

Seamless Seattle

A Pedestrian Wayfinding Program for the City

Project Progress

November 2018

applied_
wayfinding

alta
PLANNING + DESIGN

3 SQUARE
BLOCKS

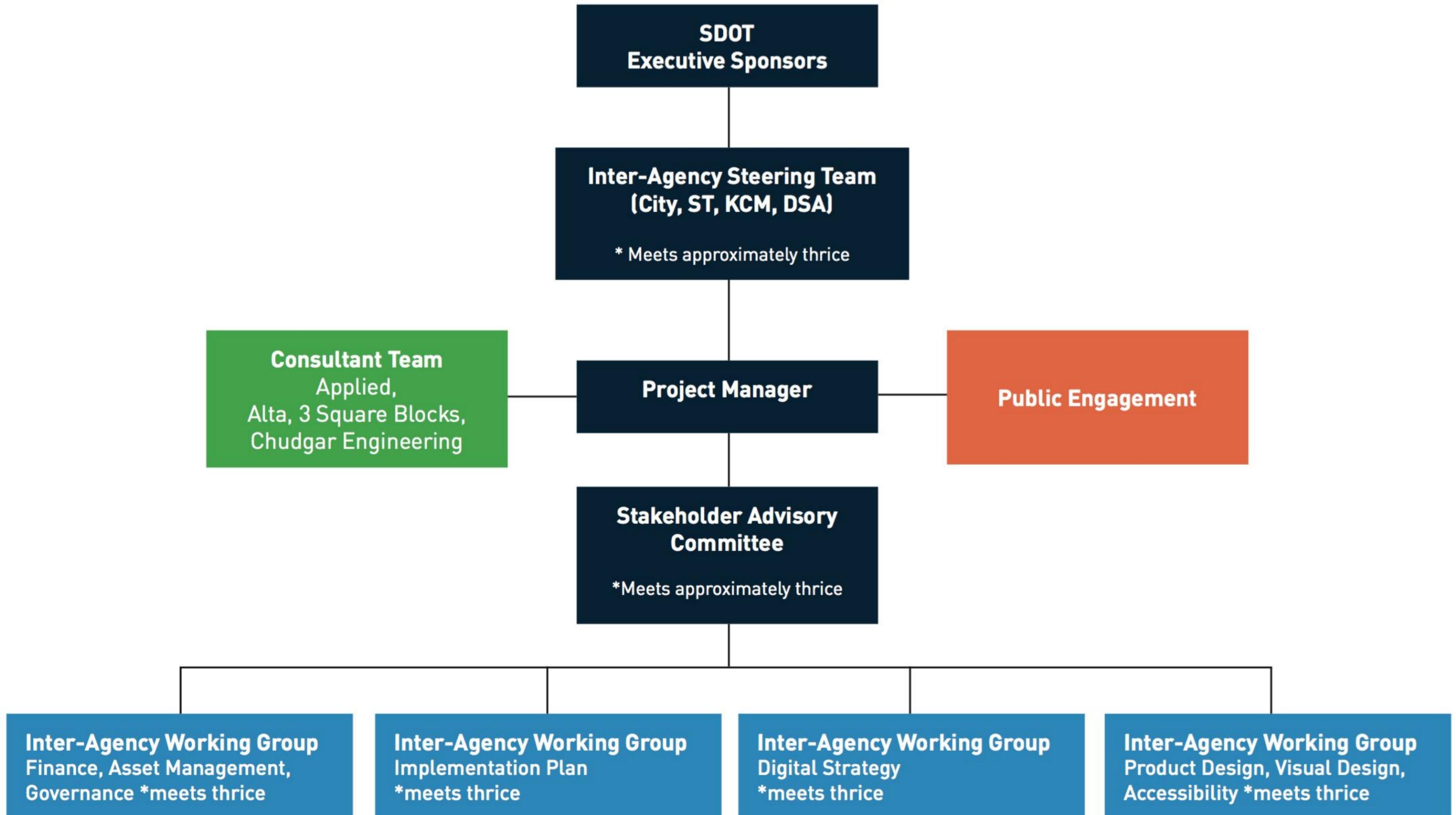
Seamless Seattle

The project aims to use information design to support transit journeys and encourage people to walk more and further.

By the summer of 2019, the project aims to produce city-wide planning guidelines, design standards and two pilot projects.



Project organization chart



Roles

SDOT Executive Sponsors

Role: Ensure alignment among agency goals and grant obligations.

Who: SDOT Deputy Director, Transit & Mobility Division Director, Policy and Planning Division Director

Inter-Agency Steering Team

Role: Make major direction-setting or strategy decisions regarding pedestrian-transit wayfinding coordination. Identify ongoing funding, governance, and finance needs to support program, including decisions regarding: staffing, GIS, design, street furniture, maintenance, compliance, income generation, growth, etc

Who: City, ST, KCM, DSA

Meets approximately three-four times over 12-18 months.

Stakeholder Advisory Committee

Role: Advise on project delivery, design criteria, naming, system development, prototypes, and stewardship of the project to ensure long-term execution. Provides feedback on final concepts and designs.

Who: Roughly 20 decision makers within their respective organizations representing the City, transit agencies, tourism, design, historic preservation, community organizations, business chambers etc.

When: Meets three times over 12-18 months.

Stakeholder Working Groups

Role: Provide feedback on draft concepts, planning proposals, and design proposals during development process. Stage decision making through the necessary stakeholders.

Who: Agency technical staff broken into working groups focused on:

- Finance, Asset Management, Governance
- Product Design, Visual Design, Accessibility
- Implementation Planning
- Digital Strategy

Public Engagement Forums



User Intercept Survey

Role: Provide anecdotal insight into the spatial arrangement and structures that people use by describing their knowledge of the city through cognitive mapping exercises

Who: 30-40 randomly selected individuals in Seattle's outer neighborhoods to supplement those in the central area completed within the scoping study

Focus Groups/Community Conversation

Role: Provide early user perspective from underrepresented groups and those who have first-hand knowledge of wayfinding challenges. 8-10 participants/group

- Community Liaisons
- End Users
- Boots on the Ground (concierges, MID ambassadors etc)
- Chinatown-International District Community Conversation

Reference Panel

Role: Through planning and design charrettes, provide structured input from underrepresented groups and those who have first-hand knowledge of wayfinding challenges

Who: 5-6 selected participants from the Focus Groups representing a range of interests

Pilot Site Working Groups

Role: Provide local knowledge to define the pilot plan and better represent local character.

Who: Communities and agencies affected by the Jackson Hub and Westlake Hub pilot program

Lunch and Learn at Downtown Seattle Association

Purpose: Learn about the project and provide feedback.

Who: Design, business, and resident community interested in this project

Boards and Commissions Briefings

Pedestrian Advisory Board

Design Commission

Planning Commission

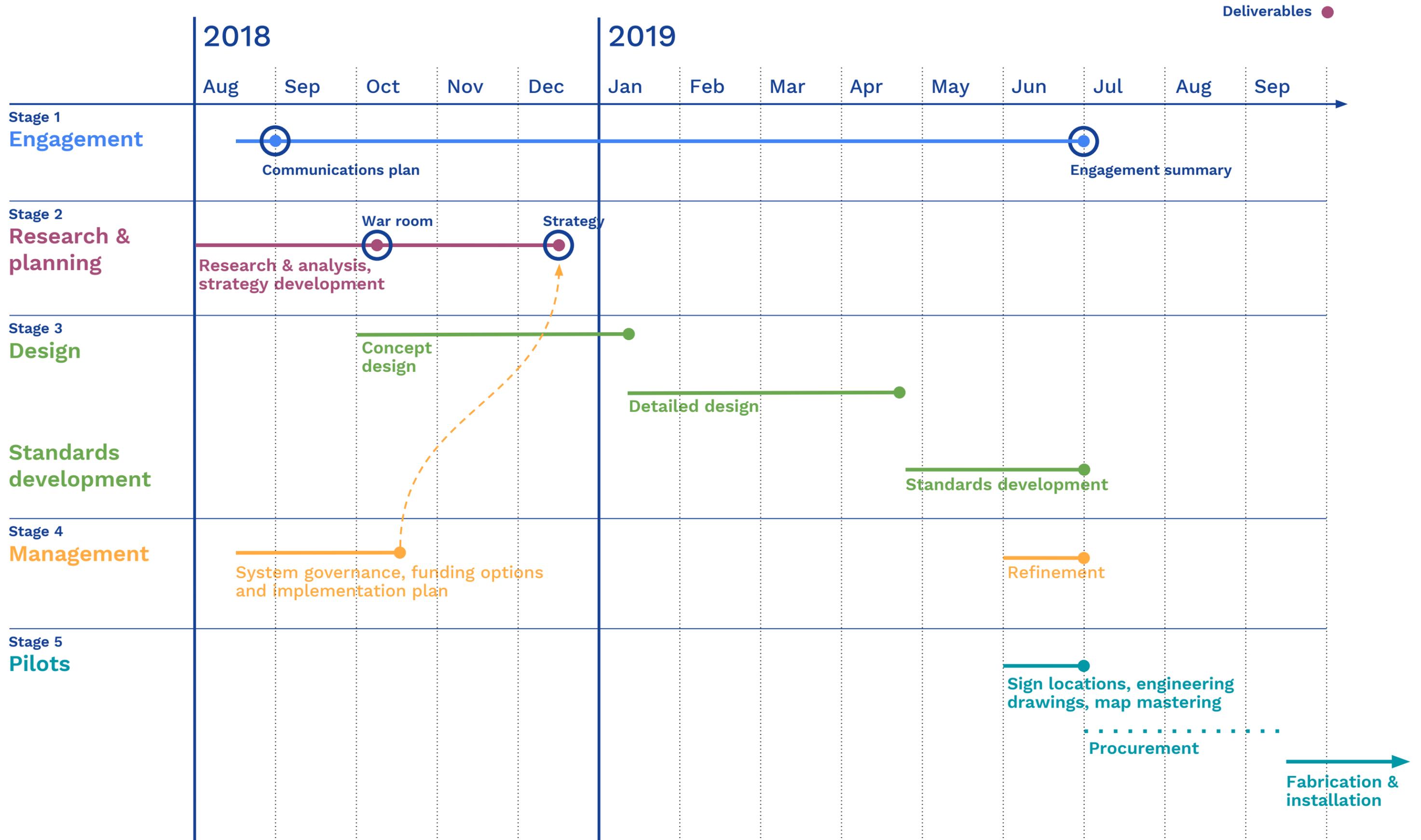
Downtown Transportation Alliance

Commission for People with Disabilities

International Special Review District

Pioneer Square Preservation Board

Workplan



Governance and Management

Scope

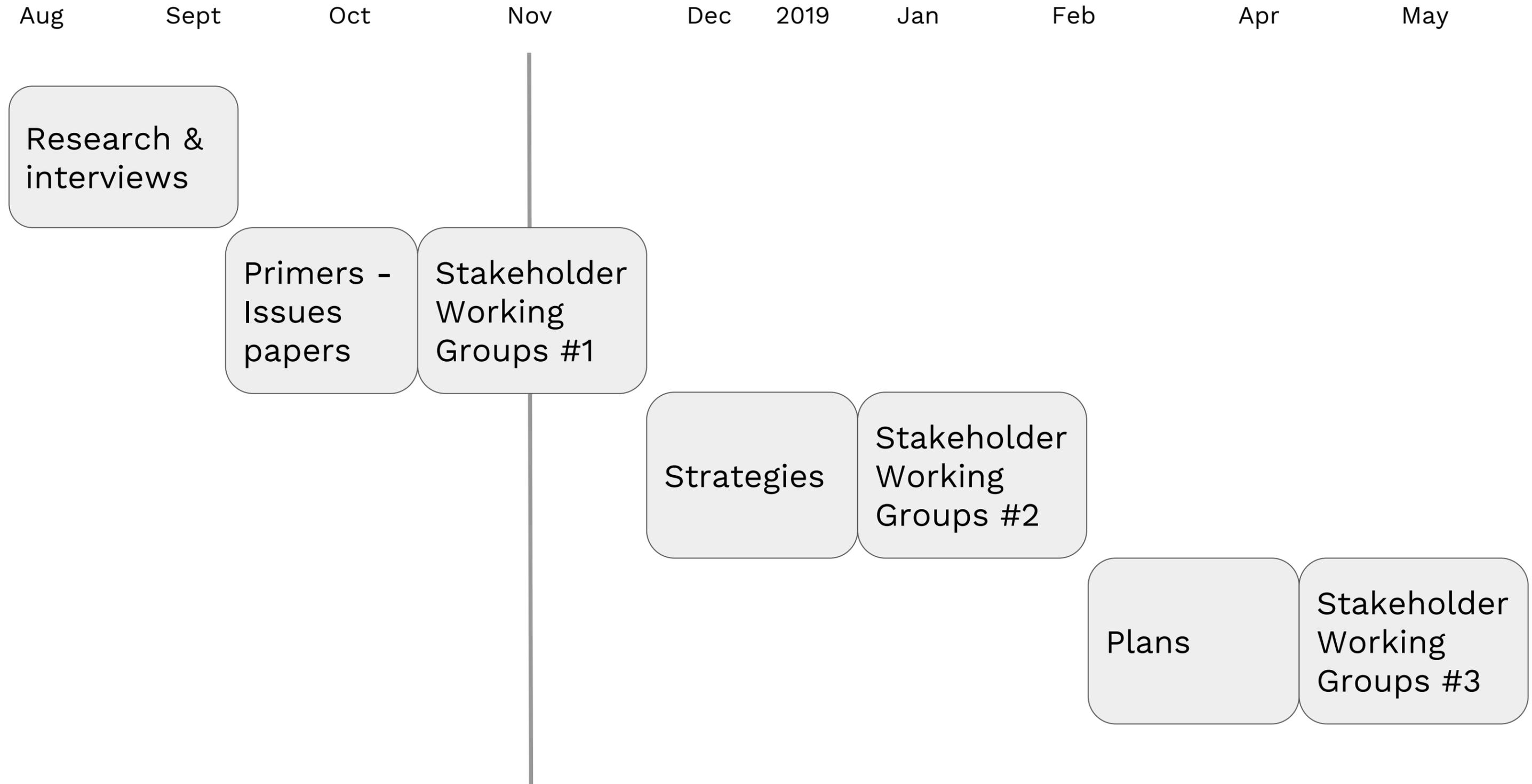
Governance, Asset Management and Finance

- Developing a sustainable partnership model to coordinate, fund and maintain wayfinding.

Implementation

- Agree priorities, phasing and criteria for introducing wayfinding across the city.

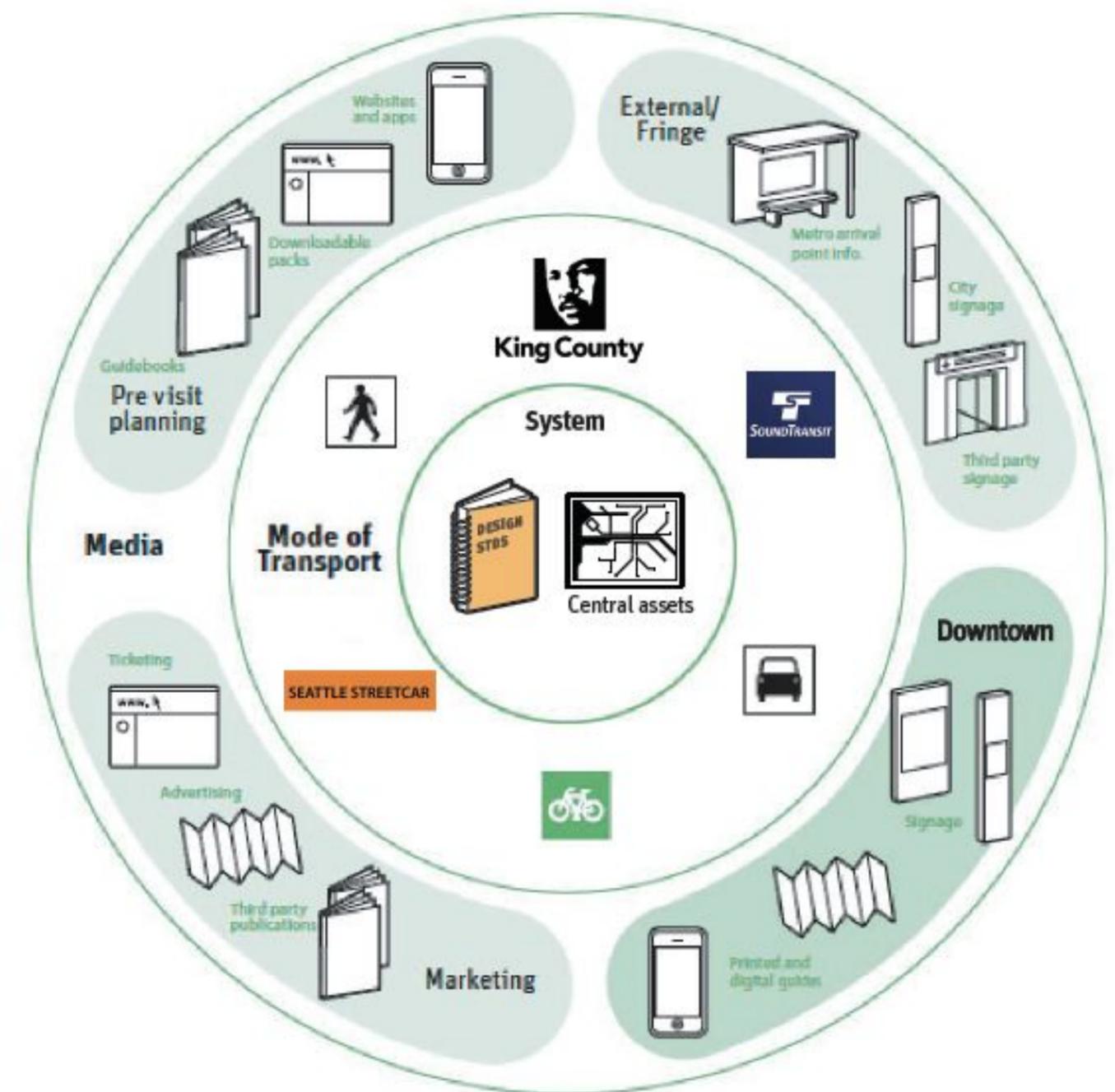
Process



Effective governance

Seamlessness connects user journeys across jurisdictions and requires:

- Common aims and standards
- Shared business case
- Collaborative planning and resourcing
- Agile processes to respond to change and opportunity



Governance models

Working group will consider the pros and cons of governance models including:

1. Top-down centralized
2. Top-down shared
3. Bottom-up shared
4. Partly commercial
5. Fully commercial

..and funding sources including:

1. Transportation - federal, state, city
2. Non-transportation public - recreation, economy, health
3. Private - development, advertizing, sponsorship, crowdfunding

Coordinating implementation

Delivery across diverse partners requires more than just funding

- Putting the users needs ahead of operational convenience
- Planned decision points rather than sign clutter
- Considering accessibility, consistency and reliability
- Maintaining content and respecting local character



Potential implementation models

Working group will consider the pros and cons of models including:

1. Geographic expansion from downtown
2. Connect transit nodes and walksheds
3. Support choice during change e.g. tunnel and waterfront
4. Hybrid of 1, 2, or 3

Strategy

Why

Seattle intends to develop
an information system that
connects people to their
environment and each other

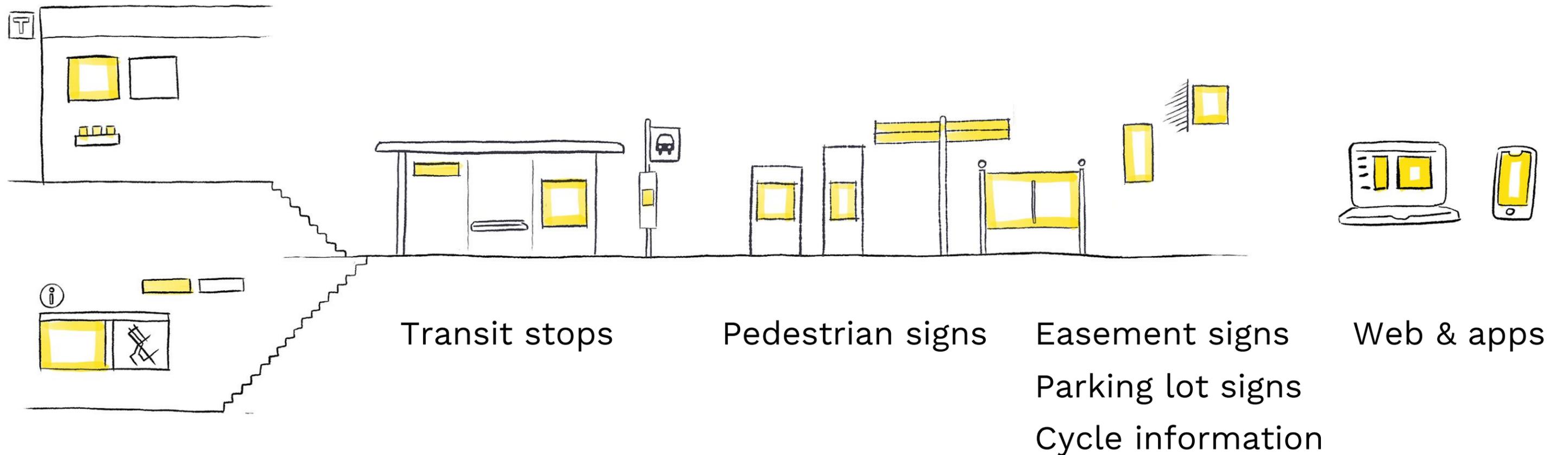
What

A single, coherent wayfinding system that supports **all people and communities**, that integrates with all modes, can be accessed through any media, and is made available to third parties to integrate with their own collateral

City system

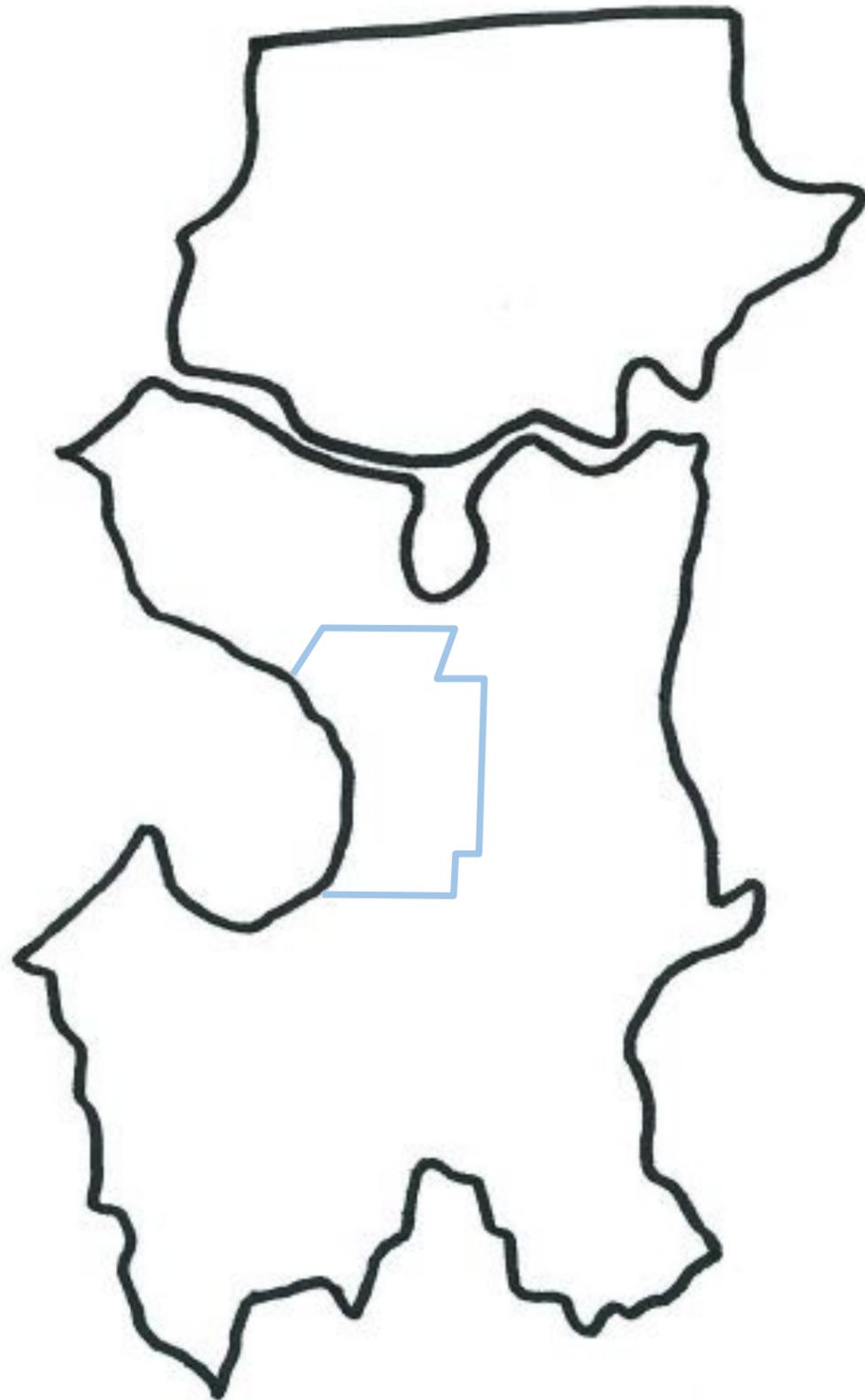
A single wayfinding system

Wayfinding will likely include the following on-street and transit touchpoints



Transit stations

City system



Citywide system

- Installed throughout the city with potential to extend to the wider region
- Local BIA's could support data maintenance (TBD)

Premium system

- Could be expressed through different materials
- Funded with third parties (TBD)
- Third party support data maintenance (TBD)

How

Five pillars of integration

Modal
integration

Community

Accessibility
integration

Digital

Third party
integration

Modal
integration

Community

Accessibility
integration

Digital

Third party
integration

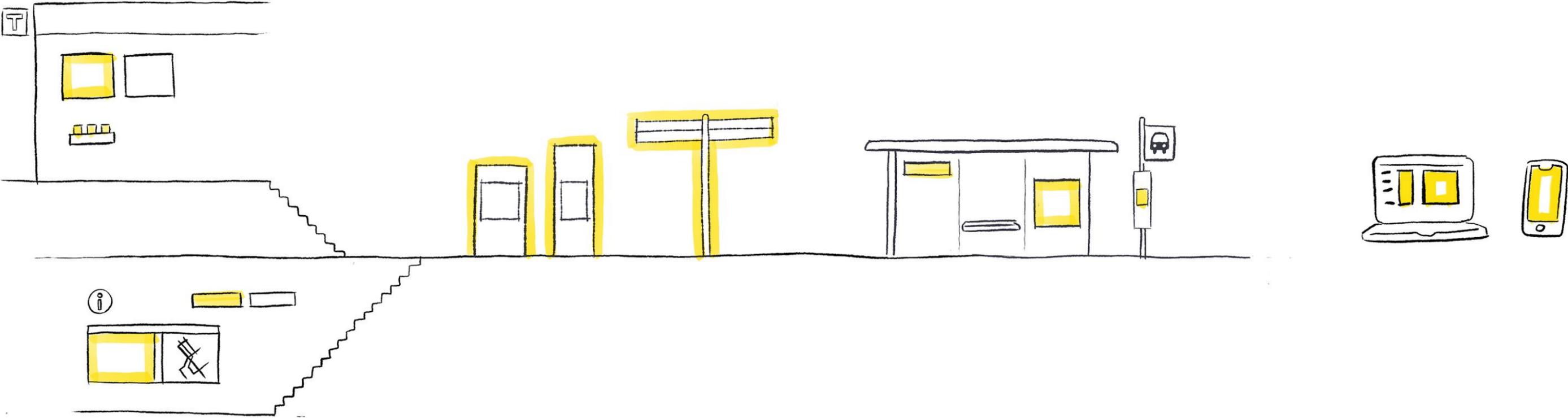
Modal integration

Metro stations

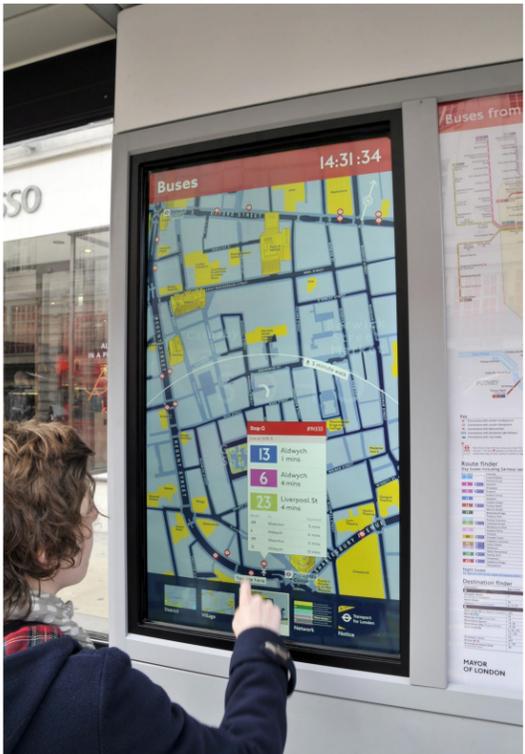
On-street walking & cycle system

Bus stops and stations

Online (mobile systems)



Modal integration



Way out →

Exit 2
Oxford Street
MARYLEBONE
 Cavendish
 St Christopher
 Wallace Collection
 Wigmore Hall

Buses towards
 Tottenham Court Road and Euston
 Piccadilly Circus and Trafalgar Square

Stop

ORFORD ROAD E17
 WALTHAMSTOW VILLAGE

← Ravenswood Wood Street Orford Road shops → Hoe Street

Modal
integration

Community

Accessibility
integration

Digital

Third party
integration

Community

Opportunity for creating local distinctiveness



Modal
integration

Community

Accessibility
integration

Digital

Third party
integration

Accessibility

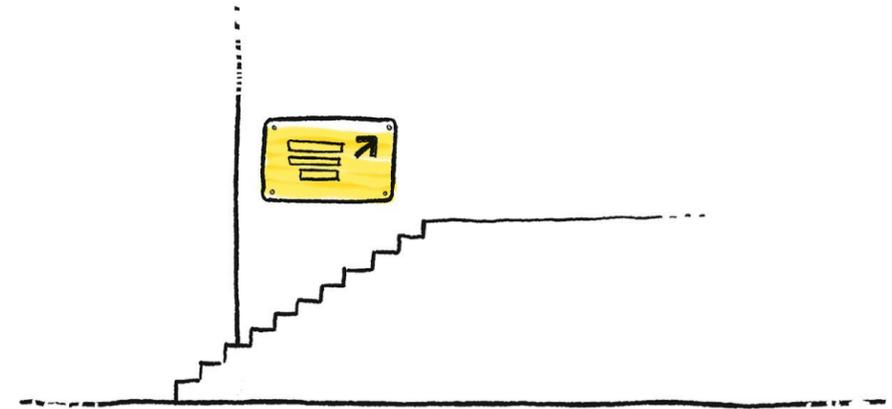
Beacon making sign locations clear

Accessible content embedded in mapping and directional information

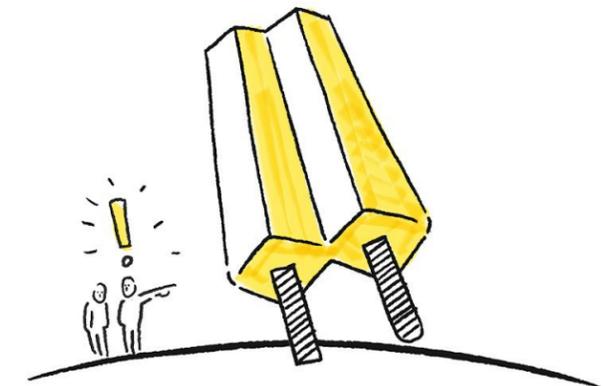
Floor marking making sign locations clear



Accessible routes through buildings clearly marked and described



Accessible route markers integrated within public realm



Integration of public art and landmarks to aid non-verbal wayfinding on street and on mapping

Sydney Australia



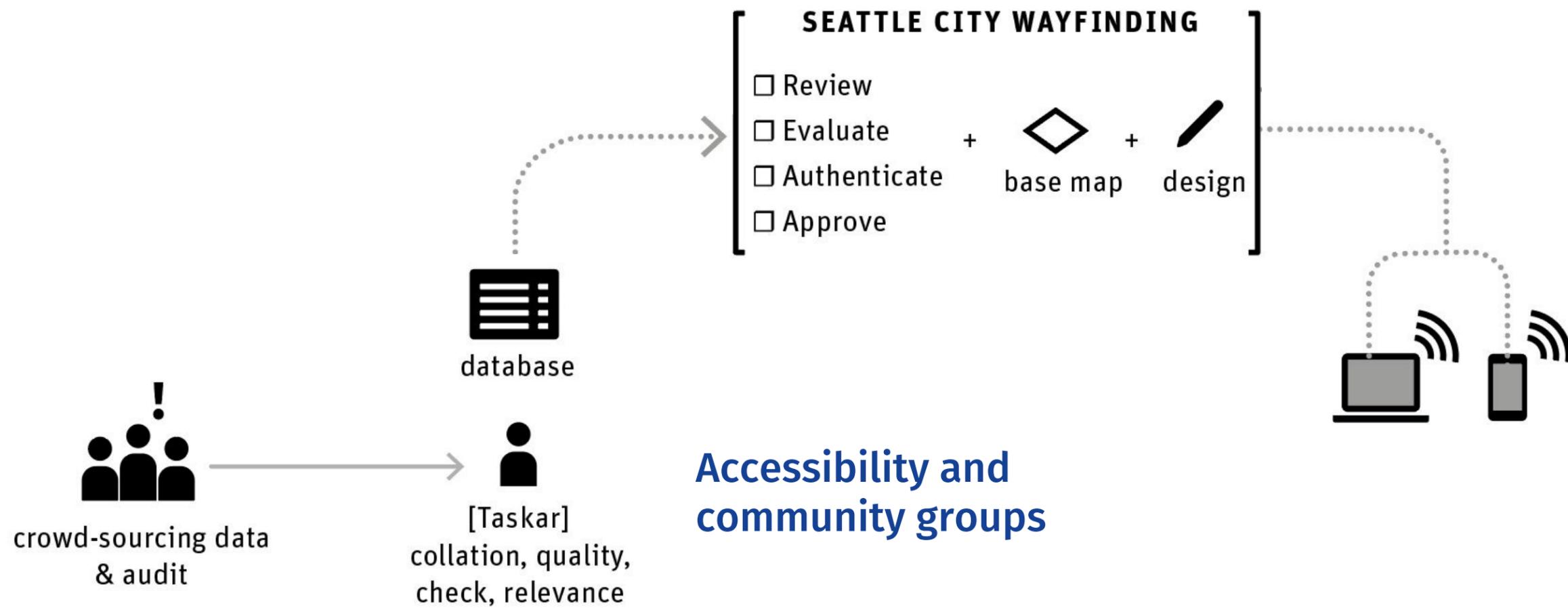
Modern 'street name plate' - Visible, legible, tactile and braille signs at signalized crossings and bus stops?

New York Central Park Access Map



- Accessible pathways
- Ramp gradients
- Distances
- Color blindness
- One handed use
- Toilets
- Ramped play structures
- Adaptive swings
- Accessible water features

Accessibility



Accessibility and
community groups

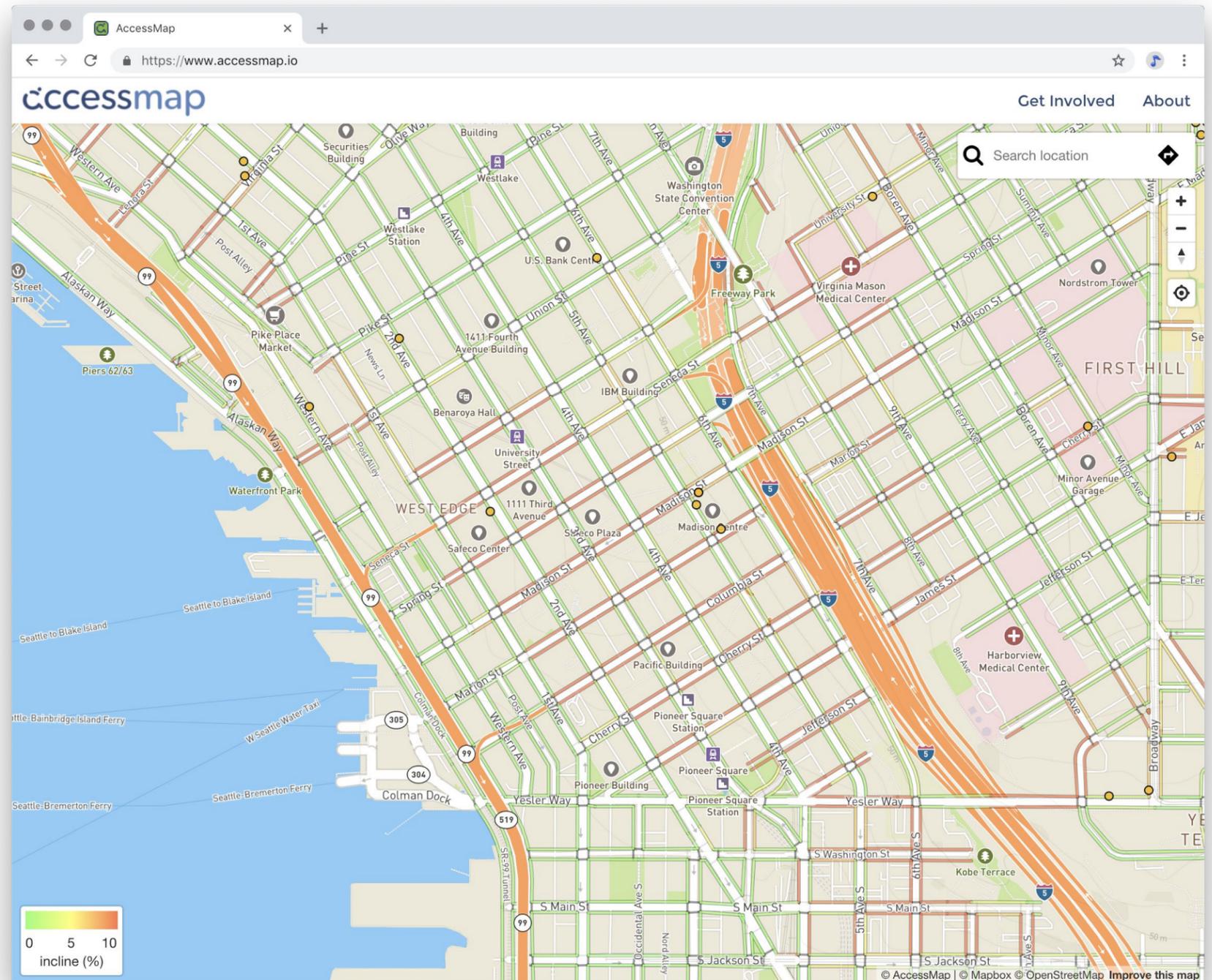
Accessibility

**Steepness, curb ramps,
surface conditions,
construction info**

AccessMap uses data from

- Mapbox / OpenStreetMap
- SDOT
- UW, Data Science for Social Good
- US Geological Survey

<https://www.accessmap.io/>



Five pillars of integration

Modal
integration

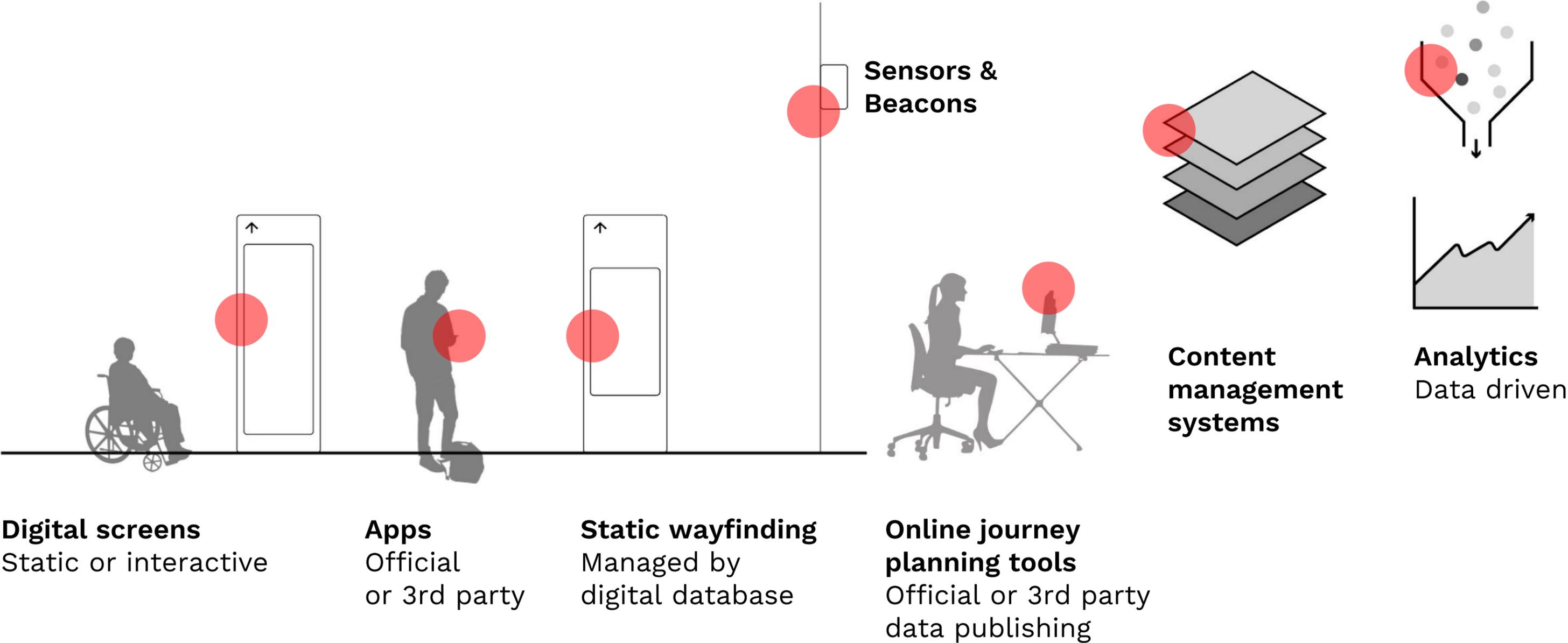
Community

Accessibility
integration

Digital

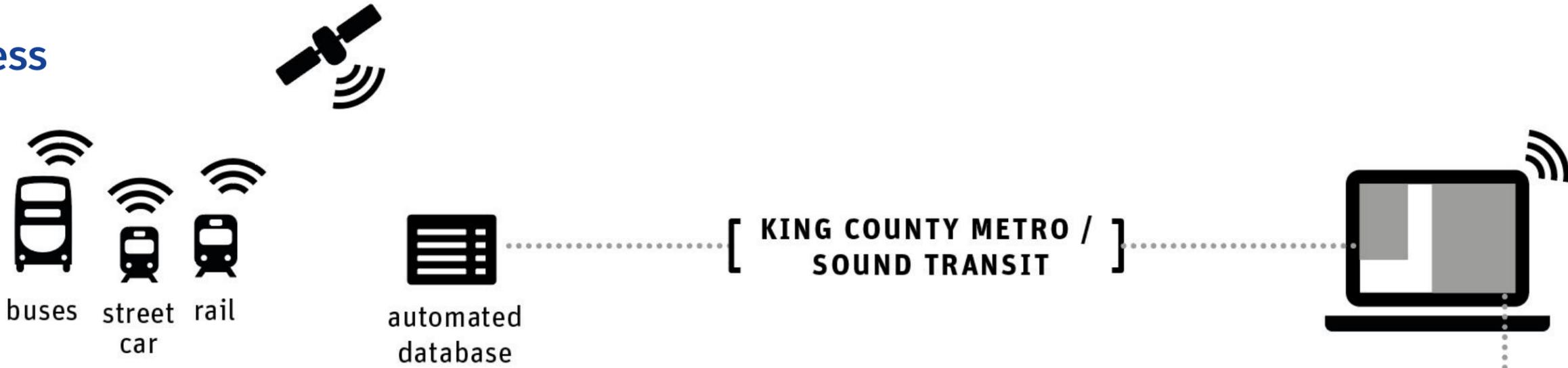
Third party
integration

Digital

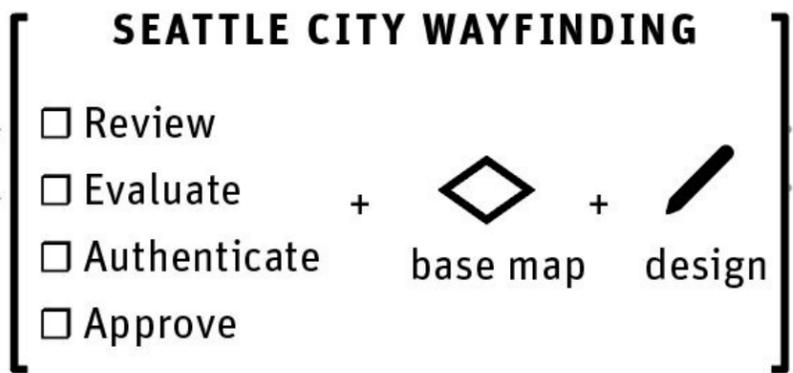
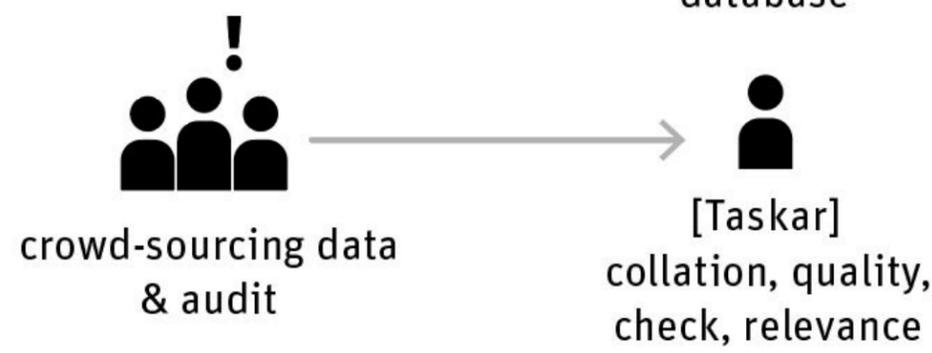


Digital

Partner process



Third Party process



Five pillars of integration

Modal
integration

Community

Accessibility
integration

Digital

Third party
integration

Third party integration

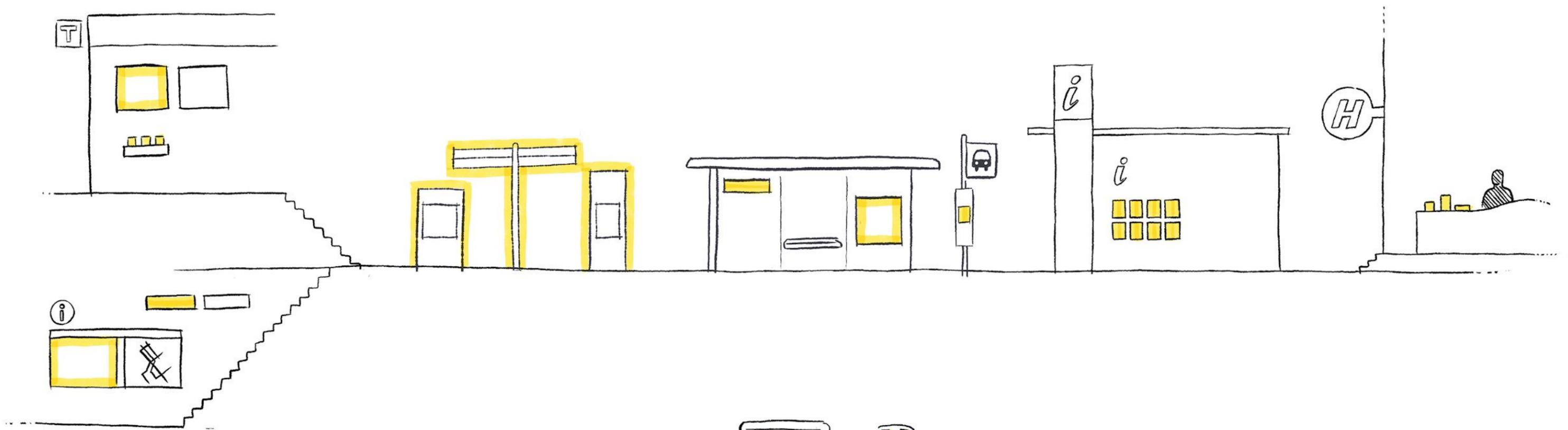
Metro stations

On-street system

Bus stops and stations

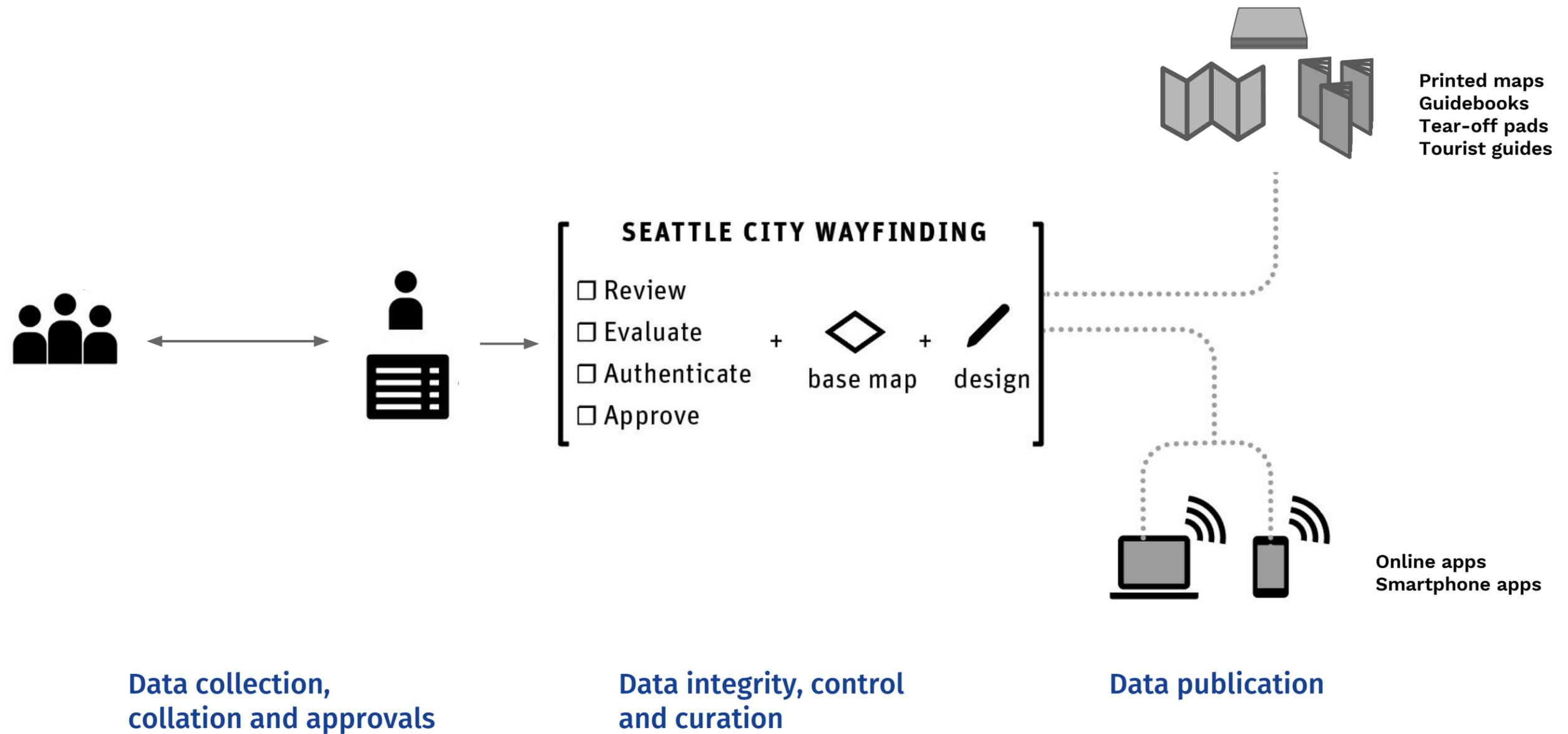
Tourist information

Third party destinations



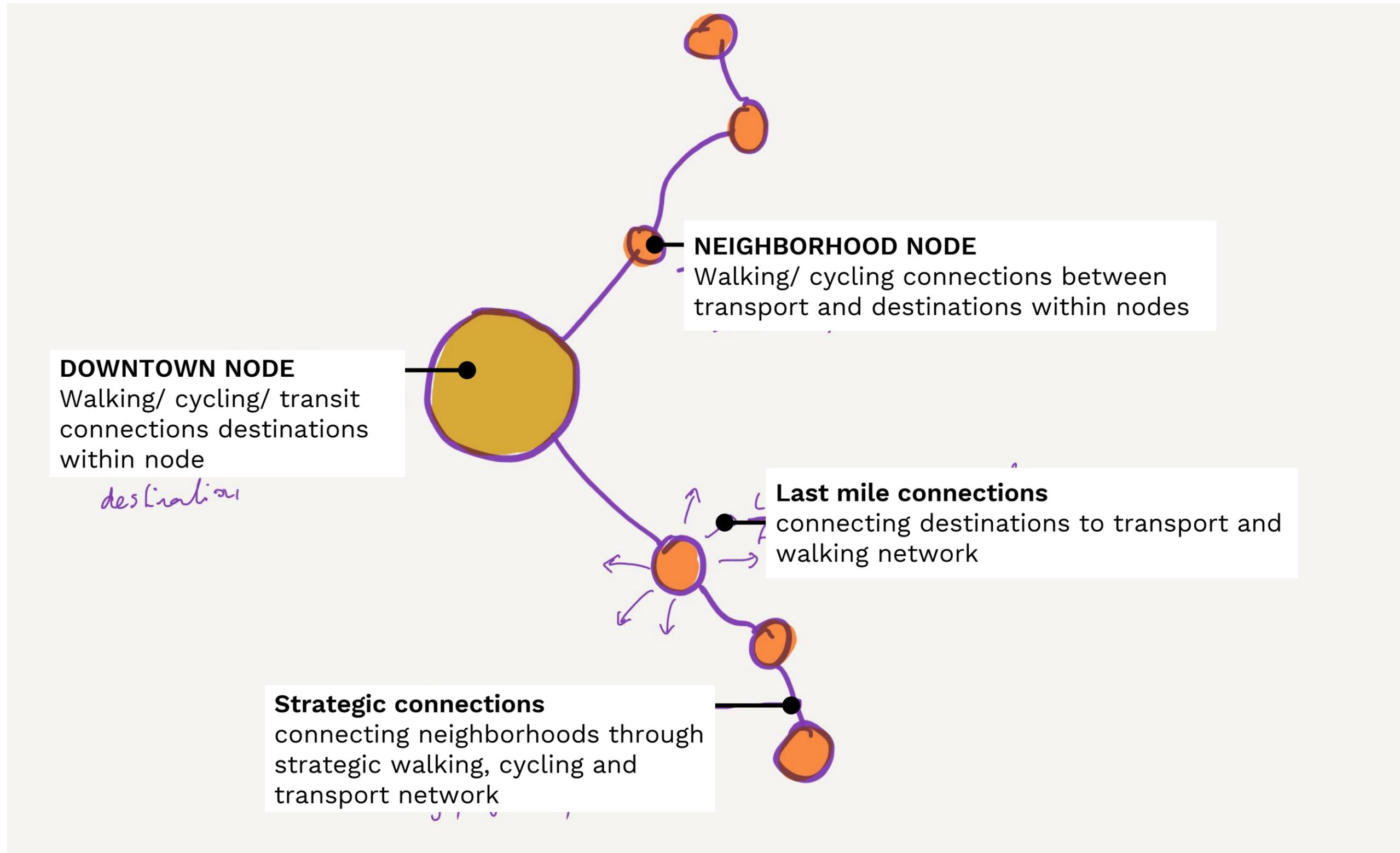
Online
(mobile systems)

Third party integration

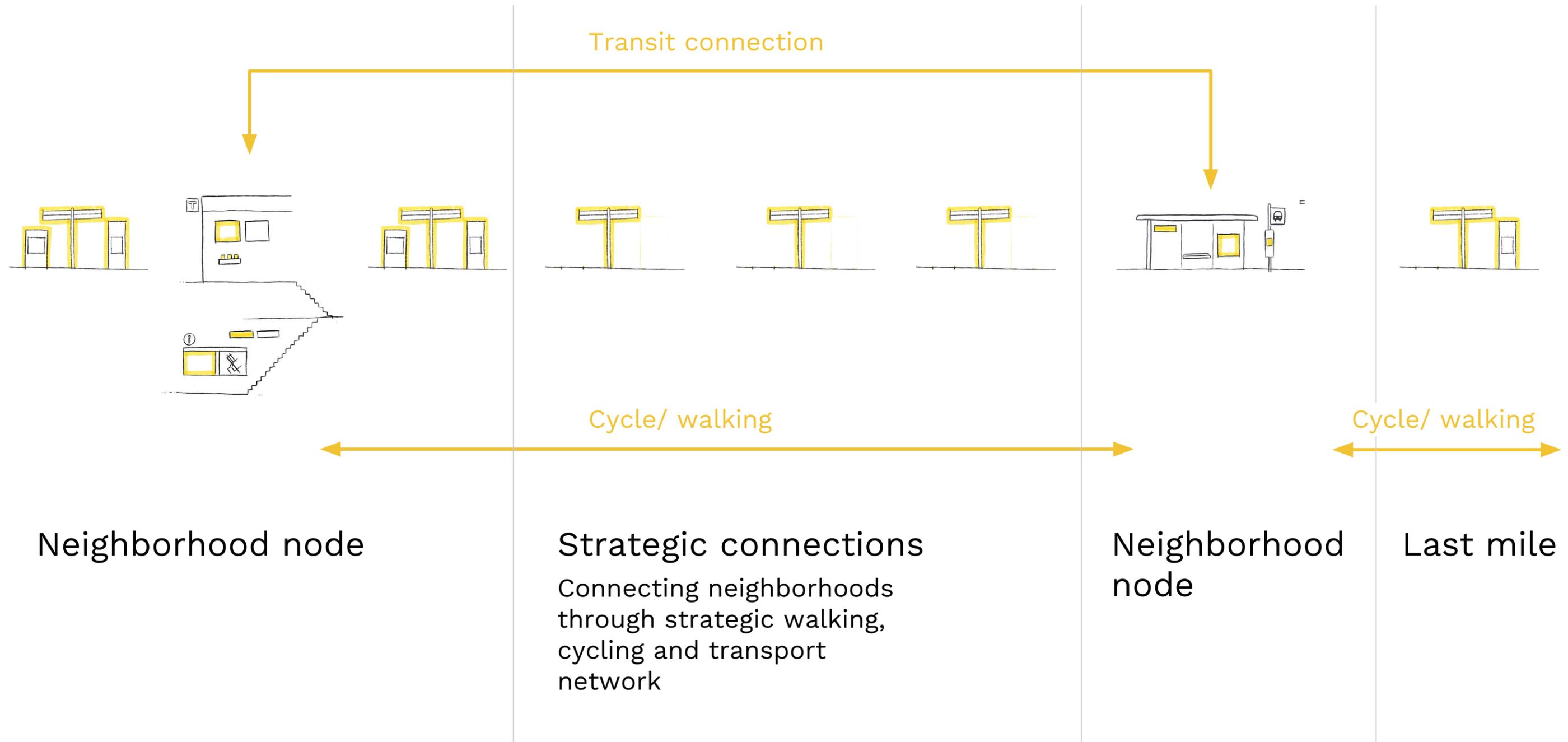


Information concepts

Strategic concept



Strategic concept



User scenarios

User scenario A



Miguel

- An individual who speaks Spanish
- In Seattle to visit friends, see the city and eat food
- They have low vision and suffer with disorientation
- Exploring the city on foot
- Education is medium

Additional:

- Male
- Staying with friends in Capitol Hill
- He's been told about the great seafood and variety of cuisine at Pike Place Market and would like to visit the market, he'd like to explore some of Seattle on his walk there
- He goes via Freeway Park and the Waterfront

Questions:

- What does 'low vision' mean
- How accessible are Seattle destinations to those with low vision
- What sights could he visit?
- Does he speak any English
- How does he find out about Freeway Park/Waterfront

User scenario B



Family gathering with some family members visiting from Germany. Mixed group with varied interests.

- A group (15+) of German speaker
- They are going shopping and have a specific destination in mind
- Some members of the group have reduced mobility and fatigue
- They have some knowledge of Seattle and low education
- They are taking a multi-modal journey

Additional:

They are staying in an AirBnB near Green Lake

They've rented the whole house so family members can come and go as they please. The house is equipped for children with a big garden and is close to Green Lake and the Zoo.

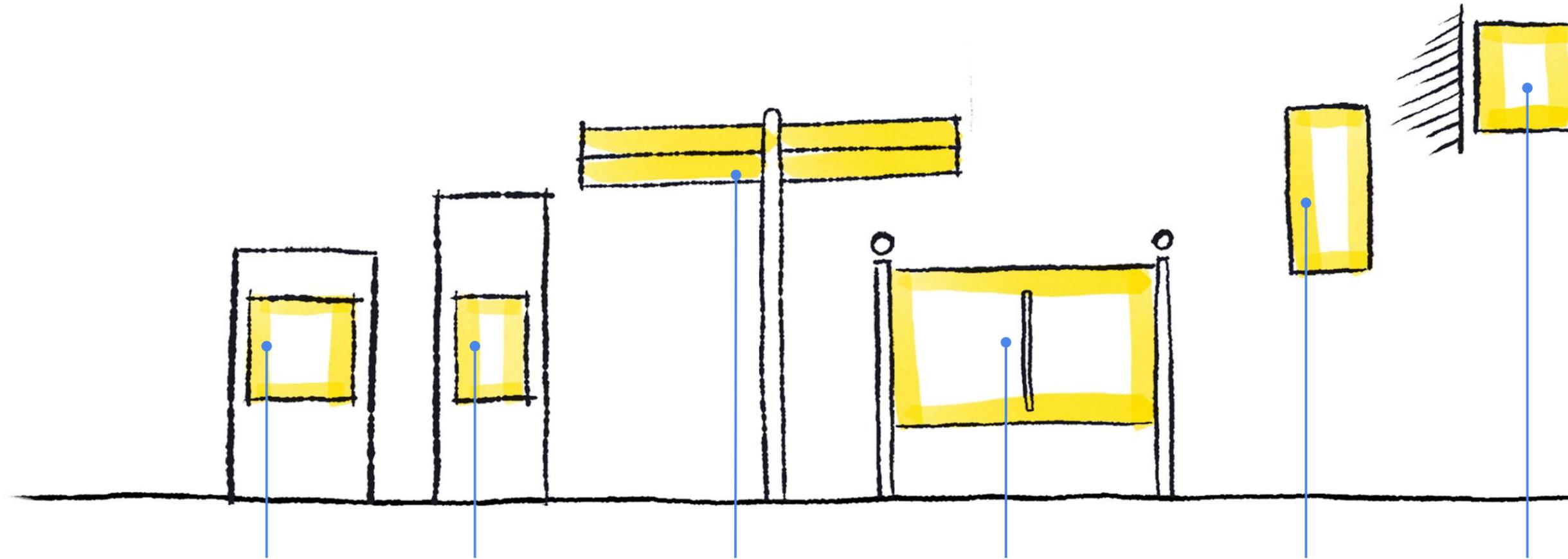
They want to do some shopping but it's raining so they look for somewhere indoors that will have enough shops to suit everyone. The Westlake Center is suggested

Travel by (link), /bike

How do they plan their route?

Do they speak/understand English?

Development of sign family



Sign type	Welcome	Area	Fingerpost	Interpretive	Route description	Route marker
Function	Provides a welcome to the area, describes what there is to do and how to move around	Provides information to navigate local area and find places	Provides information to navigate local area and find places	Provides local area knowledge about a place	Provides details about the onward route, to help people understand if it is appropriate	Marks entrance to hidden routes
Location	Major transport hubs, major nodes in key neighborhoods	Decision points in busy environments with high density of destinations, routes or journey choices.	Decision points in environments with low density of destinations, limited routes or journey choices; as a last mile homing beacon; as route confirmation	Key nodes in areas in which community, historical, cultural, commercial, or social stories can be articulated and enrich people's understanding of places.	Decision points where route passes through areas outside of city control, such as buildings or transport stations	Entrance to hidden routes such as through areas outside of city control, such as buildings or transport stations
Content	Neighborhood map, local walking map, strategic journey options	Local walking maps, local journey options	Directional content to specific destinations or to an adjacent neighborhood via a support route	Images, maps, stories (editorial copy) describing community, historical, cultural, commercial, or social stories.	Opening hours, degree of difficulty, length of route, ownership or management of route, contact details	Walking person/wayfinding system identity marker

Progress update

- Engagement
 - Communications Plan complete
 - Focus groups complete
- Strategy
 - Stakeholder discovery meetings complete
 - Accessibility stakeholder interviews ongoing
 - Research complete
 - Governance strategy drafted
 - User scenarios underway
 - System development (sign typology) underway
 - Digital strategy in progress
- Design
 - Concept design exploration begun
- Pilot areas identified and audited

Next steps

- Deliver draft Wayfinding Strategy December
- Concept Design in January
- Next working groups in January

Thank you!

Questions/Discussion