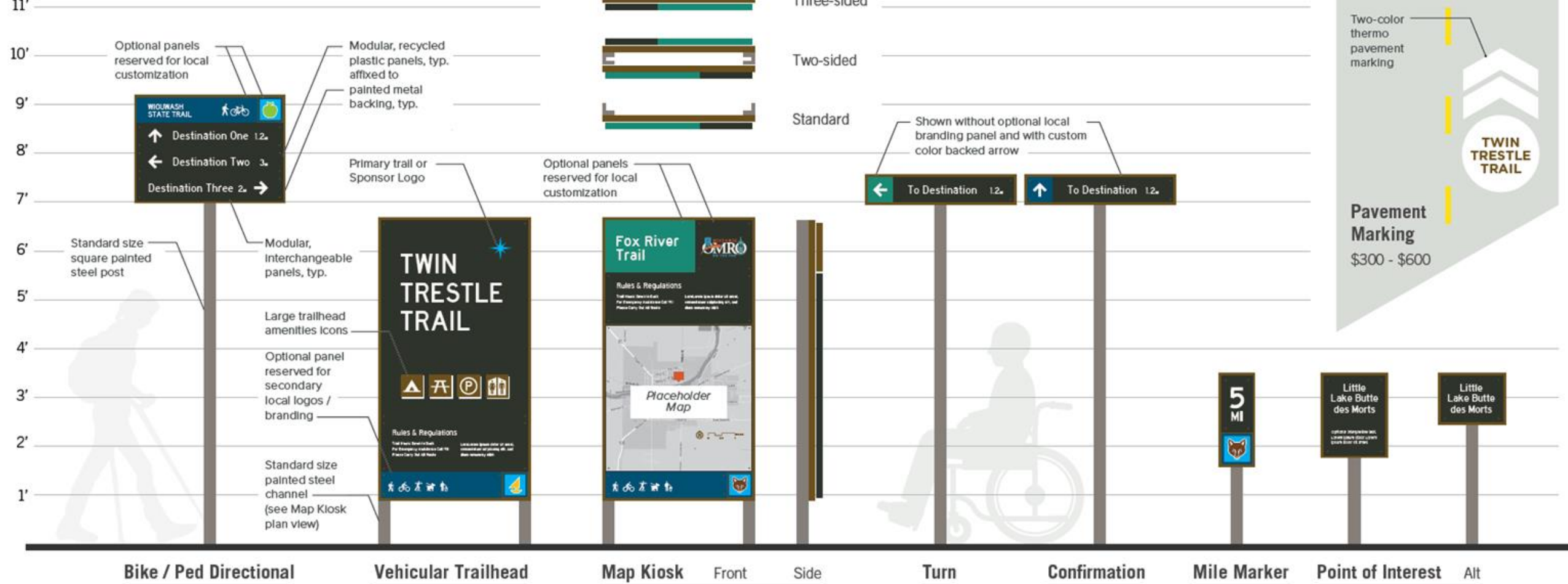
or
D1-3
(MOD)



D1-11
(MOD)

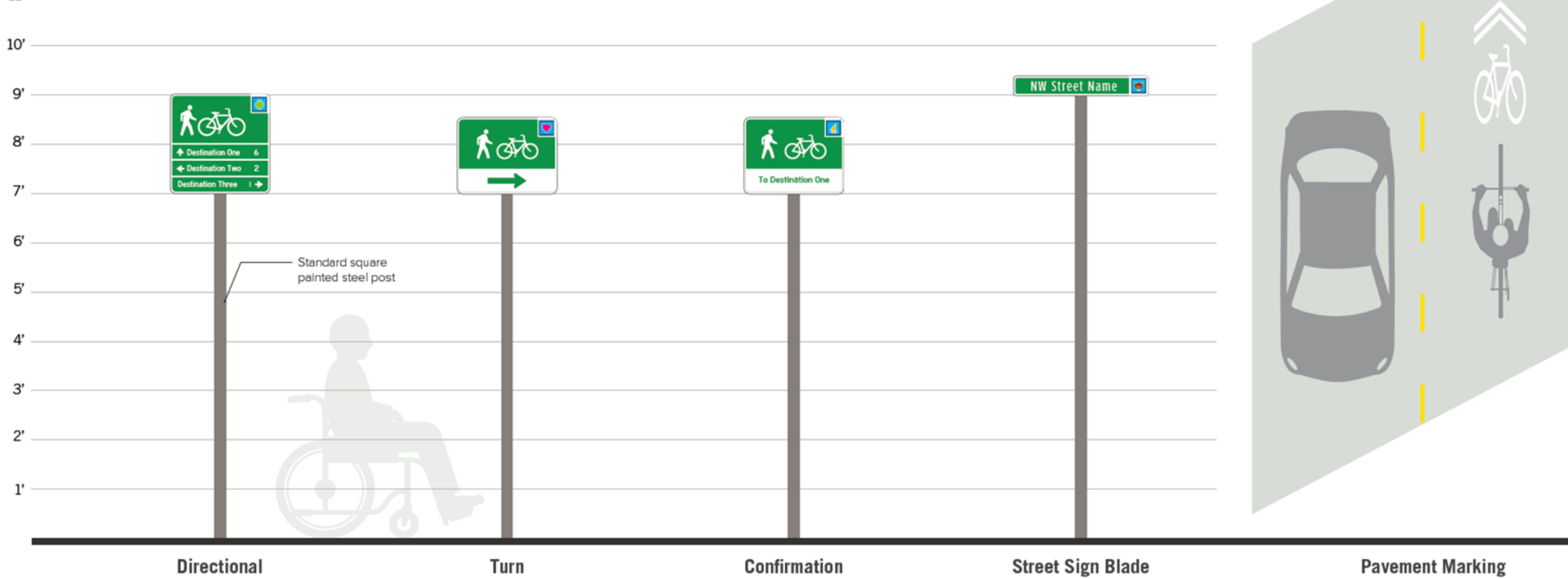
M6-1





Sign Design: | East Central Wisconsin Trails

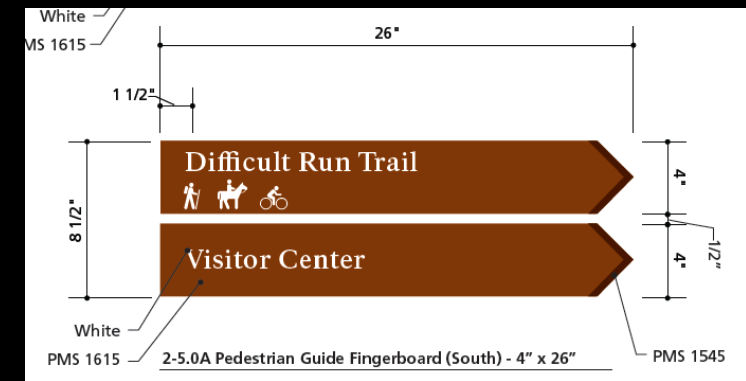
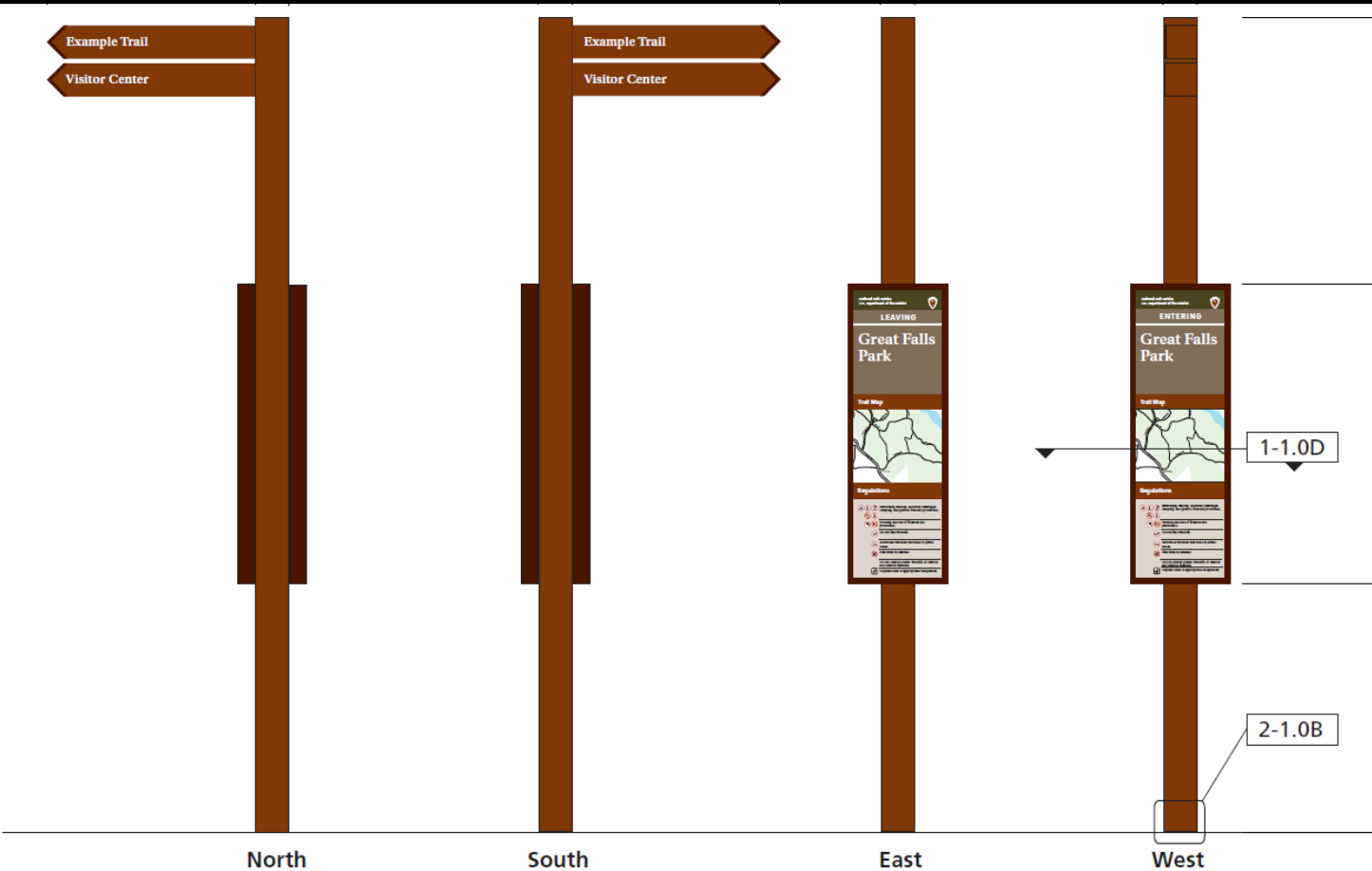
Off-street signs



Sign Design: | East Central Wisconsin Trails

On-street signs

Sign Design: Anacostia Trail (Off-Street)



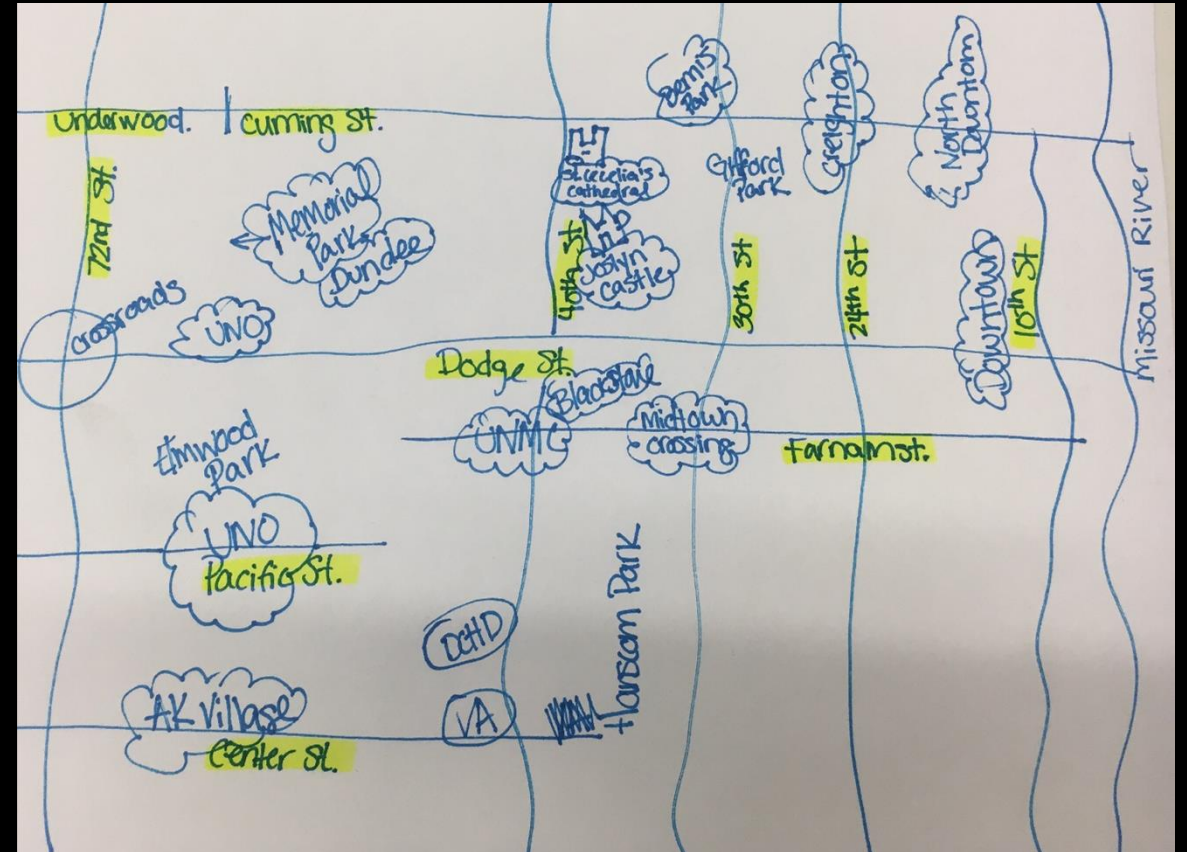
What Destinations Should Go on the Signs?



Destination Considerations

Step 1: Identify Key Destinations

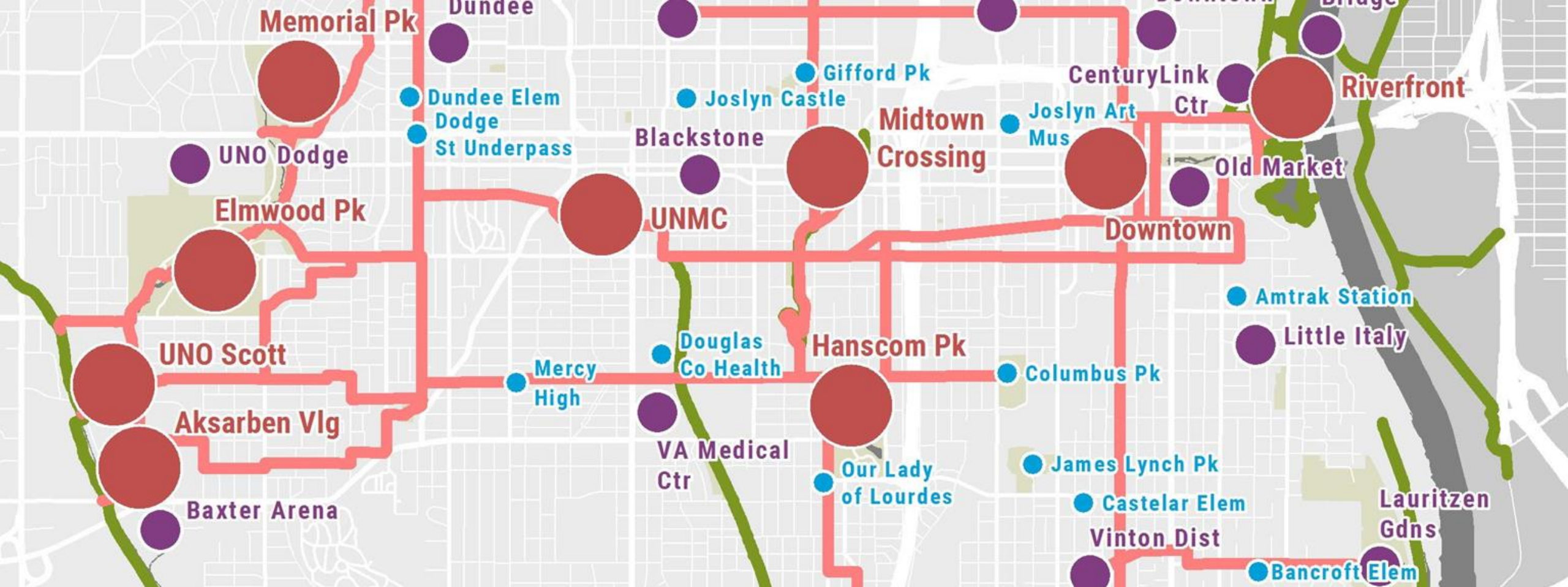
- How well known is the destination?
- Is it a destination with many visitors?
- Is it easily reached by bicycle?
- If it is a bike path, does it have a recognizable name?
- Who are you asking?



Destination Considerations

- Well-known landmarks, parks, business districts, major sports venues, major bikeways, schools, libraries
- Private businesses should not be included— use name for area, generic title or symbol
- Can you get to the destination safely? If not, then do not include

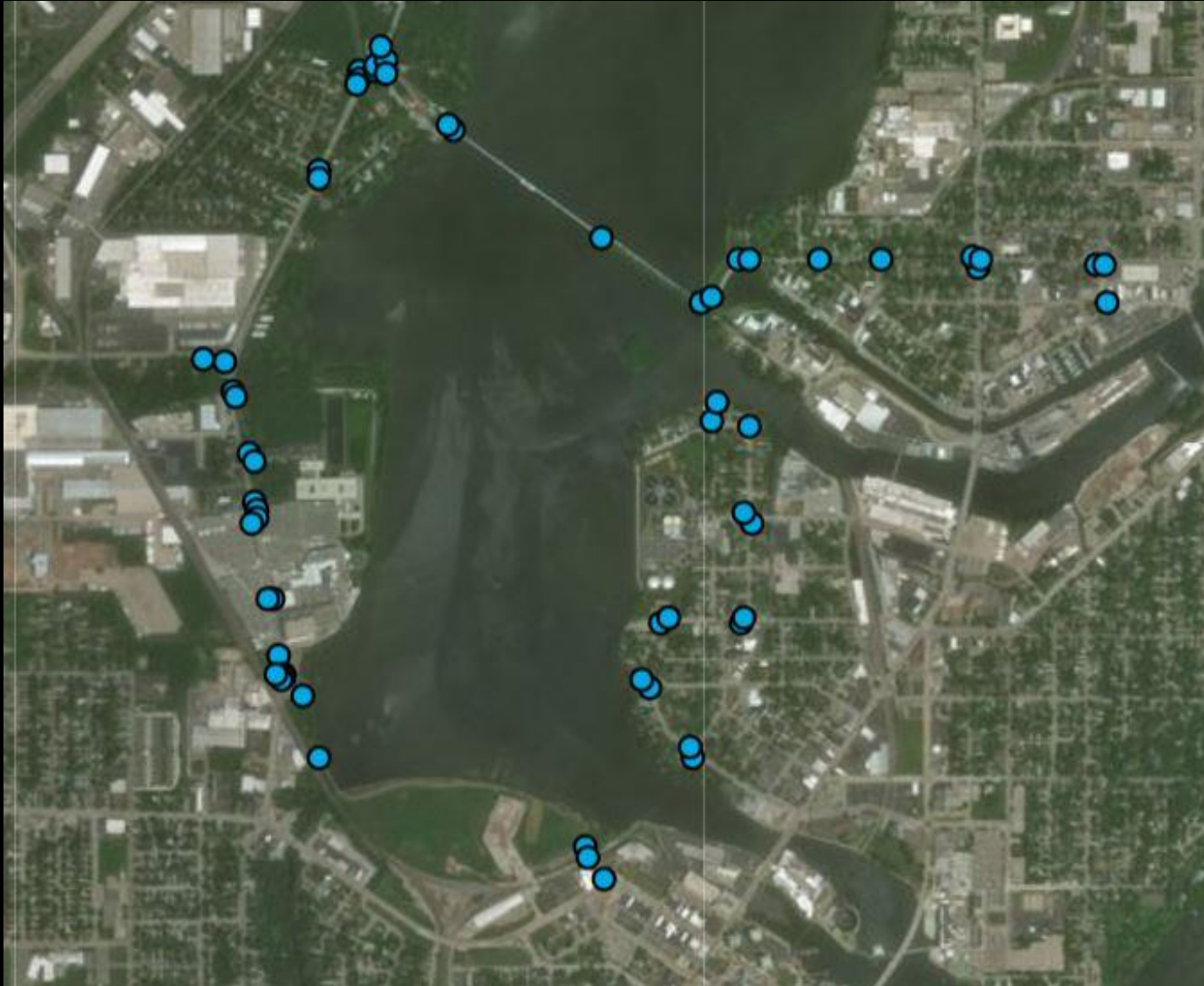




Destination Considerations

Hierarchy

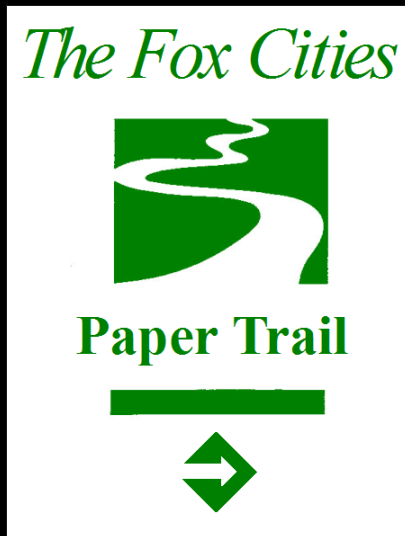
Placement



Placement

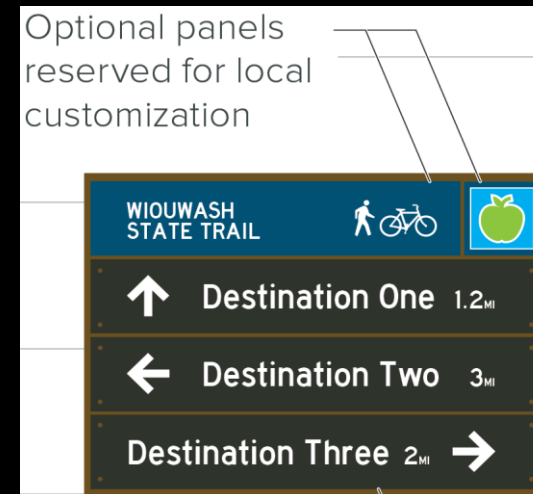


Considerations: Existing Signage & Branding



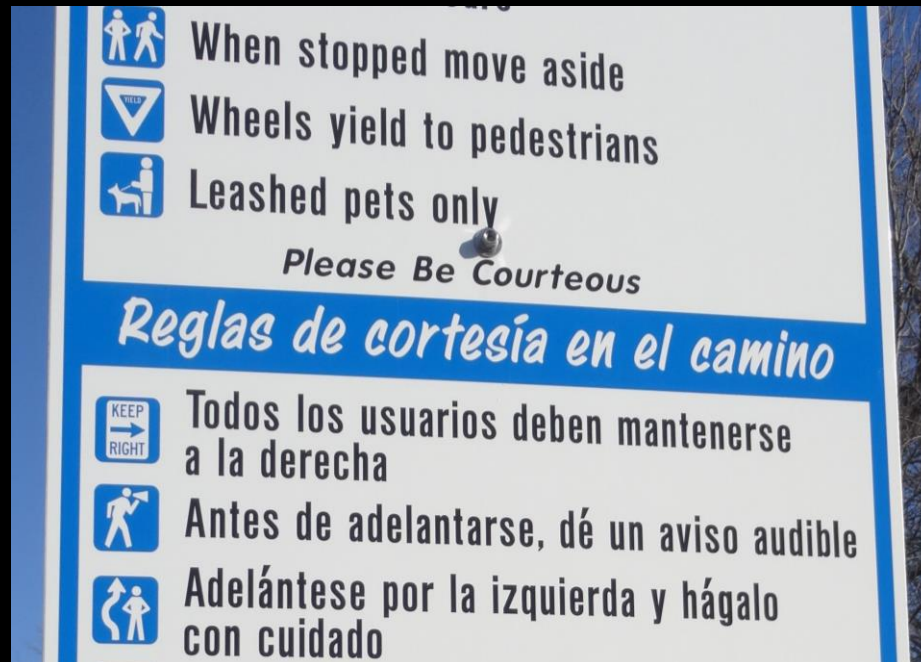
Considerations: Logos, Sponsors

- Logos or other local customization
- Sponsors
- Overlapping Trails or Routes



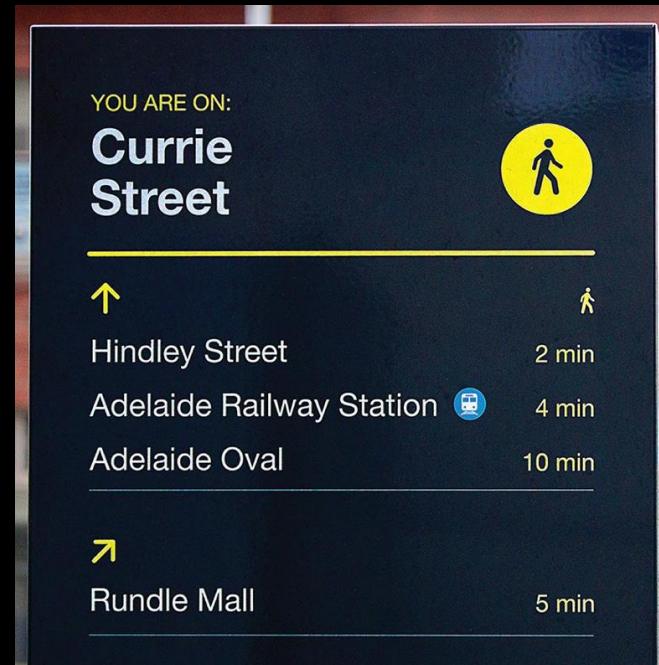
Considerations: Inclusion and Equity

- Who benefits from the project?
- Languages
- Trail pass requirements



Considerations: Time and/or Distance

- Encouragement tool
- Urban areas with easy access to popular destinations
- For biking, use 10 mph
- For walking, use 3.1 mph



Considerations: Trailheads and Maps

- First step in wayfinding is “orientation”
- Where am I, and where is my destination?
- Don’t forget to budget for these!



Photo credit: Middleton Tourism Commission

How to Make it Happen: Implementation

- Train local governments on how to do it (make a manual)
- Require wayfinding in all new projects
- Share resources (for example, Madison sign shop)
- Labor and installation logistics



How to Make it Happen: Funding

- Friends' groups (Janesville Velo Club)
- Health Care Systems (Winnebago County Public Health Department and Ascension Health Care System)
- County Highway/County Parks Departments and Municipal Government
- Snowmobile groups
- Convention and Visitors Bureaus



Questions/Comments

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Dane County Bicycle Wayfinding Manual

<https://parks-lwrd.countyofdane.com/Parks-Recreation/Biking>

East Central Wisconsin Trail Wayfinding Guidebook

<http://www.ecwrpc.org/2017/12/12/east-central-wisconsin-trail-wayfinding-guidebook/>