

What is this project about?

Goal: Improve the navigation and experience of the pathways and bikeways for Davis residents and visitors

Challenge: Users get lost and frustrated, there are safety implications not been able to identify locations on the pathways, better navigation will increase efficiency and ridership

Purpose: Develop wayfinding and sign design guidelines (masterplan) for future phased implementation

A group of people are riding bicycles on a paved path that winds through a wooded area. The path is dark asphalt and has some fallen leaves scattered on it. The trees are mostly green, but some have turned yellow and orange, suggesting an autumn setting. In the foreground, a man in a plaid shirt and a dark cap is riding a red bicycle towards the camera. Further down the path, several other cyclists are visible, some riding away from the camera and others towards it. The background shows a line of trees and a fence made of vertical wooden posts.

Why these workshops?

- expand the project to include both pedestrians and cyclists*
- involve the community in the process*
- challenge existing thinking*
- acknowledge other signage needs*

What is included in the project?

- *Davis Bike Loop*
- *Naming and signing the pathways and bikeways*
- *Directional wayfinding (at some level)*

What is excluded?

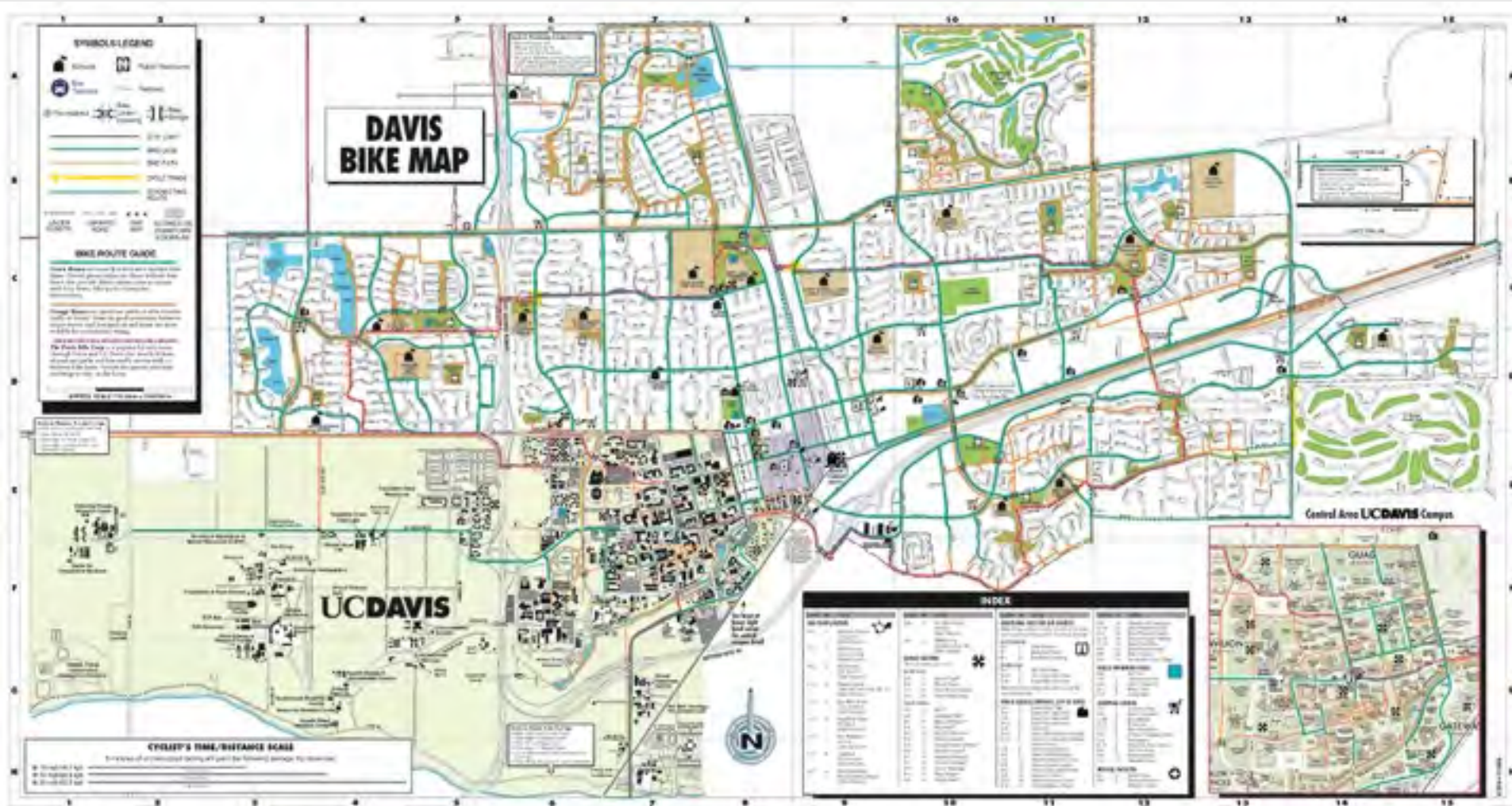
- *Infrastructure problems and improvements*
- *High-end solution - budget limit*

What are the nice to haves?

- *Open Space directional signage*
- *Honorary/donor signage*
- *Courtesy and pathway/bikeway etiquette*
- *Historic markers/interpretation*
- *Complementary information on Google Maps*

Wayfinding Strategies





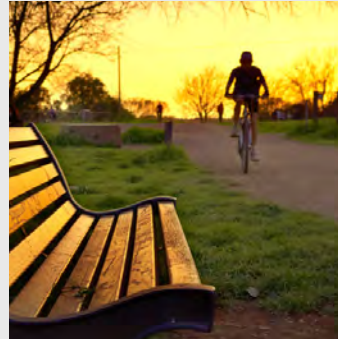
Wonderful, yet complex system of bikeways and pathways - challenging navigating the city

Common wayfinding strategies

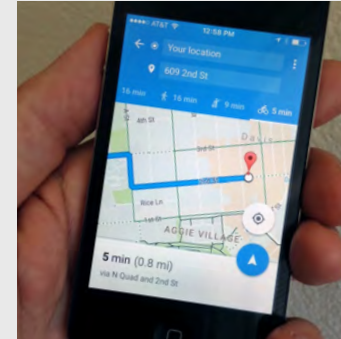
Wayfinding is a problem-solving process by which people understand and make decisions about navigating architectural, natural, and urban spaces.



Landmarks
Visually targeting and aiming for recognizable landmarks



Compassing
Using natural phenomena to get your bearings such as the position of the sun



Maps
Consulting navigational tools such as maps (digital and printed)



People
Asking other people for directions or following the crowd



Signs
Reading graphic messages such as information and directional signs



Tracks
Following paths and markers on the ground

Age / Demographic	Primary use of bike/pathways
K-12 (5-18 years)	school, events
young adult (18-25 years)	college, university, work
adult (25-40 years)	work, school with kids, shopping, recreation
adult (40-65 years)	work, recreation
retired adult (65 + years)	recreation

The demographic in Davis is unique compared to many other cities of its size

Residents	Students	Visitors
<p>People who live in Davis permanently</p>	<p>People who live in Davis semi-permanent (2–7 years)</p>	<p>People who are visiting Davis short term (1 day to 1 year)</p>
<p>commuters parents K–12 students entertainment seekers regular shoppers recreation (walk/run/bike)</p>	<p>commuters entertainment seekers regular shoppers recreation (walk/run/bike)</p>	<p>UCD student parents conference attendees event attendees entertainment seekers eating out recreation (walk/run/bike)</p>
<p>know where they are going (49% of population)</p>	<p>kind of know where they are going (49% of population)</p>	<p>don't know where they are going (2% of population)</p>

All groups have different wayfinding needs - but share the need for safe, clear navigation on bikeways and pathways

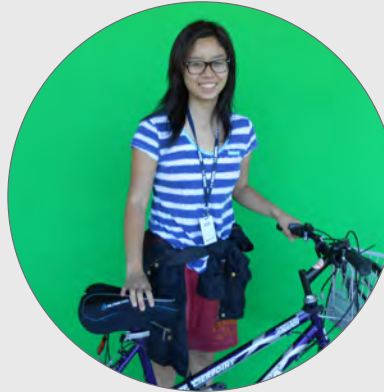
Davis residents and visitors



Persona 1:
Davis Senior Center resident – Fred



Persona 2:
Visitor to Davis – Vicky



Persona 3:
New Davis resident – Stephanie



Persona 5:
Returning Davis residents – Andrea
and her daughter Charlotte



Persona 4:
Longtime Davis resident – Elaine



Persona 6:
International UC Davis students –
Praveen and Shaikh



Persona 7:
UC Davis student – Natali



Persona 8:
Daily Commuter to Davis – Tony

Wayfinding Signs





1. Frome Bikeway, Adelaide, Australia: Example of signage integrated into street infrastructure



2. Bicycle Blvd. signage. Berkeley, CA: Example of a sign system, Davis has different needs



3. "Share the Path" courtesy signage. Marin, CA: Example of using a simple, economic solution

Common sign types

Signs are used to activate, inform, and organize the places where people live, work, play and learn.



Orientation signs

Provide an overview of a location or place. e.g: Map of downtown; Davis bike map; Directory of path/bikeways



Directional signs

Recommend a route to a location or place using arrows. e.g: Community Park; UC Davis; Downtown



Identification signs

Establish the identity of a specific place or route. e.g: Arroyo Park pathway; W. 8th Street; City Hall



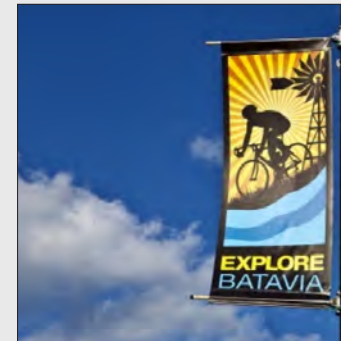
Etiquette signs

Influence etiquette, behavior or actions. e.g: Use safe speeds; Keep right; Yield to pedestrians



Honorary signs

Commemorate achievement, support and giving. e.g: Julie Partansky Pond; Shields Ave; Dale and Donna Lott Bikeway



Celebratory signs

Explain or promote a place or event. e.g: Bike to school campaign; "Loopaloza" bike loop event; Interpretive marker about historic route U.S. 40

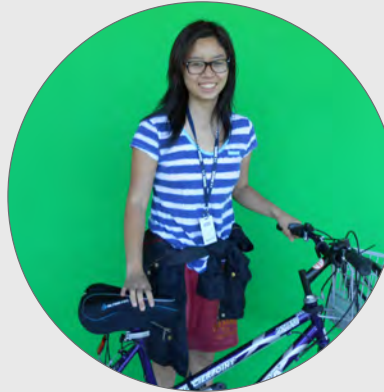
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