

**Wayfinding Workgroup  
January 27, 2016  
Meeting Notes**

Kate Faulkner/ Wayfinding 10 min pre-report catch up at beginning of meeting:

Rides and Infrastructure of Grand Loop and Coast Route

Both routes have 75 turns

Some overlap with existing routes

SB route program covers some of the signage in SB

Amgen route announced tomorrow - suggested to tie in for advertising/promotion May 17 is the Gibraltar Mountain Public Ride/Climb

Ed France thinks Grand Loop is 3 distinct routes:

1-Coastal route and SB signage makes sense to keep throughout

2-Mountainous route, SB 100 working with SB County on that signage, could extend

3-Ventura to Ojai and back to Hwy 150 is the other

All could have distinct Grand Loop signage, but he recommends breaking into 3 segments

Kate recommends distinct starting points, for instance Ventura Mission.

Shelly suggests decals.

Could bar codes be added to signs, linking to maps/route info.; with consideration that cell reception may be spotty in some areas.

Infrastructure Workgroup also needed to help with this issue. The two Workgroups did some brainstorming, but not have an opportunity to take an actual road ride.

Route Issues:

In Port Hueneme, Ventura Road vs J Street is still an outstanding issue.

101 South bound, the narrow bridge near Gaviota

Ed suggests adding

Rincon extension to Ralph Fertig Memorial Bike Route

Should be able to stay on ocean side in Carpinteria

Kate suggests group focus on unsafe now -- What issues keep us from creating a route. Short terms need and long term needs should be identified

Santa Barbara Bicycle Coalition has the current routes posted on website:  
[www.sbbike.org](http://www.sbbike.org)

Wayfinding Workgroup

What do next hour?

Route descriptions for web pages

Volunteers needed to ride route segments:

Kalon

Eve

Ed

Leslie

Kate

Peter

Leslie will email template

Ed- Wayfinding study, 15 year update, challenge is only talking about recreational routes, missing functional transport

Steve D- VCTC overlaps w that goal

Steve Bennett suggests-take 30 min w/Infrastructure to discuss signage UCSB route - Ed J street issues - City of SB approved use of south coast bikeway sign, county produces- VCTC looking AT&T for model, discussion

101- Ralph Fertig signage being discussed, need Caltrans approval for nonstandard signage in their right-of-way; test for process of approving nonstandard sign

### **Wayfinding work for April 20 meeting:**

#### **Reported by Leslie Ogden**

- Identify Route Segments utilizing our standard starting points that are identifiable and close to where visitors concentrate
- Finalize Elements of each "Ride Page"
- Acquire and organize photos for each ride
- Sign up for preparation of Ride pages
- Upload to the Web
- Ed will finalize UCSB route
- Continue efforts to resolve Port Hueneme Ventura Road/J Street route issue