

DRAFT July 2019

Pedestrian Wayfinding Engagement Summary



Seamless Seattle

This document is a part of a wider suite that has been produced as part of the development of Seamless Seattle, a pedestrian wayfinding system for the City of Seattle.

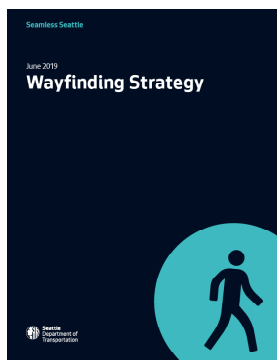
The system is being planned for wider roll-out but is initially being implemented in two downtown pilot areas at Jackson and at Westlake in late 2019.

This suite of documents captures the strategic recommendations, standards and guidance produced in order to guide the pilot implementation and support wider implementation.

Though the documents can be read individually, it is recommended that the suite is read in its entirety to benefit from a thorough understanding of the thinking and process behind the development of the project. The key documents cover the system-wide approach and recommendations while the supporting documents focus on the detailed application within the pilot areas.

The project is being delivered by a specialist wayfinding consultant team led by Applied Wayfinding with Alta Planning + Design providing local planning and design expertise, and 3 Square Blocks who specialize in engaging communities in public planning projects.

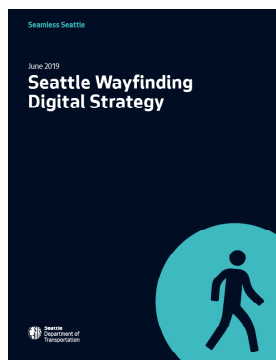
Key documents



Strategy

Summary of strategic recommendations and planning standards. Includes:

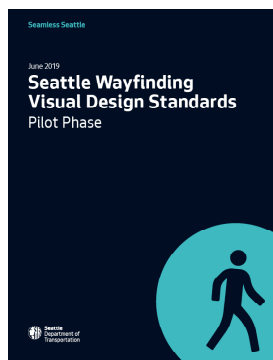
- Principles
- User scenarios
- Asset selection
- Naming
- Routing & placement
- Sign typology



Digital Strategy

Recommendations for the approach to using digital tools to deliver, manage and maintain the system beyond the pilot phase. Includes:

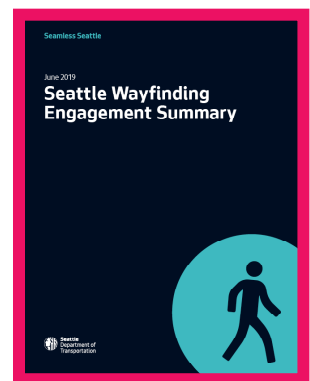
- Open Wayfinding Platform
- Implementation Plan
- Accessibility initiatives



Visual Design Standards

Design specification for the pilot elements. Includes:

- System Identity
- Sign Information Design
- Map Design
- Product Design
- Design Intent Drawings



Engagement Summary

Summary of stakeholder and public engagement that shaped the strategy and design of the pilot program, including:

- Engagement methods
- Participants and organizations consulted
- Feedback gathered
- Full record of meetings

This document

Supporting documents



01 Asset Selection Criteria

Explains the criteria used to determine the inclusion of assets in mapping and directional content. Includes:

- Categorization of assets
- Illustrated assets
- Master list of assets for inclusion



02 Sign Content Rational

Explains how assets identified in the Asset Selection Criteria should be applied to directional content. Includes:

- Guidance on prioritizing content
- Sign addressing
- Use of icons



03 Sign Placement and Clutter Reduction

Summary of the steps required to determine sign placement and identify street furniture for removal. Includes:

- Guidance on developing a Priority Route Network
- Overview of sign types
- Sign placement rules



04 Accessibility Summary

Overview of the accessible components of the wayfinding system. Includes:

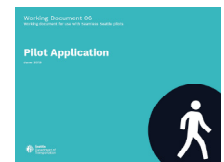
- Map content
- Use of Braille and tactile
- Future opportunities



05 Naming Consultation Summary

Summary of the Westlake and Jackson Pilot naming consultations. Includes:

- Neighborhood naming
- District naming
- Naming maps



06 Pilot Application

Summary of the pilot schemes to be implemented in Jackson Street and Westlake. Includes:

- Sign placement plans & quantities
- Detailed sign locations
- Sign content schedules

Contents

The following document presents agreed design specifications for a suite of sign and map designs that form part of the development of the Seattle Wayfinding Visual Design Standards (Pilot Phase).

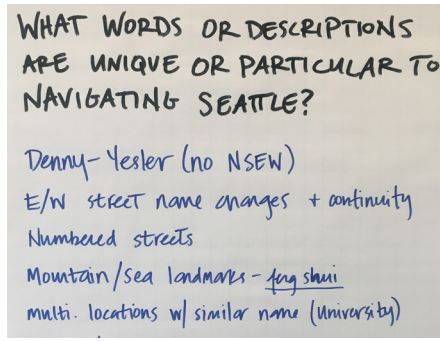
The document formalizes design work previously completed by Applied Wayfinding, Alta Planning + Design and 3 Square Blocks, including development presented as part of Concept and Detailed Design phases.

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Engagement Summary

Important elements of Seamless Seattle include understanding what wayfinding information should tell people about Seattle and how a system can be funded and maintained by the agencies who will benefit from it. To achieve this, the Project Team engaged diverse members of the public and end-users as well as technical experts and decision makers from transit, tourism, business, heritage groups, and other local organizations. This transparent and robust listening process helped shape a well-supported strategy and design for Seamless Seattle.



Methods & Participants

To meet SDOT's goal of developing a legible, inclusive, and consistent citywide wayfinding program, the Project Team gathered staged input from stakeholders and the public in lieu of a traditional open-house style approach. The groups outlined below comprised the framework for the project's rigorous and far-reaching engagement process. See Appendices for a full record of focus groups, meetings, briefings, interviews, and workshops.

The Stakeholder Advisory Committee was comprised of decision makers within their respective organizations representing the City, transit agencies, tourism, design, historic preservation, community organizations, business chambers etc. This group advised on project delivery, design criteria, naming, system development, prototypes, and stewardship of the project to ensure long-term execution, and provided feedback on final concepts and designs.

- Tracy Krawczyk, SDOT
- Cristina VanValkenburgh, SDOT
- Molly Marsicek, Community Transit
- Kathy Walton, Pierce Transit
- Matt Hansen, KCM
- Amy Wallsmith, Pike Place Market
- Deborah Daoust, Seattle Center
- Jacqueline Gruber, DSA
- Rob Leslie, Visit Seattle
- Zachary Howard, WSDOT
- David Ramsay, Feet First
- Brian Ferris, Google
- Kathleen Johnson, Historic South Downtown
- Peggy Martinez, Creative Inclusion
- Benjamin de la Pena, SDOT
- Jamie Lee, SCIDPDA
- Megan Ching, Monorail
- Susanne Rockwell, SPR
- David Driskell, OPCS
- Erin Goodman, SODO BIA
- Anat Caspi, Taskar Center for Accessible Technology
- Liz Stenning, Alliance for Pioneer Square
- Daniel Johnson, WSCC
- Riisa Conklin, Freeway Park
- Celeste Gilman, WSDOT
- Devin Reynolds, Ballard Alliance
- Wesley King, Sound Transit
- Monica Ghosh, WSOT
- Carrie Avila-Mooney, Sound Transit
- Peter Bloch-Garcia, OED
- Jillian Celich, SODO BIA
- Broch Bender, WSDOT
- Marie Ellingson, Port of Seattle
- Courtney R, Port of Seattle
- Linda Willanger, WSCC

The Interagency Steering Team included representatives from the City, Sound Transit, and King County Metro with the capacity to make major direction-setting or strategy decisions regarding pedestrian-transit wayfinding coordination. This group identified ongoing funding, governance, and finance needs to support the program, including decisions regarding GIS, design, street furniture, maintenance, compliance, income generation, etc. [Names needed]

Interagency Working Groups brought together agency technical staff to provide feedback on draft concepts, planning proposals, and design proposals during development process. These groups focused on four overarching topics: Finance, Asset Management, Governance; Product Design, Visual Design, Accessibility; Implementation Planning; and Digital Strategy.

- Curtis Ailes
- Beverly Barnett
- Theresa Barreras
- Don Blakeney*
- Karen Braitmayer
- Suzy Brunzell
- Emily Burns
- Brent Butler
- Megan Ching
- Evan Corey
- Spencer Cotton
- Holly Delcambre
- Michael Davis
- Naomi Doerner
- Chris Eilerman
- Robin Ford
- Seth Geiser
- David Graves
- Jacqueline Gruber
- Staci Haber
- Alex Hagenah
- Matt Hansen
- Erin Harris
- Brian Henry
- Derek Holmer
- Zack Howard
- Brock Howell
- Anne Marie Jehle
- Wesley King
- Steve Lewis
- Chad Lynch
- Emily Mannetti
- Susan McLaughlin
- David Miller
- Joel Miller
- Lizzie Moll
- Emma Nadolny
- Lenny Orlov
- Garry Papers
- Adam Parast
- Steve Pearce
- Ashley Rhead
- Susanne Rockwell
- Allison Schwartz
- Mike Shaw
- Ben Smith
- Jim Storment
- Mell Toy
- Mayumi Thompson
- Candace Toth
- Sara Walton
- John Morrison
- Winters
- Sara Zora



Focus Groups provided in-depth user perspective from underrepresented groups and those who have first-hand knowledge of wayfinding challenges. These groups were comprised of Department of Neighborhood Community Liaisons, representatives from Seattle’s ADA community, residents of Chinatown-International District and other end users.

- Vanessa Carey
- Regina Chae
- Rositer Chan
- Hailing Cheng
- Shuet Ching Tam
- Brien Chow
- Steve Fehrer
- Erin Fitzpatrick
- Nina Forsyth
- Goldie Gendler Silverman
- Anna Hau
- HuiXian He
- Sophia Ho
- Chiang Hua Liu
- Zhu Hua Huang
- Rayman Hui
- Melanie Ito
- Kayla Jan
- Steve Kinsella
- Beth Ku
- Pei Lan Wu
- Betty Lau
- Linda Li
- Angela Li
- MeiJuan Li
- Huiyi Li
- Henry Liu
- Kara Luckey
- Feng Ming Shen
- Bryce Montgomery
- Jocelyn Moore
- Joanna Papke
- Kathleen Perez Martinez
- Yu Qiong Liu
- Lauren Ross
- Liz Rush
- Zeng Sa
- Selena Scarsiotis
- Seth Schromen-Wawrin
- Raye Schwarz
- Lizhen Situ
- Aric Skurdal
- Kam Tai Zhun
- William Tan
- Andrew Tran
- Dewey Webster
- Lici Wu
- Ronghuan Xu
- Yuzhu Xu
- Qiu Yun Zheng
- Mohamud Yussuf
- Yun Zhao
- Lan Zhen Chen
- Yi Zhen Liang



The Reference Panel was comprised of a representative group of participants from the Focus Groups who had first-hand knowledge of wayfinding challenges and were able to provide structured input from underrepresented groups through planning and design charrettes.

- Erin Fitzpatrick
- Zhu Hua Hang
- Kayla Jan
- Nancy Karason
- Linda Li
- Henry Liu
- Lauren Ross
- Seth Schromen-Wawrin
- Raye Schwarz
- William Tan
- Stanley Tsao
- Dewey Webster



Pilot Site Working Groups engaged communities and agencies affected by the Jackson Hub and Westlake Hub pilot programs to share local knowledge to ensure the pilot programs represent local character and address local needs.

Jackson Hub Pilot Site Working Group

- Curtis Ailes
- Michael Austin
- Leslie Bain
- Brien Chow
- Carter Danne
- Maya Hayashi
- Derek Holmer
- An Huynh
- Kayla Jan
- Kathleen Johnson
- Beth Ku
- Betty Lau
- Quyhn Pham
- Sara Pizzo
- MaryKate Ryan
- Naomi Saito
- Liz Stenning
- Candace Toth

Westlake Hub Pilot Site Working Group

- Megan Ching
- Riisa Conklin
- Adriana Fletcher
- Seth Geiser
- David Graves
- Jacqueline Gruber
- Matt Hansen
- Erin Harris
- Geoff Hatler
- Diane Holiday
- Derek Holmer
- Daniel Johnson
- Nancy Karason
- Wesley King
- Rob Leslie
- Emma Nodolny
- Victoria Schoenburg
- Barry Wegner
- Linda Willanger

The User Intercept Survey used cognitive mapping exercises to gather anecdotal insight from randomly selected individuals into the spatial arrangement and structures that people use to navigate.

Rapid Prototyping tested interim design prototypes with the public to gain early and efficient input to a dynamic design process.

Boards and Commissions were briefed throughout the project to collect input, generate early support and awareness for the project, and provide updates to interested and affected groups. A list of all organizations consulted is on the following page.



Organizations Consulted & Represented

Organizations Consulted Directly

- Alliance for Pioneer Square
- Commission for People with disAbilities
- Creative Inclusion
- Downtown Seattle Association Lunch & Learn
- Downtown Transportation Alliance
- International Special Review District
- King County Metro
- Pioneer Square Preservation Board
- Pedestrian Access Advisory Committee
- Seattle Pedestrian Advisory Board
- Seattle Department of Neighborhoods
- Community Liaisons
- Seattle Center & Monorail
- Seattle Parks and Recreation
- Seattle Waterfront
- Sound Transit
- Stadium Parking Access and Review Committee
- Taskar Center for Accessible Technology
- Transit Executives Mobility Partnership
- Washington State Department of Transportation and Washington State Ferries

Organizations Represented in Focus Groups, Reference Panel, Pilot Site Working Groups, Interagency Working Groups, War Rooms, and Stakeholder Advisory Committee

- Age Friendly seattle
- Alliance of People with disAbilities
- Amazon
- Bellwether Housing
- Chinese Family Association
- ChongWA
- Commute Seattle
- Everett Transit
- Fairmont Olympic Hotel
- Feet First
- Friends of Little Saigon Seattle
- Freeway Park Association
- Google
- Historic South Downtown
- Henry Liu's Set for Success program
- Hostelling International Seattle at the American Hotel
- InterIm CDA
- Jackson Hub Committee
- King County
- King County Metro Accessible Services
- Macy's
- Market to MOHAI
- Metropolitan Improvement District
- Pike Place Market
- Seattle Chinatown International District PDA
- Seattle Commission for People with disAbilities
- Seattle LightHouse for the Blind, Inc.
- Seattle Office of Planning & Community Development
- Seattle Soundsteps
- SODO Business Improvement Association
- Thompson Seattle
- University of Washington
- Visit Seattle
- Washington State Convention Center
- Westin Seattle
- Wing Luke Museum



What We Heard

Through this series of surveys, interviews, working and advisory groups, briefings, and focus groups, the Project Team successfully generated interest in a citywide wayfinding program among diverse participants. In addition to actively shaping the product of this first phase of work, participants set a positive, collaborative tone for future phases. While the Project Team collected an extensive body of feedback (see Appendices), strong interest emerged in the following key areas:

1. Investing in a high-quality wayfinding system to inspire a sense of ownership among users and residents
2. Reducing on-street clutter
3. Increasing utility through a high level of coordination between partners
4. Building a citywide digital map (among public and accessibility groups in particular)
5. Supporting equity and accessibility through a citywide wayfinding system

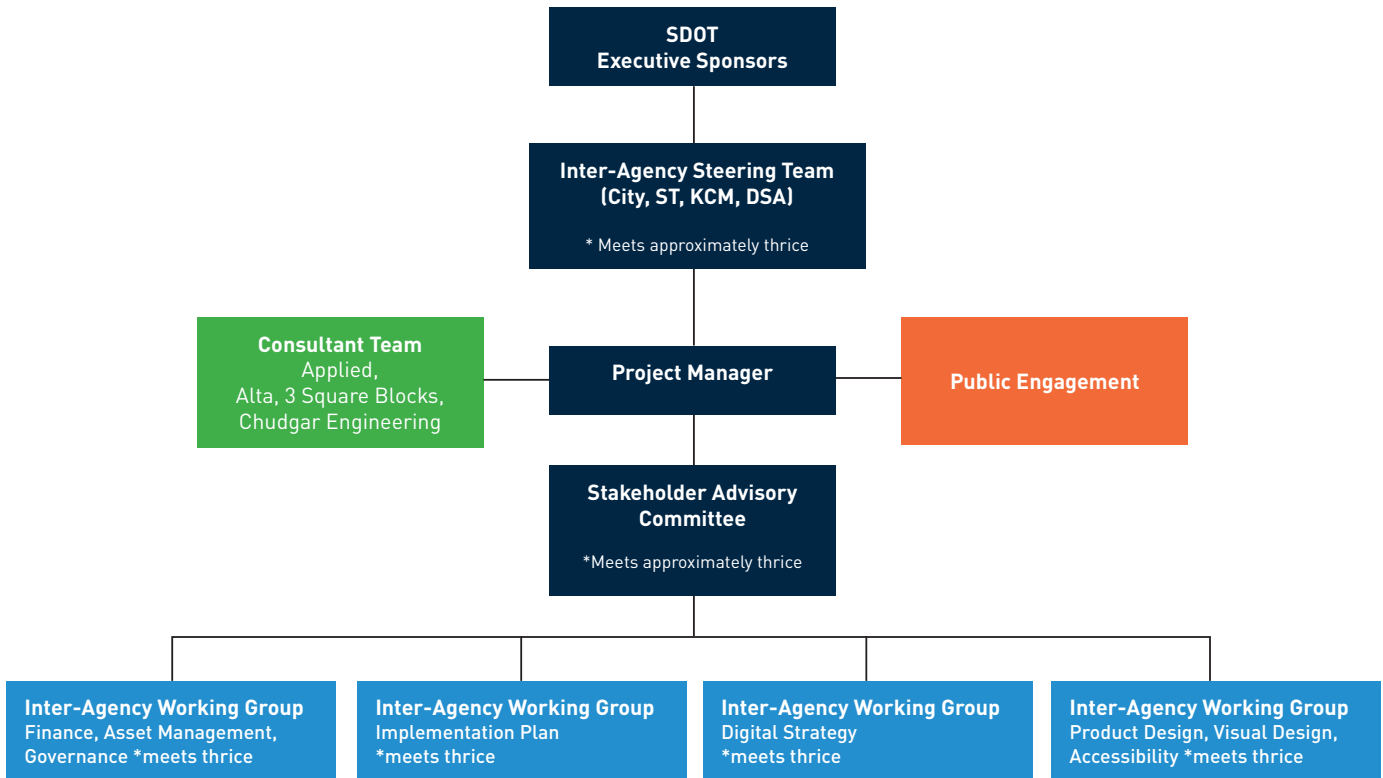
Furthermore, this process identified several potential first adopters, including Market to MOHAI, Swedish First Hill Mile Loop, Freeway Park, and the Washington State Convention Center. For a full record of what was heard at stakeholder and public meetings, see Appendices.

Appendices

Included in these appendices are detailed notes from the focus groups, meetings, briefings, interviews and workshops that shaped the outcome of this effort. Intended as an historical document, notes appear as originally recorded at the time of each meeting and are organized by project phase (with the exception of Section 5: Briefings and Review Boards).

1	Phase 1: Project Kick-off	1.1	Project Organization Chart
		1.2	Communications Plan

1.1 Project Organization Chart



1.2 Communications Plan

SECTION 1 | INTRODUCTION

Project Overview

Over the next year, the City will be working with consultants to create a city-wide wayfinding system to encourage people to walk further and more often. The outcome of the project will be a pilot project, a set of design standards, and proposals for roll-out across the city. This project is funded through the WSDOT Transit Coordination Grant, and has agency support from Seattle Department of Transportation, King County Metro, Sound Transit, Pierce Transit, Community Transit, and the Downtown Seattle Association.

Important elements of the year-long project include understanding what the wayfinding information should tell people about Seattle, and how a system can be funded and maintained by the agencies who will benefit from it. To achieve this the consultants will work with the City to involve local communities, technical staff and decision-makers from transit, tourism, business, heritage groups, and other local organizations.

Project Goals

- Develop a legible, inclusive, consistent, city-wide wayfinding program
- Create and implement successful pilots
- Promote and increase tourism and the visitor economy
- Promote and increase active transportation (in accordance with the Pedestrian Master Plan)
- Promote the notion of city streets as open spaces (in accordance with the 2017 Parks and Open Space Plan)
- Provide a relatively economical pedestrian wayfinding solution (wayfinding for automobiles and bicycles already exists)

SDOT Team Roles

Aditi Kambuj, Project Manager
Gabriel Seo, Deputy Project Manager

Consultant Team Roles

Alta Planning + Design
Steve Durrant, Principle-in-Charge
Victoria Kovacs, Project Manager
Victor Salemann, Universal Design Lead
Deven Young, Design Advisor
Fred Young, Implementation Advisor

Applied Wayfinding
Ben Acornley, Creative Lead
Ellie Baker, Planner
Adrian Bell, Project Director
Åsa Berggren, Research & Planning
Tim Fendley, Digital Advisor
Hannah Kennell, Account Manager
Richard Simón, Planning Advisor
David Burdus, Universal Design Lead

3 Square Blocks
Rebecca Fornaby, Comm. & Stakeholder Support
Marcia Wagoner, Comm. & Stakeholder Lead

Chudgar Engineering Co.
Samir Chudgar, Structural Design Lead

SDOT Pedestrian Wayfinding Program | Communications Plan DRAFT 1

SECTION 2 | COMMUNICATIONS

Client-Consultant Communications

Project progress will be coordinated through bi-weekly update calls between the consultant PM, Adrian Bell, and client PM, Aditi Kambuj. Additional attendance by the wider consultant and client project team will be based on an as-needed basis depending on status and budget. Applied will provide notes of decisions and actions within 48 hours of update calls. While progress will be closely managed, Applied encourages open and direct contact with local offices and discipline leads to maintain an efficient flow of information under the compressed timeline.

Client Internal Communications

Project updates will be circulated in SDOT's weekly internal memo. Aditi Kambuj (PM) and Gabriel Seo (Deputy PM) will work to provide decisions and revisions within a week of receiving materials from the Consultant Team. For larger items, they will work with Executive Sponsors Tracy Krawczyk (Policy and Planning Director) and Cristina Van Valkenberg (Acting Transit and Mobility Director) to provide feedback within two weeks of receiving materials.

Consultant Internal Communications

Project progress will be coordinated through a weekly Consultant Team call. See [Google Drive folder \[Seattle 01 Seattle Wayfinding Program SHARED\]](#) for the following coordination documents:

- [Project Team Contact Sheet](#)
- [Seattle Project Team Coordination](#)

Stakeholder & Public Communications

SDOT will be responsible for stakeholder communications, including sending meeting invitations and sharing agendas and notes as needed. SDOT will maintain the project website using materials provided by the Consultant Team.

<https://www.seattle.gov/transportation/projects-and-programs/programs/urban-design-program/pedestrian-wayfinding>

(Short URL: www.seattle.gov/transportation/wayfinding)

SDOT will manage wayfinding@seattle.gov, which will be included on the website and relevant public-facing materials.

In addition to SDOT's Pedestrian Master Plan (PMP) listserv, the Pedestrian Advisory Board, DSA, and other stakeholder/partners may also serve as communication channels.

SDOT Pedestrian Wayfinding Program | Communications Plan DRAFT 2

1.02 Communications Plan

SECTION 3 | STAKEHOLDER ENGAGEMENT STRATEGY

Activity	Task	Group Members	Project Team Roles	Details
<i>Stakeholder Interviews</i>	Explore opportunities, challenges and aspirations for a more seamless and cost-efficient approach to public-facing information that makes walking, and walking as part of longer journeys, easier and more accessible	Agency representatives who have existing assets or interests in wayfinding and hence are critical to the integration, delivery and maintenance of a new city-wide approach Membership document	Member ID: SDOT Invitations: SDOT Follow-up: Alta/AW Scheduling: Alta/AW Interviewing: Alta/AW Materials: Alta/AW Documentation: Alta/AW	Late September/early October <i>Alta to schedule</i>
<i>Stakeholder Working Group</i>	<ul style="list-style-type: none"> Provide feedback on draft concepts, planning proposals, and design proposals during development process Stage decision making through the necessary City stakeholders 	Agency technical staff broken into working groups focused on <ul style="list-style-type: none"> Finance, Asset Mgmt., Governance Product Design, Visual Design, Accessibility Implementation Plan Digital Strategy Membership document	Member ID: SDOT Invitations: SDOT/DSA Follow-up: AW/3SB Scheduling: SDOT Facilitation: 3SB/AW Materials: Alta/AW Documentation: 3SB <i>Alta to attend</i>	Weeks of: 11/12/18 01/14/19 04/23/19 <i>See Workplan for details</i> Held at City Hall
<i>Stakeholder Advisory Committee</i>	<ul style="list-style-type: none"> Provide feedback on final concepts and designs Direct or advise on project delivery, design criteria, naming, system development, prototypes, and stewardship of the project to ensure long-term execution 	Roughly 20 "decision makers" representing the City, transit agencies, tourism, design, historic preservation, and business <i>See Membership document for details</i>	Member ID: SDOT Invitations: SDOT Scheduling: SDOT Facilitation: SDOT Materials: Alta/AW Documentation: SDOT	Weeks of: 11/19/18 02/04/19 05/20/19 <i>See Workplan for details</i> Held at City Hall or DSA
<i>Finance Sub Committee</i>	Identify ongoing funding, governance, and finance needs to support program, including: staffing, GIS, design, street furniture, maintenance, compliance, income generation, growth, etc.	Select members of the Steering Committee Membership document	SDOT	Weeks of: 11/12/18 04/15/19 <i>See Workplan for details</i> Held at City Hall
<i>Inter-agency Steering Committee</i>	This group could be convened on an as-needed basis when major direction-setting or strategy decisions regarding ped-transit coordination are needed.	SDOT, KCM, ST Membership document	SDOT	On as-needed basis

SDOT Pedestrian Wayfinding Program | Communications Plan DRAFT 3

SECTION 4 | PUBLIC ENGAGEMENT STRATEGY

Activity	Task	Group Members	Project Team Roles	Details
<i>User Intercept Survey</i>	Provide anecdotal insight into the spatial arrangement and structures that people use by describing their knowledge of the city through cognitive mapping exercises	30-40 randomly selected individuals in Seattle's outer neighborhoods to supplement those in the central area completed within the scoping study	Logistics: Alta Facilitation: Alta Materials: Alta/AW Documentation: Alta	August 2018 West Seattle University District
<i>Focus Groups</i>	Provide early user perspective from underrepresented groups and those who have first-hand knowledge of wayfinding challenges	8-10 participants/group SDOT-DON Focus Group A : Community Liaisons (CLs) (paid) SDOT Focus Group C+D: End Users (paid) and "Boots on the Ground" (paid) Membership document Selection matrix Focus Group A Concept paper	Member ID: SDOT Invitations: SDOT Logistics: SDOT Facilitation: 3SB Materials: Alta/AW Documentation: 3SB	SDOT-DON Focus Group A: Oct 9, 6-8pm, City Hall Focus Groups C+D: Oct 10, 2-4 pm and 5:30-7:30pm, Central Library
<i>Community Conversation/ SDOT-DON Focus Group B</i>	Provide early input on wayfinding uses, needs, priorities	20 Chinatown-International district community members (paid) Meeting planning documents	Member ID: DON/SDOT Invitations: DON/SDOT Facilitation: CLs/SDOT Materials: AW Documentation: SDOT	10/15/18 5-7pm, Hirabayashi Place
<i>Reference Panel</i>	Through planning and design charrettes, provide structured input from underrepresented groups and those who have first-hand knowledge of wayfinding challenges	5-6 selected participants from the Focus Groups representing a range of interests (paid participation) Membership document	Member ID: SDOT Invitations: SDOT Logistics: SDOT Facilitation: 3SB Materials: Alta/AW Documentation: 3SB	Weeks of: 11/12/18 12/17/18 04/15/19 <i>See Workplan for details</i> Held at City Hall
<i>Pilot Site Working Groups</i>	Provide local knowledge to define the pilot plan and better represent local character	Communities and agencies affected by the Jackson Hub and Westlake Hub pilot program	Member ID: SDOT Invitations: SDOT Logistics: SDOT Facilitation: 3SB Materials: Alta/AW Documentation: 3SB	Weeks of: 11/12/18 02/04/19 <i>See Workplan for details</i> Locations TBD
<i>Lunch and Learn at DSA</i>	Stay abreast with project development	Design, business, and resident community interested in tracking this project Membership document	DSA and SDOT	DSA TBD

SDOT Pedestrian Wayfinding Program | Communications Plan DRAFT 4

SECTION 5 | REVIEW BOARD STRATEGY

Board	Notes	Project Contact	Details
<i>Seattle Design Commission</i>	3 check-ins throughout project	SDOT	Check-in 1: October 2018 Check-in 2: TBD Check-in 3: TBD
<i>Seattle Pedestrian Advisory Board</i>	Intermittent check-ins to be determined by the Board	SDOT	Check-in 1: September 12, 2018
<i>International Special Review District Board</i>	Early briefing on project scope; potential pilot location; will need Board approval at a later stage	SDOT	November 13 tentative 5-7pm
<i>Pioneer Square Preservation Board</i>	Early briefing on project scope; potential pilot location; will need Board approval at a later stage	SDOT	Briefing 1: 10/3/2018 Other meetings TBD
<i>Downtown Seattle Association</i>	Regular coordination throughout project	SDOT, Alta	TBD
<i>Seattle Commission for People with DisAbilities</i>	3 check-ins throughout project	SDOT	TBD
<i>Downtown Transportation Alliance</i>	3 briefings throughout project	SDOT	TBD

2 **Phase 2: Research**

- 2.1 User Intercept Survey
- 2.2 Stakeholder Governance Interviews
- 2.3 War Rooms
- 2.4 Focus Groups

2.1 User Intercept Survey

Please refer to Wayfinding Strategy for a summary of the User Intercept Surveys.

2.2 Stakeholder Governance Interviews

Interviews with representatives from key organizations provided early insight into priorities and opportunities with potential project partners.

Matt Hansen, King County Metro
October 9, 2018

- Priorities include accessibility, particularly through the continued use of paper maps (data collected by Metro confirms that people still use paper maps).
- Opportunity exists to leverage existing relationship between Metro and City (current efforts include One Center City and Imagine Greater Downtown)

Russ Arnold and Candace Toth, Sound Transit
October 9, 2018

- Priorities include updating sign standards to include dynamic signage, message hierarchy, colors, nomenclature, mode-based signage etc. (including retiring the regional "T"). The opening of Eastlink in 2024 is expected to drive some of these changes.
- Opportunities include the vicinity map inside stations and use of existing sign products at pilot sites and the upcoming stripping of bus signage in the Transit Tunnel.

Jacqueline Gruber, DSA
October 9, 2018

- DSA's priorities include creating a "higher quality product, but one that works," digital options, and removal of on-street clutter.

Susanne Rockwell, Parks and Recreation
October 18, 2018

- Priorities include wayfinding to and within parks, park-transit connections, accessibility, and receiving a solid set of design standards
- Currently, there is no dedicated budget for wayfinding, though one could be incorporated into the 6-year budget Parks is currently developing. Existing signage includes the iconic rainbow sign at park entrances and sparse, inconsistent internal signage.
- Opportunities include Magnuson Park, where new amenities have created a need for more directional signage; Freeway Park, which has available funding for wayfinding; and Parks' and the project's shared goal of encouraging walking.

Brock Bender and Zack Howard, WSDOT
October 26, 2018

- Priorities include accessibility and multimodal journeys, utilizing park-and-ride real estate,
- Opportunities include potential funding for wayfinding within Colman Dock project, WSDOT's willingness to use shared standards, and the possibility for state funding.

Megan Ching, Monorail and Deborah Daoust, Seattle Center - October 30, 2018

- Priorities include a) obtaining a shared toolkit or guidelines for wayfinding to create more consistent signage, and 2) increasing visibility and understanding of the Monorail's connection to other transit and Seattle Center.
- Currently, Monorail wayfinding is funded through its operational budget and Seattle Center wayfinding is funded through capital projects and sale of surface parking lots.
- Opportunities include potential signage and funding with the opening of the new arena in 2020, as well as increased connections between the new arena and light rail.

2.3 War Room

2 meetings on October 11, 2018

- DSA started operating a shuttle to circulate cruise ship traffic in response to businesses' perception that cruise ship traffic is concentrated only on 1st Ave.
- Visit Seattle can help with providing visitor destination data.
- The impact of redlining throughout Seattle's history is key to understanding the city's neighborhoods.
- City data references a central point rather than latitude and longitude, which does not easily translate into mapping services.
- A data layer for public art exists.



War Room - October 11, 2018



2.4 Focus Group

4 meetings in October 2018

- When asked to identify incentives for walking, participants commonly mentioned physical and mental health, recreation, exploration, lack of options (e.g. bus service or car) and socialization. Common disincentives for walking included feeling unsafe, lack of sidewalks, unsafe crossings, steep grades, and undesirable weather.
- When asked to identify tools for planning trips, participants commonly identified Google Maps and One Bus Away, while some reported using the Metro Trip Planner and paper maps. While Google Maps, One Bus Away, and paper maps are also commonly used during trips, street signs, cardinal directions, landmarks, and paper maps are also used during trips.
- When asked what information would encourage participants to walk further or more often, participants commonly cited elevation changes, sidewalk conditions, interior or covered routes, locations of pedestrian amenities, and construction impacts.



Focus Groups - Chinatown International District

- When asked what they would like in digital wayfinding, common answers included comparative travel time estimates across modes, smart street furniture, crowdsourced map updates, and more ADA-friendly audio at intersections.
- When giving directions, participants frequently use street names, block counts, sightlines, smartphone maps, and landmarks, while some use orientation to Elliot Bay, cardinal directions, and mnemonic devices for street names.
- When asked to identify words or descriptions that are particular to navigating in Seattle, participants commonly mentioned orienting to mountain ranges and bodies of water, the use of the same street names in all cardinal directions, and streets bisected by parks or highways.

3 Phase 3: Planning & Design

- 3.1 Product Design, Visual Design, Accessibility Interagency Working Groups 1 & 2
- 3.2 Finance, Asset Management, Governance Interagency Working Groups 1 & 2
- 3.3 Digital Strategy Interagency Working Group 1
- 3.4 Stakeholder Advisory Committee 1 & 2
- 3.5 Reference Panel 1 & 2
- 3.6 Implementation Plan Interagency Working Group 1
- 3.7 Rapid Prototyping Round 1

3.1 Product Design, Visual Design, Accessibility Interagency Working Groups 1 & 2

Working Group Meeting 1 - November 13, 2018

- Pedestrian Master Plan's definition of walking includes mobility for all people—"people of any age, people who use wheelchairs or other mobility devices, and people with visual, hearing, or other impairments."
- Audience should include anyone who lives, works, or visits Seattle.
- Construction detours are important to convey, particularly since construction signs are not cane-detectable.
- A strong and clear design with consistent placing is needed to read against the high level of visual noise in the city's streetscapes.
- Provide information for the full spectrum of ability, including those able to climb steep slopes.
- Design for deaf-blind, elderly, and wheeled users.

Working Group Meeting 2 - January 30, 2019

- System needs to be affordable so it can be implemented across diverse neighborhoods
- Other priorities to highlight / deciding factors
 - Maintenance
 - Upfront cost
 - Cost of changing
- There seems to be a preference to focus on iterations of options 1 and 3
- There is interest in using an interesting and distinctive sign shape. However, the shape of Concept 3, as awesome as it looks, may be too complicated to consistently implement over time.
- The modules in Concept 1 make it easier to keep it relevant over time. However, given the complex nature of the city's filing system, the fewer files that the city has to keep track of the better.

- Any interest shown in Concept 2 had to do with the potential for there to be only one file to edit for each sign.
- Given the fact that the signs are not likely to include their own lighting, it will be essential to consider the fact that there are gaps in the pedestrian lighting network. This will especially affect decisions about colors used on the maps, level of contrast, and placement of signs.

Product Design, Visual Design, Accessibility Interagency Working Group - Meeting 2



3.2 Finance, Asset Management, Governance Interagency Working Groups 1 & 2

Meeting 1 - November 13, 2018.

- Objectives/strategy
 - Sound Transit looking for scalability, to apply regionally (other cities/ jurisdictions)
 - Communications/partnerships
- Fully commercial, sponsored street furniture
 - No appetite
 - Precedence of lack of success (i.e. Link NYC)
 - City code prevents
- Current system
 - Essence of bottom up shared but no formal co-funding and no maintenance budget
- Models to continue to develop
 - Top-down shared
 - Bottom up shared
- Funding
 - Not much tourism funding, just made budget cut
 - In current transportation funding situation, would be a case of taking budget away from other areas
 - Transportation currently funded by levies
 - History of finding capital budget, not operational (maintenance)
 - Potential to build case around health benefits to engage health industry in funding for long range

Meeting 2 - January 29, 2019

- Even if the pilot is successful, implementation of signs on the street could take a full year of budget approvals and reporting because spending starting in 2021 must be flagged up by Q1 of the prior year (2020).
- As a result of the implementation funding gap noted above, the assumption is that the City digital map system would be developed as early as possible and deployed in a variety of ways to maintain momentum before product goes in. Suggestions included sharing the map with other agencies (transit, DSA etc) under license, producing a downloadable version (ideally with functionality that allows some neighborhood customization), and print versions (hotel tear-off books/ DSA ambassador leaflets).
- Tracy Krawczyk (SDOT) is keen to know of any cities that have maintenance or operational funding from outside of the City itself.
- Plan a show and tell: invite other jurisdictions to see the pilot.
- The transit agencies need to see a regional application for a City standard to be able to support the project financially. While our objective is pedestrian wayfinding for Seattle, there is a need to clearly acknowledge regional

- opportunities/ benefits for sharing elements, rules and other system in all strategies.
- Because of the need to see a regional application, the transit agencies agreed that the City should appear at the Transit Agency Executive Board to report on the grant. This is an opportunity not only to show progress but to argue that transit agencies could co-fund general implementation rather than just implementation of limited elements within their facilities. Our part would be to produce a planning argument that suggests transit agencies could/should see first-last mile connectivity as part of the transit customer experience. We need to identify where this might best fit in the strategies we are writing and determine who should lead.
- For the third Governance Working Group in April, we will need to present firm implementation plan recommendations. This requires a sound estimate of city-wide roll out budget, operational support costs and preferred maintenance schedule which are all dependent on design and system decisions. Incorporating wayfinding into the capital improvement program budget with provide more funding certainty.

	DELIVER OBJECTIVE	RESOURCE	ASSETS	STABLE	SCALEABLE	COMMS/ PTR
TOP-DOWN CENTRALIZED	+	+(F) \$	+(F) \$	-	-	-
TOP-DOWN SHARED	+	+(F) \$	+(F) \$	○	⊕	⊖
BOTTOM-UP SHARED	+	+(F) \$	+(F) \$	+	+	+
PARTLY COMMERCIAL	+	○	+(R)	-	⊕	⊖
FULLY COMMERCIAL *	○*	+	+	○	-	-

Finance, Asset Management, Governance Interagency Working Group - Meeting 1 group exercise

3.3 Digital Strategy Interagency Working Group Meeting 1
November 14, 2018

- SDOT has developed walking/biking trip planning algorithm, next is to apply user interface
- Access map: Old data (2015), Not linked to city's data, Not endorsed
- SDOT recently done curb ramp and sidewalks inventory
- Rolling construction map and accessible route planner, data sets online
- DOT assets map, on SDOT asset maps, on asset management site, incl every single layer of assets SDOT maintain
- Have events layer of data from special permits
- Feedback on other information to consider: Stairways, Escalators, Trails, Elevation gain (helpful in knowing direction), Surface type or sidewalk condition, Art, Historic buildings, Benches
- Legal risk for city in stating "safe route", "safer" better
- Interest in centralized map asset for wayfinding
- SDOT have language access that can share
- Sound Transit diversity inclusion group has stats on which languages they make available
- Addressing radiates out
- Sound Transit just released a new website
- Pollution: City tracks freight route volume, Environment office has monitors but we do not have access to the data
- Walkable routes: Speed limit data, with width of sidewalk data, with number of trees data - city has all 3
- DSA did street furniture survey, GS liaison for requesting data
- City doesn't crowdsource



Reference Panel Meeting 1

3.4 Stakeholder Advisory Committee

Meeting 1 - November 14, 2018

Meeting 2 - February, 21, 2019

- Opportunity to use bottom of sign for local distinction or play elements
- Keep beacon at top of sign a consistent icon/look/color throughout the system
- Heads up mapping critical for orientation
- Digital map key component for future accessibility applications and integration with third parties - priority for the next phase of work following pilot
- Icons important for non-English speaking population
- Desire to repeat the user scenario exercise with the design working group for accessibility considerations
- Overall support for a high quality system, but maintenance and operations budgets are limited

3.5 Reference Panel 1 & 2

Meeting 1 - November 14, 2018

- What defines Seattle's neighborhood boundaries?
 - Postal addressing: "Probably not so useful anymore". No one refers to Magnolia or Queen Anne as "west." Confusing boundary between N and NW further north (where 99/Aurora is not the boundary).
 - Overall orientation: People may say North Seattle (north of ship canal) or South Seattle (south of I-90), but never central. Those areas would just state neighborhood name. Cardinal directions less relevant downtown
 - Neighborhood reputation: e.g. all Ballard residents would identify as such, but people who live near Aurora would identify as part of a nearby neighborhood
 - Water
 - Topography: e.g. Beacon Hill vs. Rainier Valley vs. Seward Park
 - Transit stations: e.g. Hillman City streetcar stop
 - Media: e.g. Phinneywood blog that merged Phinney Ridge with Greenwood
 - Roads: Dominate naming and often erase existing names, e.g. I-90 replaced Atlantic street. No longer an Atlantic neighborhood as a result
 - Density: Denser areas have smaller breakdown of neighborhoods
 - Real estate market: Creates "new" neighborhoods, e.g. Inverness, Sunset Hill, but no one would use those names to describe where they live (they would provide an address)
 - Accessibility: Lack of infrastructure deters people from visiting certain areas
 - Culture: Certain foods or activities

Group 1	Group 2
<p>Area / District (Geographic, topographic, interstates)</p>	<ul style="list-style-type: none"> - Word "district" typically relates to voting - Relates to cardinal direction - Has defined boundaries - Has a specific focus, e.g. University District, CBD - Might be "in North Seattle," but that information wouldn't be presented first
<p>Community or "Little District"</p>	<ul style="list-style-type: none"> - Many linear streets that are important, e.g. Broadway or Pike/Pine--how do we refer to them in a way that's "greater" than street - Broadway/Lower Queen Anne - Has blurred boundaries - Boundaries debated - Cultural or historic identity
<p>Neighborhoods (Cap Hill, QA)</p>	<ul style="list-style-type: none"> - Allows you to live work play - Rough boundaries - Often marked by an anchor, such as park in Chinatown - Can't be accessed from within transit--have to get off the bus!
<p>Other observations</p>	<ul style="list-style-type: none"> - Font size on maps as indicator of what to call a place - Old Ballard or "downtown Ballard" is "real" Ballard - Information is lost when communities are "silenced" - In ID, Chinatown is well-defined, but Japantown and Little Saigon are only recognized by some - Uwajimaya is a more prominent marker of Japantown (even though it's in Chinatown) than actual historic Japantown - Seattle has blurred ethnic neighborhoods compared to other US cities



Reference Panel Meeting 2

Reference Panel (Continued)

Meeting 2 - January 28, 2019

- Maps
 - Crops look good but the function of the finder map is unclear
 - Depiction of gradient/slope and building cut-throughs need to be resolved-they lack clarity for users
 - Extensive conversation about how much text to use in the overview map.
 - Use of icons
 - Are tourist users amblers or researchers? (see below)
- Signage
 - Unique shapes are good... not rectangular
 - Color needs to stand out
 - If using green, needs to be visible and bright from a distance
 - And think about color blind people and what they can see



Implementation Plan Interagency Working Group - Meeting 1

3.6 Implementation Plan Interagency Working Group Meeting 1
November 15, 2018

- Option 1: Geographic
 - Benefit as density of wayfinding
 - Potentially largest impact to pedestrian mobility downtown
 - Opportunity to remove existing red sign system
 - Doesn't address 1st/last mile
- Option 2: Transit
 - Merit from equity standpoint
 - Could demonstrate mode shift
 - Less about exploration and other destinations
- Option 3: Adapt to Change
 - Easy opportunistic wins
 - Needs coordination with many private stakeholders
 - Could result in a scattered system
- Agreed hybrid, start with center (retail, visibility) but also opportunistic (development, transit hubs)

- From user perspective if system is scattered, takes longer to build trust/confidence, requires patience
- Interest in collaborating with private sector, applying conditions to using standards
 - Convention center interested in seamless wayfinding
- Need to define 'city center'
- Funding sources
 - Transit development
 - OED matching fund
 - Seattle transportation benefits district
 - SDOT levy
- Other projects to potentially tie into
 - Waterfront
 - Downtown mobility hubs: Westlake, University, Coleman, Jackson
 - Citywide mobility hubs
 - Tunnel to Link only
 - Convention center
 - Rapid ride expansion and rebrand
 - King County Metro mobility hubs
 - Sound Transit station planning: north link, east link
 - Madison BRT
 - Equitable Development Sites
 - Seattle Transportation Benefit Districts (potential refresh 2020)
 - Parks levy

3.7 Rapid Prototyping Round 1
December 2018

Notes needed from Applied/Alta

- 4 Phase 4: Pilots**
- 4.1 Westlake Hub Pilot Site Working Group 1 & 2
- 4.2 Jackson Hub Pilot Site Working Group 1 & 2
- 4.3 Interagency "Deep Dive" Working Group
- 4.4 Rapid Prototyping Round 2
- 4.5 Reference Panel 3
- 4.6 Finance, Asset Management, Governance Interagency Working Group 3
- 4.7 Product Design, Visual Design, Accessibility Interagency Working Group 3
- 4.8 Stakeholder Advisory Committee 3



Westlake Hub Pilot Site Working Group 1



Westlake Hub Pilot Site Working Group 2

4.1 Westlake Hub Pilot Site Working Groups 1 & 2

Meeting 1 - February 25, 2019

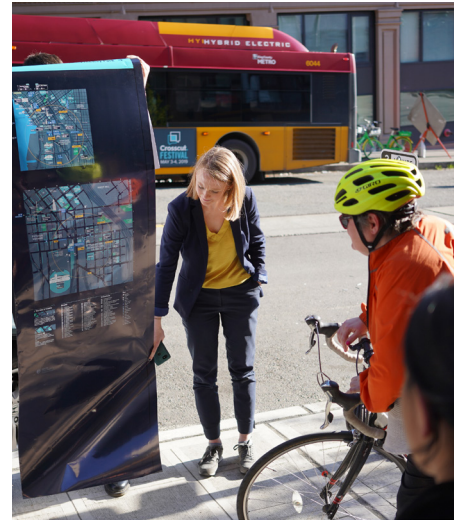
- Pike/Pine is very confusing-- neighborhood vs. corridor that runs all the way downtown? (Pike/Pine Renaissance project)
- There were questions around where neighborhood boundaries are and how that should affect the placement of neighborhood labels on the map. This was especially true for Belltown and South Lake Union.
- Cascade--how to reference and honor the historic local distinction even though the neighborhood has changed?
- In Downtown, landmarks are best way to give directions rather than neighborhoods
- What's the area around University Street Station? Not Pioneer Square, not Westlake, not Commercial Core--from Columbia to Union? Could be Civic Core? Midtown?
- Linear neighborhoods (15th, 12, pike/pine, broadway) need to be identified.

Meeting 2 - April 30, 2019

- Support for design and color, though some still feel the gray on the map is too dark
- Theater community does not like classic tragedy/comedy icon, though it's internationally recognizable—consider icons testing online
- Need to bring in a feedback loop for map mastery
- Chinese visitors often use QR codes—look into adding QR codes to the signs in the future
- Interest in learning more about how sign content is determined
- SDOT to share more detail on location of Convention Center sign
- Explore alternatives to active frontage (Could expand road widths on active streets to make them look more attractive to pedestrians; need to establish criteria and method for determining what makes active frontage; concern about active frontage discouraging users from walking through/along parks; active storefront line might wash out major destinations because both use teal)
- Revisit color for arterials to ensure they don't draw the eye



Jackson Hub Pilot Site Working Group 1



Jackson Hub Pilot Site Working Group 2

4.2 Jackson Hub Pilot Site Working Groups 1 & 2

Meeting 1 - February 25, 2019

- Pare down words and use more universal icons when possible
- Respect neighborhoods thoughts on how they should be portrayed
- Graphically indicate best mobility-friendly walking routes
- Incorporate translations (Chinese, Japanese)
- Consider feelings of safety in locating signs, especially at night

Meeting 2 - April 30, 2019

- Check translations with CID before finalizing
- General support for design
- Adjust language about topography (remove "challenging")
- Add 'fun' element, walking person to hill graphic in side panel
- Consider King and Occidental for a nudge sign instead of King and 2nd
- Consider south side of King Street at Amtrak station for area map location
- Consider adding Union Station as a thru-building route

4.3 Interagency "Deep Dive" Working Groups

Meeting 1 - March 28, 2019

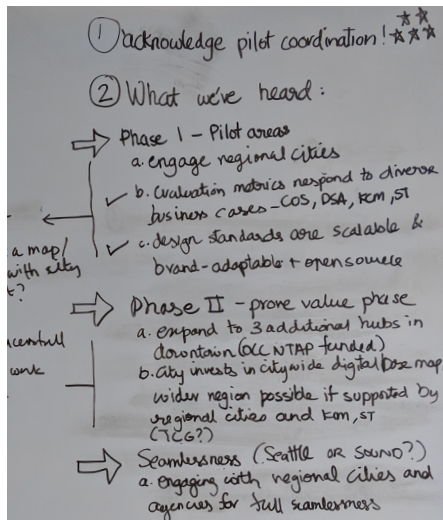
- September service change key time to review and change information
- Sound Transit considers September service change in June
- Major service change end of 2019-connect 2020 (Eastlink to tunnel)
- Sound Transit and Metro have different sized map panels
- Metro open to using D cabinet for maps, piloting a map in a few C assembly in head zones at perhaps less ridership locations to test
- Metro open to suggestions about removing certain D cabinets where not needed (along 5th north of Jackson comes to mind for Aditi)
- Sound Transit open to using existing panels in tunnel for map
- Sound Transit open to replacing the "Braid" on the south side of Pine St between 3rd and 4th with an Area Sign type; otherwise invested in maintaining their trilons, but will entertain maps placed within trilon at the other locations
- Monorail open to replacing map within their blue kiosks
- ST to share map of mezzanine signage
- KCM to share their "Rider Alert" sign needs so we can ensure accommodation
- KCM mentioned that we will need to create a new process for workflow for maintenance

Meeting 2 - April 4, 2019

- Sound Transit trilon panels 17.5"x36"
- Sound Transit Customer Service Panels 17"x44"
- Metro has sent a full list of stops with which panels can be replaced
- Metro not willing to attach maps to shelters at this time. Need to prove case with streetcar shelters
- Sign locations on CID plaza are permitted

Sound Transit Deep Dive Follow Up re pilot sign locations - April 23, 2019

- Q1 2020 Sound Transit will own transit tunnel
- All trilon and customer info panels are vinyl prints. Trilon maps backed with aluminum
- Typical placement of area map will be adjacent to the ticket vending machine, replacing existing Sound Transit Map
- Rollout of pilot wayfinding maps likely post September service change
- Continue to use International District-Chinatown Station when referring to Link station, use Chinatown-International District when referring to neighborhood
- Sound Transit new illuminated map kiosk for Westlake Station likely a 5 year horizon



Finance, Asset Management, Governance Interagency Working Group 3



Reference Panel 3

4.4 Rapid Prototyping Round 2
April 19, 2019

4.5 Reference Panel Meeting 3
April 29, 2019

- Consider increasing font size
- Consider increasing contrast/brightness, particularly in map where street names don't "pop"
- Route markers could benefit from additional clarifying icons
- Legibility differs in daylight and dim light with current color scheme
- Consider ways of making the index easier to use (see comments below)
- Follow up with CID to review accuracy of active frontage and Chinese characters

4.6 Finance, Asset Management, Governance Interagency Working Group Meeting 3
May 1, 2019

- Q: Does system generate revenue to offset investment? Advertising? How are SDOT measuring the success of the pilot? A: AK to share working draft of evaluation criteria and get transit agency input in order to ensure metrics align with transportation planning/transit agency goals and include KCM's interest in how a walking map could work alongside their system map.
- Q: What is the material proposed for the tactile panel? A: ST used acrylic, got vandalized. Metal recommended.
- King County Metro budget cycle shift, so they are already preparing the next 2-year cycle which should be concluded by Fall 2020.
- Rollout should feature transit centers (MH, King County Metro)
- Transit rollout simplified if merely swapping out new for existing (CT, Sound Transit)
- Engaging other cities could leverage regional expansion (CT, Sound Transit)-- Shoreline has appetite (SD, Alta)
- Q: Is there potential to raise the profile of this project with transit agency executives? A: Place full scale print outs in exec hallway for them to walk by (ST have plotter)
- Sound Transit willing to adopt as part of capital expansions
- Q: A KCM bus spider map is a missing piece. A: SDOT and KCM to catch up internally (Applied to send estimate for preparing typical bus spider map)
- A lot of development in Tacoma to leverage
- Sign/map or printed map leaflet in SeaTac airport, difficult to get real estate on trains

4.7 Product Design, Visual Design, Accessibility Interagency Working Group Meeting 3 May 1, 2019

- Questions that arose
 - Coordinating with Market to Mohai? To take conversation offline
 - Coordinating with ferries?
 - Difference between accessible sign (through route) and others?
 - Updatibility of content?
 - Can mapping show location of city seating?
 - What is the blue? (active frontage)
- Product
 - To take into consideration whether materials are recyclable (city waste)
 - To take glare into consideration
 - To take into consideration bottom panel and safety considerations
 - Glass etching/vandalism is a common occurrence in Seattle
- Mapping content
 - To consider addition of seating
 - To consider addition of orca refill stations
 - Concern with highlighting certain blocks with active frontage
 - Look at adding chevrons to key
- To look at the addition of a QR code or basic url link for additional information/layer (post-pilot)
- Support for overall design
- Support for blue color and larger header



Product Design, Visual Design, Accessibility Interagency Working Group 3



Product Design, Visual Design, Accessibility Interagency Working Group 3

4.8 Stakeholder Advisory Committee Meeting 3 June 6, 2019

- Opportunity to use bottom of sign for local distinction or play elements

5 Briefings & Review Boards

- 5.1 Downtown Seattle Association
- 5.2 Taskar Center for Accessible Technology
- 5.3 Creative Inclusion
- 5.4 Alliance for Pioneer Square
- 5.5 Seattle Waterfront Team
- 5.6 Sound Transit Project Update
- 5.7 Pioneer Square Preservation Board
- 5.8 International Special Review District
- 5.9 Pedestrian Access Advisory Committee
- 5.10 Stadium Parking Access Review Committee
- 5.11 Commission for People with disAbilities
- 5.12 Cross Disability Workgroup
- 5.13 Downtown Transportation Alliance
- 5.14 Seattle Design Commission
- 5.15 Transit Executives Mobility Partnership
- 5.16 Seattle Pedestrian Advisory Board

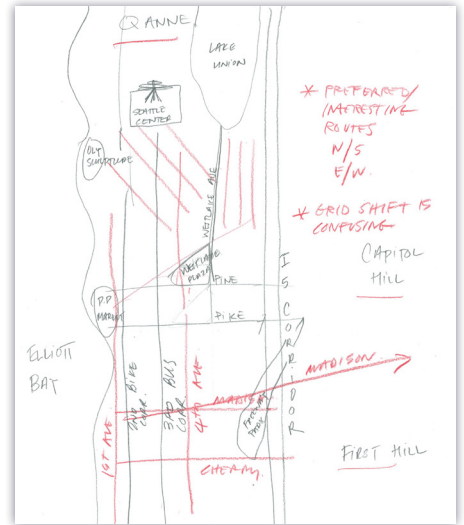
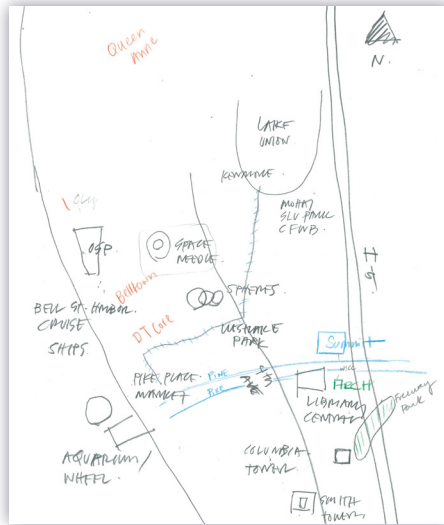
5.1 Downtown Seattle Association

Kick-off - August 16, 2018

- Stakeholders: Visit Seattle, AIA, political partners, DSA could provide a list of stakeholder names and interested parties (tourism agencies, etc.)
- DSA engagement opportunities
 - Willing to host lunch and learn session with members
 - Once we have something visual, could present key points to DSA board
 - Could get on economic community development agenda
 - Could arrange for downtown ambassadors to participate in the focus group
- Pine Street Plaza (Pine St between 3rd and 4th Aves) suggested for location of Westlake prototype
 - DSA have 'boots on ground' there
 - Will not require permitting (or minimal)
 - DSA happy to promote through their social media following
- Jacqueline Gruber main contact for project
 - Monthly project updates shared with DSA as key advocate of the project
 - Interests include reducing level of reading (due to technology) vs signage, placemaking opportunities of wayfinding, and need for transport interchange map
 - Noted that there is a Monorail project for the winter holidays which may be an opportunity for promotion and simplifying access

Lunch & Learn 1 - October 9, 2018

- Comments from members
 - Why is it important that Seattle is a city of neighborhoods
 - Accessibility important, city of hills, accessible routes
 - Special bus to get to trailheads, tourist-specific information
 - Amazon has exterior signage that refers to onward connections/ journeys
 - Confusing grid shifts in Seattle
 - Importance of landmarks, sightlines



Downtown Seattle Association Lunch and Learn 1 - mental maps



Downtown Seattle Association Lunch and Learn 1 - breakout

- Observation, street names are many and hard to remember, whereas avenues are intuitive and fewer of them
- Mental maps
 - Not all north-up
 - Prevalence of bodies of water and
 - Based on grid or places
 - IS barrier and landmark for orientation

Lunch & Learn 2 - March 18, 2019

- Key takeaways as recorded at the time of the meeting are as follows:
- Interest in memorable signs that stand out (possibly using color but be mindful of Seattle's distinct seasons)
- Discourage vandalism and encourage a sense of ownership by designing higher-quality "permanent-looking" signs that reach the ground
- Consider using sustainable materials to reflect Seattle's values
- Include playful and/or interactive elements for kids--possible dovetail with 1% for the Arts

- Consider the needs of locals & tourists such as to be informed about events (e.g. ComicCon, races) or construction that may impact their walking routes?
- Invest in something the City can be proud of--"don't design for the lowest common denominator"
- Encourage visitors to explore "local" areas to support small businesses
- Include information about bikeshares
- Provide tips for best sidewalk etiquette (a la Sound Transit rider tips)
- Pair signs with in-ground cardinal directions to orient users
- Expand walksheds to include longer journeys for those able and interested

5.2 Taskar Center for Accessible Technology
October 12, 2018

- Limitations to development and integration of AccessMap with other tools; transit agencies, data incompatibility/sharing
- Lots of other projects/opportunities to understand/integrate with

5.3 Creative Inclusion

Project Sync - November 2, 2018

- Outstanding opportunity to do something for vision impaired people and deaf blind people. Seattle has a large population of deaf blind people (technology and GPS with built environment components, high contrast, locating signs)
- Also working on street crossing tactile diagrams (Touch Graphics - street crossings - a lot in all of these areas).
- Related benefits to age and English as a second language.
- Fonts - pick a font that makes most sense (accessibility).



Creative Inclusion Pilot Site Walk - Peggy Martinez

Scenario Idea - March 21, 2019

- Support for solutions that meet the widest audience's needs
- Support for braille and raised printed signage at intersections in pilot
- High contrast, legible information should be standard through the system
- Direction to stick with the accepted standard for raised information (Braille Authority of North America)
- Signs being locatable and consistently placed is very important
- Research Touch Graphics and Lighthouse of San Francisco for more resources
- Pilot should demonstrate an ambition, understanding that budgets may restrict implementation of all recommendations in pilot, but they should be included in the strategy for future phases.

Pilot Site Walk - April 12, 2019

- Tactile pole panels need to have a standard for location. Discussed a) located on existing APS where available (swapping out the small white panel with the tactile panel) - ADA coordinator is open to testing this approach, and b) located on existing poles where no APS; will need standardization of location,.. right side of street, on the building side (not curb side) may be a place to start
- Tactile indicator to the tactile pole panel location would ideally be in front of the walker to be cane detectable
- 4th and Pine could use an APS (communicated to ADA coordinator)
- Location in gravel at KSS is OK
- Support for using KCM D Cabinet
- Dark base map generally preferred with high contrast lettering and information, especially in high glare conditions

5.4 Alliance for Pioneer Square

November 14, 2018

- Streetscape improvements effort for Jackson Hub area
- No funding or plan for implementation, expected to inform projects
- Weller St Bridge and Jackson St key connections between Light rail, Sounder, and Amtrak

5.5 Seattle Waterfront Team

November 15, 2018

- Studio Matthews developed sign family for interpretive signage, include some wayfinding information
- Waterfront team have identified sign locations for city wayfinding program
- Aggregate paving means locations (and requirement for power) need to be confirmed soon

5.6 Sound Transit Project Update

January 28, 2019

- Transit Tunnel
 - Tunnel conversion to Link only means all Metro bus info and references to go by March 23
 - Challenge will be connecting rail + bus trips after the tunnel change
 - The handover from KC Metro to ST will create a period where decisions are more difficult to get so longer lead times are likely.
- Integration with City
 - Major infrastructure in 2020 prevents much scope for integrating city project
 - University Street Station name changed proposed for 2021 (planning for new name in 2020)
 - By 2023 ST will have the Red and Blue Link lines operating which is a major change to how people move, so the best opportunity to integrate City project between 2021 and 2023
 - Potential for ST to consider a new graphic standard as part of their September (2019) service change. This would align with City timeline for pilot installation.

5.7 Pioneer Square Preservation Board

March 6, 2019

- Signs should...
 - Be subtle, classy, elegant
 - Not detract from the existing historical/architectural character of the area
 - Be highly durable
 - Avoid sign proliferation

At the time of writing, a second additional meeting with the Pioneer Square Preservation Board is scheduled for July 3, 2019.

5.8 International Special Review District

March 12, 2019

- Don't deviate from the overall system in terms of legibility. Want people to be able to find ISRD / C-ID neighborhoods.
- General support for modular concept
- There is an opportunity for street names in different languages to take priority at the top of signs at specific areas--Graffiti an issue in ISRD. Maintenance/cleaning/repair, how? A: Will need to work out maintenance strategy
- Like diff. scales of maps. What info. Is conveyed at diff. scales e.g. more info when zoomed in? Not duplicate info. Had general comments - as part of the next phase of work, consider integrating lighting etc. to take advantage of making/placing the sign products to address public safety (e.g. emergency buttons to SPD) and other additional features (e.g. CCTV) to serve communities
- There is still general perception that it is not safe in C-ID. Think about where signs go and how they can contribute to improving the perceived safety of the area.
- Q: Concerns with option 1 Modular in terms of the fragmented nature - risk of vandalism. Multi languages - will it be carried through all districts or just in culturally sensitivity areas & responsive? A: in C-ID very defensible to have the multi-languages on signs. Digital

component would have potential to provide links to online apps/webpages with translation functions etc. for the city-wide system. Also use of iconography / 3D landmarks would help break down language barriers in a simple and effective way.

- Q: How will you collect information & work-out distinctiveness? A: Will continue with outreach through pilot working groups. Also, important will be the post-pilot installation evaluation via intercept surveys and observations.
- Need to be considerate of which languages to go on which side of the streets within the ID area, as well as what cultural elements to be highlighted in specific areas.
- Communicating distance in time of walking, slopes and direction of slopes would be useful
- Q: Keep maintaining the reliability and up-to-date information - how? A: Criteria for what makes it to the map will consider "anchors" that are not likely to change. Will need to evaluate & make case for maintenance budget. ST & KCM partnerships will be important. Plans for cyclic updates will be in place for general updates
- Q: Like the wheelchair access info shown. How will the construction impact be addressed e.g. barriers / closure of streets etc.? A: Initially temporary measures may need to be devised for static maps purposes. In future with the digital strategy, potential for a routing map app, including sidewalk closures information.

International Special Review District - June 25, 2019

5.9 Pedestrian Access Advisory Committee
March 18, 2019

- Participants supportive of the developing wayfinding program, though had varying opinions on features such as use and location of Braille signage and placement of tactile strips

- Importance of legible signs, including readily understood so that individuals being asked for assistance could give clear direction because they understand the signage
- Braille on signs needs to be appropriately sized and predictable in location, opinions varied on how individuals felt about touching public signage
- Tactile strips at key locations can lead sight impaired to appropriate signage but they also mean different things in different applications so careful placement is important
- The disAbility community often uses mobile devices tailored to their specific needs to navigate and a system like the Paris beacon that communicates with personal devices would be valuable
- Don't be limited by what we think our preferences are now but build towards what might be useful for people a whole lot younger who can use these things better than we can to move forward and have it better for the future

5.10 Stadium Parking Access Review Committee
March 21, 2019

- Gordon Clowers, SDCl, suggested that directional signs should be placed along routes to key destinations so that each step can be followed based on the previous one.
- Tija Petrovich, Florentine Condominiums, asked how the team is collecting feedback. Aditi explained there is an end-user stakeholder group SDOT meets with regularly, a working group that includes Alliance for Pioneer Square, and an advisory group. The team hosted a discussion with the CID community and Aditi offered to coordinate with Liz Stenning, Alliance for Pioneer Square, to host a similar one for Pioneer Square. Aditi will also invite interested participants to an upcoming workshop.
- Ann Sutphin, SDOT, suggested that the stadiums be brought into the planning process for the pilot project. She will

connect representatives from each team/ stadium with Aditi.

5.11 Commission for People with Disabilities
April 18, 2019

5.12 Cross Disability Workgroup
April 26, 2019

- Having bus stop number is key information to gain next bus information, this is currently not available to the blind community
- Understanding where the head of the bus zone would be helpful for the blind community
- Critical that braille information is at the same predictable height and location
- Vertical braille OK to test
- Accessibility community preplans trips, having a data portal for this "know before you go" information would be helpful
- Stating what the gradients and slopes are rather than an "accessible route" may be more helpful, as definition of accessible varies from person to person
- Audible beacons cue blind users to information, locate the tactile panels at an intersection with APS
- Wayfindr and UW Access map may be good efforts to note in the digital strategy
- This group would like to test the accessibility of the information once the pilot is deployed

5.13 Downtown Transportation Alliance
June 25, 2019

5.14 Seattle Design Commission
January 17, 2019

5.15 Transit Executives Mobility Partnership
June 11, 2019

5.16 Seattle Pedestrian Advisory Board
September 12, 2018



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