

## Overview of the Project

Way finding and destination signage is intended to eliminate confusion and allow bicyclists to navigate the region with greater ease. Currently bike route signs exist in numerous areas and a few locations have bicycle way finding signage. Dane County is requesting proposals from qualified consultants for a county wide way finding plan to ensure consistency across local jurisdictions while still providing opportunities to maintain a unique identity. The implementation of this plan is intended to allow cyclists, regardless of their familiarity with the area, to navigate the path network and streets with enhanced ease due to increased information. The signage will guide bicyclists effectively and efficiently whether they are commuting to work, running errands or enjoying the many natural and cultural amenities available throughout the County.

## Project Description

The following tasks are a part of the way finding planning process that requires the assistance of a consultant:

- Determine signage and destination information methodology
  - Develop prioritization system/criteria for determining destinations to be included on signs (type, max. distance, etc.)
  - Develop guidelines for signed destinations that are not on a bike route (for example, a business district adjacent to but not on a route)
  - Develop guidelines for incorporating any national bike route information into system
  - Develop placement guidelines for route name signs, confirmation signs, turn signs, decision signs and other needed signs required to successfully navigate the bicycle network.
- Develop signage design consistent with MUTCD and national design standards including any
  - Use of logos, community identification, fonts, colors, symbols
  - Naming, numbering, and/or color coding guidelines for trails/routes
  - Mileage marker guidelines
  - Specifications for signage size, material and other construction details
- Develop sign placement principles and installation specifications for multi-use trails, side paths and parks including
  - Sign frequency guidance
  - Sign location guidance
  - Sign layout principles
- Develop sign placement principles and installation specifications for collector, arterial, local, University of Wisconsin-Madison and rural streets including
  - Sign frequency guidance
  - Sign location guidance that take into account that bicycle way finding signs do not interfere with current road signage.
  - Sign layout principles
- Develop detour signage specifications
- Develop map, etiquette or other related signage recommendations

- Make recommendations for coordination with current way finding signage
- Make recommendations for accessibility, readability and language considerations
- Make recommendations for mobile applications, QR code usage or other technology applications to enhance way finding
- Design an implementation plan and cost estimate (i.e., plan for exact sign locations and destination information signs) for sample routes.

## Technical Requirements

Develop an overall approach for placing destination and direction signs to include a prioritization system or criteria for determining what type of destinations would be included on the signs. The approach needs to include guidelines for how to incorporate national bike routes that will in the future travel through Dane County.

Design sign graphic options that would be consistent in color, font, materials, architectural elements and which include the potential for inclusion of logos or other community identification. Develop recommendations for potential route/path naming, color coding, or numbering protocols that could be used county wide. Recommendations should also include methods for incorporating mileage markers into the off-street bicycle network. Recommendations should also take into account coordination with current wayfinding signage.

Develop guidelines for placing and installing signs on multi-use trails, side paths, collector, arterial, local and rural streets and in parks. The guidelines should include placement guidelines for route name signs, confirmation signs, turn signs, decision signs, and other signs required for bicyclists to navigate the County bicycle network. The guidelines should also include sign frequency guidance, and sign layout guidance that provides methods for ensuring the way finding is accurate, understandable and useful.

Develop guidelines for bicycle –specific detour signage to be used during construction detours that follows the principles developed for bicycle way finding.

Develop recommendations for accessibility, readability and language considerations to take into account the needs of all users. In addition, provide recommendations for mobile applications, QR code usage or other technology applications to enhance wayfinding throughout the county.

Design implementation plans with details for exact sign locations and destination information signs for sample corridors. The implementation plans should also include cost estimates for the design and fabrication of the recommended signs for sample corridors. Please provide a cost for each of the following bicycle route segments. The actual corridors that will receive detailed plans will be based on cost. Bicycle route segments:

- Lake Monona Loop
- Capital City Trail from intersection with Lake Monona Loop to intersection with Military Ridge Trail
- Military Ridge Trail from intersection with Capital City Trail to Blue Mounds
- Lower Yahara Path from Babcock Park in McFarland to intersection with Capital City Trail

- Cannonball Path from where Fitchburg's signage ends to Todd Drive
- University Avenue side path and bike lanes from Indian Hills Park to CTH Q
- E Mifflin St bicycle boulevard from the Capitol Square to the Yahara River Bike Path
- Ice Age Junction Trail from Military Ridge Trail to Flagstone Drive
- Badger State Trail from intersection with Capital City Trail (at bicycle round about) to Belleville
- Glacial Drumlin State Trail from Cottage Grove to Dane County line
- Hwy 12 Trail from Greenbriar Road to Rauls Road