TRAFFIC CONTROL BOARD MINUTES  
January 22, 2019  

FINAL

MEMBERS PRESENT:  Jerry Dunning, Dan Brooks, Lt. Brian Korell, Nicole Cromwell, Sondra Baker

MEMBERS ABSENT:  John Armstrong, Troy Smith

STAFF SUPPORT:  Dakota Martonen, Erin Claunch, Mike Dotson, Lora Mattox, Debi Meling

GUESTS: None

BUSINESS MEETING:

Call to order: Jerry Dunning called the meeting to order at 12:08 pm in the conference room of the Public Works Building, 2224 Montana Avenue.

Minutes: Motion by Dan Brooks for approval of the December 2019 minutes. Seconded by Nicole Cromwell. Motion carried on a voice vote.

OPEN PUBLIC COMMENT: None

STAFF REPORTS:

Discover Your Public Works: Debi spoke to the board about how Public Works is restructuring internally and is being broken down to 6 sections for improved service to the public.

Erin also gave an update on potential project to convert North 29th and 30th Streets from one-way streets to two-way streets between Montana Avenue and 6th Avenue North. When there is more information on the project, Erin will give a more detailed presentation to the board.

BOARD REPORTS:

- Lora discussed the Planning Department projects. She mentioned that the Inner Belt Loop Corridor Study is being finalized; 5th Avenue North corridor feasibility study is just getting started; the Downtown Traffic Study Public Participation Plan was recently contracted with DOWL; the Scooter/Bike Share feasibility/implementation study will be coming in the near future; and the Billings Bypass corridor study, which will be similar to the Inner Belt Loop Corridor Study, will be coming in the future.

OLD BUSINESS:

1. N/A
NEW BUSINESS:

1. Wayfinding Sign project: Lora gave a presentation to the board about how Planning has been working with a consultant to better sign Billings’ trails and bike lanes with navigational signage. This helps residents and people visiting Billings to help navigate to use trail and bike lanes efficiently and safely. There is also a Mobile App that will show the locations of the existing trails and bike lanes throughout the City. For more information, see attached presentation slides.

2. 2020 Schedule of meetings: Board agreed to keep the meeting schedule the same as of 2019. Every 4th Wednesday of every other month the board will meet.

3. Election of officers: The board elected Jerry Dunning as Chairperson and Dan Brooks as Vice chairperson on a voice vote. The elections were unanimous.

Items for Future Agendas

1. Road and lane rentals
2. Residential intersections

ADJOURNMENT:

The meeting was adjourned at 12:55 pm.
Presentation Outline

- The importance of wayfinding
- About the planning process
- Vision and goals
- Wayfinding best practices
- Existing conditions and design challenges
- Brand development and destination identification
- Implementation

The Importance of Wayfinding

What is wayfinding?

An information system that helps people orient themselves in a physical space and navigate from place to place.

...but it's more than just navigation.
The Importance of Wayfinding

Effective wayfinding...

- Influences visitors’ and locals’ perceptions of the overall convenience of a place
- Encourages people to consider more sustainable and healthy modes of transportation
- Increases the safety of pedestrians and bicyclists
- Normalizes walking and bicycling as legitimate modes of transportation
- Contributes to a recognizable brand or identity

About the Planning Process

Who was involved?

- Billings MPO (Project Management)
- Montana Department of Transportation
- MET Transit
- Public Works Engineering
- Downtown Billings Alliance
- Department of Parks, Recreation, and Public Lands
- Billings TrailNet
- Chamber of Commerce
- Healthy by Design
- Billings Bicycle/Pedestrian Committee
- Consultant: Alta Planning + Design
About the Planning Process

The process:

- Establish goals for the plan
- Understand wayfinding best practices
- Assess existing conditions and identify challenges
- Identify destinations and categorize them into tiers of regional significance
- Establish branding and signage design
- Map locations of signs and program sign copy
- Implementation: design intent drawings and cost estimates

Vision and Goals

The Billings wayfinding signage system should:

- Inspire confidence
- Promote trail etiquette
- Navigate gaps in the network
- Raise awareness of the trail system
- Provide iconic, attractive signage
- Consolidate the variety of current signs/brands into a more cohesive system
- Seek to integrate the Billings Heritage Tour Map mobile app into the physical signage
Wayfinding Best Practices

General principles

CONNECT PLACES
Facilitate travel between destinations and provide guidance to new destinations and transit.

KEEP INFORMATION SIMPLE
Present information simply, using clear fonts and simple designs, so that it can be understood quickly.

MAINTAIN MOTION
Legible and visible for people moving so that they can read the signage without stopping.

BE PREDICTABLE
Standardize the placement and design of signs so that signage patterns become predictable.

PROMOTE ACTIVE TRAVEL
Encourage increased rates of active transportation by helping people to realize they can walk and roll to the places they want to go.

Wayfinding elements

FUNDAMENTAL NAVIGATIONAL ELEMENTS

DECISION
Place before a turn or intersection where two or more routes converge or at complex intersections.

CONFIRMATION
Place when the route changes to reassure that they are on the correct route.

TURN
Place before a turn or intersection to inform users when they are on the designated path.
Wayfinding Best Practices

Wayfinding elements

ACCESS ELEMENTS

GATEWAY MONUMENT
Before the entry into a residential neighborhood or commercial area, mark boundaries of the area.

INFORMATION KIOSK
Provide system map and navigational information; most effective when placed in places next to other elements, such as parks, restaurants, or other locations.

SECONDARY ACCESS
Mark entry to trails or paths at locations where direct user traffic may not be possible as much information is needed.

ENHANCED NAVIGATIONAL ELEMENTS

PIVOT MARKER
Informative signs to direct users to their destination.

MILE MARKER
Informative signs to direct users along their route.

STREET/INTERSECTION
Informative signs to direct users at intersections.

FINGERBOARD
Informative signs to direct users at complex intersections.

MUTCD Conformance

- MUTCD standard
- Information accurate and consistent
- No regional or local identity stylization
- Same size and shape
- No encouragement or promotion
- Unique system at municipality identification or enhancement markers
- Custom color variations as allowed by MUTCD Community wayfinding standards
- Custom signs (no)
- Unique signs and shapes
- Decorative elements
- Accents are not MUTCD standard
- Custom shapes and support structures
- Unique shapes
- Non-standard colors and layout

Billings Wayfinding Signage Plan
Wayfinding Best Practices

Destination Hierarchy

- **Primary Destinations**
  - 4 miles
  - Downtown
  - Districts
- **Secondary Destinations**
  - 2 miles
  - Arenas + stadiums
  - Regional parks
- **Tertiary Destinations**
  - 1 mile
  - Neighborhood parks
  - Shopping districts

Existing Conditions and Design Challenges

No encompassing brand

There are lots of entities at play. How do we tie it all together?
Existing Conditions and Design Challenges

Varying contexts
How can we create a wayfinding system that has a consistent aesthetic regardless of context (e.g. off-street trails vs. on-street bikeways)?

Existing Conditions and Design Challenges

An expanding network
How can we develop a plan and signage system that is flexible enough to adapt to an expanding network of bikeways and trails?

Brand Development
Visual preference survey summary

• The brand should strike a balance between historic and modern
• Consider accessibility for users of all ages and abilities
• Prioritize/celebrate the natural setting over the "big city" context
• Natural colors and materials are preferred
• The brand should "look like Billings"

Brand Development

Signage concept #1: Modern Rustic

Signage concept #2: Warm Welcome
Brand Development

Preferred Concept: Color Palette

![Color Palette Images](image)

Billings Wayfinding Signage Plan

Brand Development

Preferred Concept: Fundamental Elements

![Fundamental Elements Diagram](image)

Billings Wayfinding Signage Plan

Brand Development

Enhancement Markers

"Heritage Bikeways" for on-street signs

"Heritage Trails" for off-street signs

Billings Wayfinding Signage Plan
Brand Development

“Family Friendly Route” Indicator

Preferred Concept: Access and Enhanced Navigational Elements

Destination Identification & Prioritization
Destination Identification & Prioritization

Implementation
Implementation: Sign Placement

Billings Wayfinding Signage Plan

Implementation: Fabrication Drawings

Billings Wayfinding Signage Plan

Implementation: Cost Estimates

Work with a local sign fabricator, the planning team developed planning level implementation costs for the proposed wayfinding system. Since per-unit costs include labor, posts, anchors, signs, concrete footings, and metalwork per City of Billings specifications, but do not include the following:

- Any potential required permitting or engineering fees
- Concrete or any removal of concrete or asphalt required to install signs. Cost of concrete will be an additional $100 per sign and cutting of asphalt will be an additional $200.
- Reinforcing steel
- Staking of signs, unless otherwise agreed

The unit costs reflected in Table 3 represent the cost of ordering one unit. Ordering higher quantities will result in a lower per unit cost (e.g., 25 signs may result in a 10% drop in unit costs). The savings in higher quantities is approximately true for materials.

<table>
<thead>
<tr>
<th>Wayfinding Element</th>
<th>Unit</th>
<th>Unit Cost</th>
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<tbody>
<tr>
<td>On-Street Elements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision sign</td>
<td>Each</td>
<td>$429</td>
</tr>
<tr>
<td>Confirmation sign</td>
<td>Each</td>
<td>$996</td>
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<td>Turn sign</td>
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<td>$495</td>
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<td>Street name sign</td>
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<td>Off-street orientation</td>
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<td>$536</td>
</tr>
<tr>
<td>Mile marker</td>
<td>Each</td>
<td>$485</td>
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<tr>
<td>Trailhead orientation sign</td>
<td>Each</td>
<td>$480</td>
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<tr>
<td>Decision sign</td>
<td>Each</td>
<td>$410</td>
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<td>Turn sign</td>
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<tr>
<td>Trailhead orientation sign</td>
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<tr>
<td>Kiosk</td>
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</tbody>
</table>

*Assumes powder coated steel tubing with no holes; option to use powder coated steel piping with post holes for a cost savings of approximately $14 per unit (22% saving for each marker).
Implementation: Maintenance

- Ongoing planning and design as system expands
- Sign inspection on an annual basis to clean, repair, or replace due to vandalism or unexpected damage
- Sign panels anticipated lifespan: 7-10 years (printed vinyl)
- Pavement markings to be inspected annually to assess fading

Thank you!