Seamless Seattle
A Pedestrian Wayfinding Program for the City

Project Progress
November 2018
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.
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

Stage 1
Engagement
- Communications plan
- Engagement summary

Stage 2
Research & planning
- War room
- Research & analysis, strategy development

Stage 3
Design
- Concept design
- Detailed design

Stage 4
Management
- System governance, funding options and implementation plan
- Refinement

Stage 5
Pilots
- Sign locations, engineering drawings, map mastering
- Procurement
- Fabrication & installation

Deliverables
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

Aug    Sept    Oct    Nov    Dec    2019    Jan    Feb    Apr    May

Research & interviews

Primers - Issues papers

Stakeholder Working Groups #1

Strategies

Stakeholder Working Groups #2

Plans

Stakeholder Working Groups #3
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, advertising, 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
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

<table>
<thead>
<tr>
<th>Modal integration</th>
<th>Community</th>
<th>Accessibility integration</th>
<th>Digital</th>
<th>Third party integration</th>
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</thead>
</table>
Modal integration

Metro stations

On-street walking & cycle system

Bus stops and stations

Online (mobile systems)
Modal 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

crowd-sourcing data & audit

[Taskar] collation, quality, check, relevance
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 screens
Static or interactive

Apps
Official or 3rd party

Static wayfinding
Managed by digital database

Online journey planning tools
Official or 3rd party data publishing

Sensors & Beacons

Content management systems

Analytics
Data driven
Digital

Partner process

Third Party process

crowd-sourcing data & audit

[Taskar]
collation, quality, check, relevance
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

Data collection, collation and approvals

Data integrity, control and curation

Data publication
Information concepts
Strategic concept

- **Neighborhood Node**
  - Walking/cycling connections between transport and destinations within nodes
  - Last mile connections connecting destinations to transport and walking network

- **Downtown Node**
  - Walking/cycling/transit connections destinations within node

- **Strategic connections**
  - Connecting neighborhoods through strategic walking, cycling, and transport network
Strategic concept

Transit connection

Neighborhood node

Strategic connections
Connecting neighborhoods through strategic walking, cycling and transport network

Neighborhood node

Last mile

Cycle/ walking

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