



City of Sunnyvale

Agenda Item

24-0123

Agenda Date: 2/15/2024

2024 COUNCIL STUDY ISSUE

NUMBER

DPW 23-03

TITLE Develop Bicycle Wayfinding Signage Plan

BACKGROUND

Lead Department: Department of Public Works

Support Departments: Office of the City Manager

Office of the City Attorney

Sponsor(s): Bicycle and Pedestrian Advisory Commission

History: 1 year ago: Deferred by Bicycle and Pedestrian Advisory Commission

2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this Study?

Currently, the City of Sunnyvale has a few guided bike routes with the intention of assisting bicyclists in finding ways to Sunnyvale neighborhoods or other points of interest mostly by utilizing streets with lower vehicular traffic volumes. The Bicycle and Pedestrian Advisory Commission (BPAC) would like the City to develop a comprehensive bicycle wayfinding program by providing wayfinding signs along bike lanes, multi-use trails, and bicycle boulevards to assist bicyclists in navigating the city. These wayfinding signs could guide bicyclists to schools, shopping districts, major bicycle routes, connections to neighboring cities, and even historic sites and landmarks.

The purpose of the Study is to develop a comprehensive bicycle wayfinding signage program to be implemented within the city, which would encourage bicycling by making it easier for bicyclists to navigate the city.

What are the key elements of the Study?

The Study will include a review of wayfinding signs installed in neighboring jurisdictions and those already in-place or planned for in the City. The review will also consist of the design, content, placement of signs and it will factor in the need and current state of the art considering the prevalence of mobile phone and mapping applications.

In addition, the Study will include a review of the City's bicycle network to determine popular destinations, and the location for the existing and new wayfinding signs. The Study will include an online survey to obtain input from the public on desired destinations to wayfind to and how people currently wayfind.

The Study will determine which destinations should be included in the wayfinding signage based on

trip demand and where existing bicycle facilities are, and may include public schools, parks, libraries, community center, City Hall, downtown, post offices, transit centers, and other employment and shopping districts, as well as neighboring cities.

The Study will also include a cost estimate to install and maintain the proposed Wayfinding signs.

Estimated years to complete study: 2 years

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost):	Major
Funding Required for Non-Budgeted Costs:	\$175,000
Funding Source:	Will seek budget supplement

The cost associated with this Study would be for consultant services to perform the study as listed under the Key Elements of the Study. City staff will work with the consultant throughout the project process in the analysis and the development of the recommendation, as well as the public online survey effort.

Cost to Implement Study Results

Unknown. Study would include assessment of potential costs, including capital, operations, and maintenance.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No

Council Study Session: No

Reviewed by Boards/Commissions: Bicycle and Pedestrian Advisory Commission

STAFF RECOMMENDATION

Drop. This policy issue does not merit discussion at a Study Issues Workshop.

The Santa Clara Valley Transportation Authority (VTA) Bicycle and Pedestrian Advisory Committee (BPAC) has formed a Wayfinding Subcommittee with representatives from Palo Alto, Santa Clara and Sunnyvale, whose goal is to develop bicycle wayfinding guidelines, which will be used by agencies in the County to implement a cohesive wayfinding program across the different jurisdictions. To date, the VTA BPAC Wayfinding Subcommittee has completed a literature review of best practices in bicycle wayfinding in different jurisdictions around the country. Next, the Subcommittee will review local agency practices, obtain input from local agencies, and develop the guidance document outline. If the Subcommittee and VTA staff have capacity, they will then develop best practice recommendations for the County. VTA is expecting to hire a consultant to provide professional services in developing bicycle wayfinding guidelines starting early 2024, which would include wayfinding recommendations for Bicycle Superhighways and Cross County Bicycle Corridors. The consultant will draw from the initial literature and best practice review conducted by the VTA BPAC Wayfinding Subcommittee. The draft recommendation will be presented to the VTA Capital Improvement Program (CIP) Working Group and Technical Advisory Committee (TAC) for review and comments in mid to late 2024. Once the bicycle wayfinding guidance document is finalized, it will be used as an implementation guideline for agencies in the County to implement a wayfinding program.

In Sunnyvale, the Lawrence Station Sense of Place Plan (adopted in 2021) already includes a Wayfinding Plan and wayfinding design for the Lawrence Station Specific Plan area. In addition, Google LLC has also proposed a voluntary improvement to be implemented in the Moffett Park Specific Plan area, which includes the installation of Class I multi-use trail (GreenLink) and wayfinding signs along Gibraltar Avenue and Borregas Avenue.

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