



Bike Path Wayfinding & Signage

**Presentation to the Lake
County Public Works,
Planning and
Transportation Committee**

July 28, 2021

Purpose and Background

- Over the years, we've heard that our path system could be enhanced with enhanced signage to improve the user's experience.
- This study began in 2019 to evaluate the existing signage and look for opportunities to make our system more user friendly and increase awareness about the county.
- We are here today to report out on the study, present our findings and discuss key next steps.



What is Wayfinding?



- We define wayfinding as:
“Direction for people in motion”
- It should be ***apparent*** when you need it and transparent when you don't

Wayfinding System Goals



Connect	Encourage	Identify and Orient	Be Flexible
Connect towns, destinations & other transportation options	Encourage exploring	Identify and orient users to the extensive network of paths and trails	Design for the capabilities of County Sign Shop and be flexible and cost effective to maintain

Wayfinding Process

Task 1



**System
Analysis**

Task 2



**Design &
Evaluation**

Task 3



Documentation

Task 4



**Implementation of
Test Route**

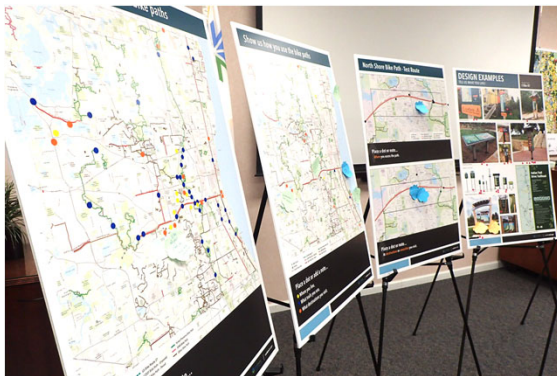
Core Team & Stakeholders

• LCDOT Core Team

- Al Giertych, Asst. County Engineer
- Alex Carr, Interim Chief Communications Officer
- Jon Nelson, Engineer of Traffic
- Kevin Carrier, Director of Planning
- Larry Savage, Manager of Highway Operations
- Matt Emde, Project Manager
- Tom Bennecke, Traffic Operations Engineer
- Eric Lostroscio, Sign Shop Supervisor

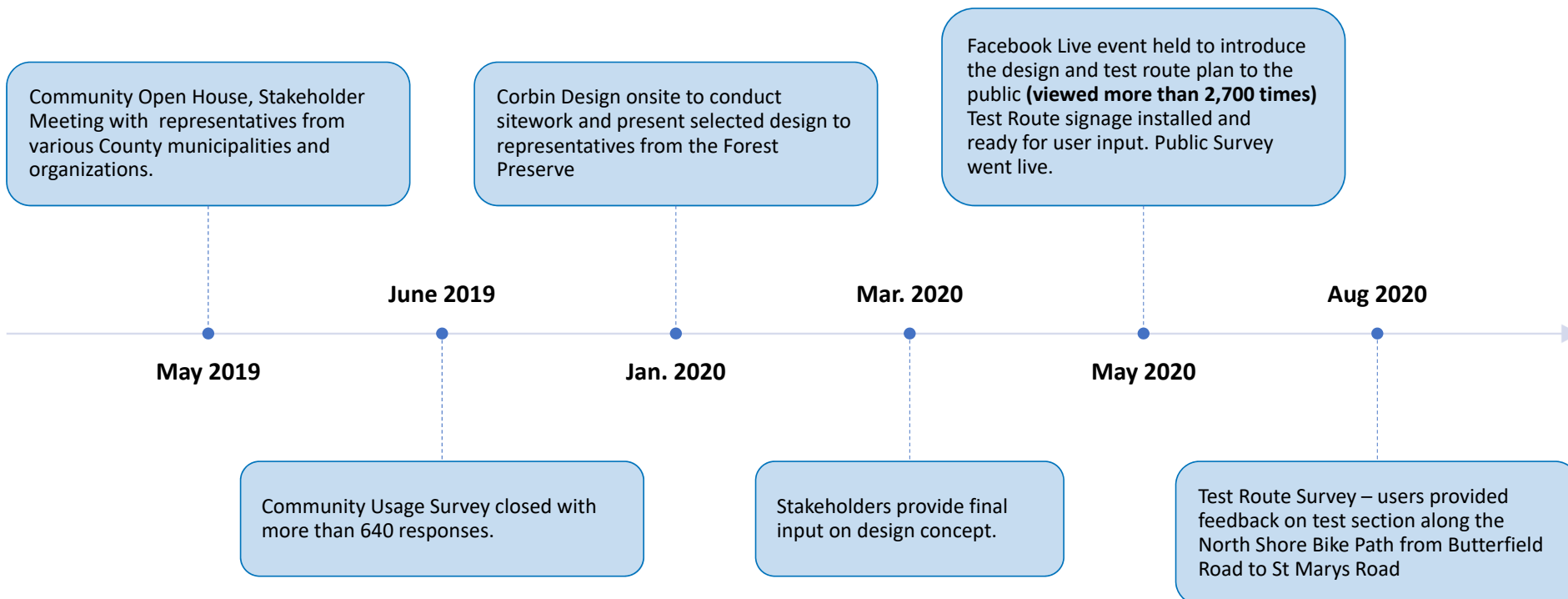
Stakeholders

- Bicycle Club of Lake County
- City of Highland Park
- City of Lake Forest
- Lake County Forest Preserve District
- Lake County Health Department
- Lake County Planning
- Libertyville Township
- Ride Illinois
- Village of Beach Park
- Village of Fox Lake
- Village of Grayslake
- Village of Gurnee
- Village of Lake Bluff
- Village of Lake Zurich
- Village of Libertyville
- Village of Mundelein



July 28, 2021

Stakeholder & Public Outreach

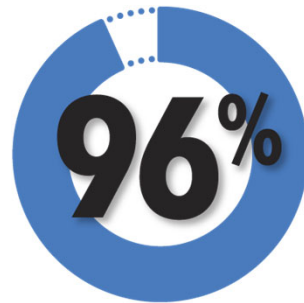


Community Usage Survey Results

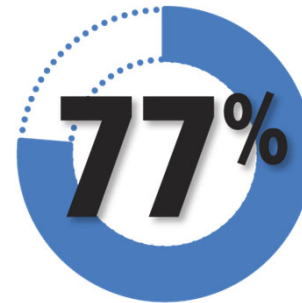
641 Survey Respondents



of respondents use
the trails at least
ONCE A WEEK



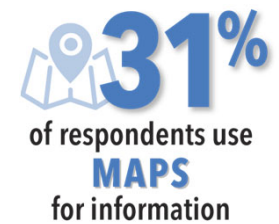
of respondents
use the trails for
**RECREATION
& EXERCISE**



of trail users are
CYCLISTS



of respondents use
SIGNAGE
for information



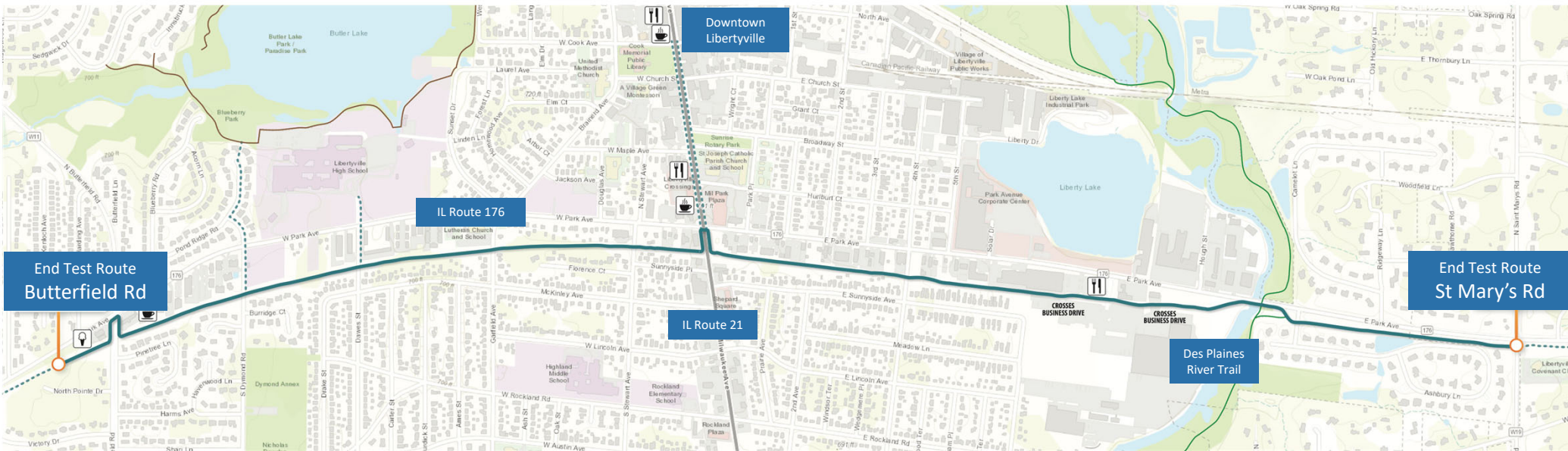
of respondents use
MAPS
for information



Brand Refresh

- Previous name “Bike Lake County” non-inclusive for all type of users
- Rebranded to “Explore Lake County” featuring a more user-inclusive logo

Test Route

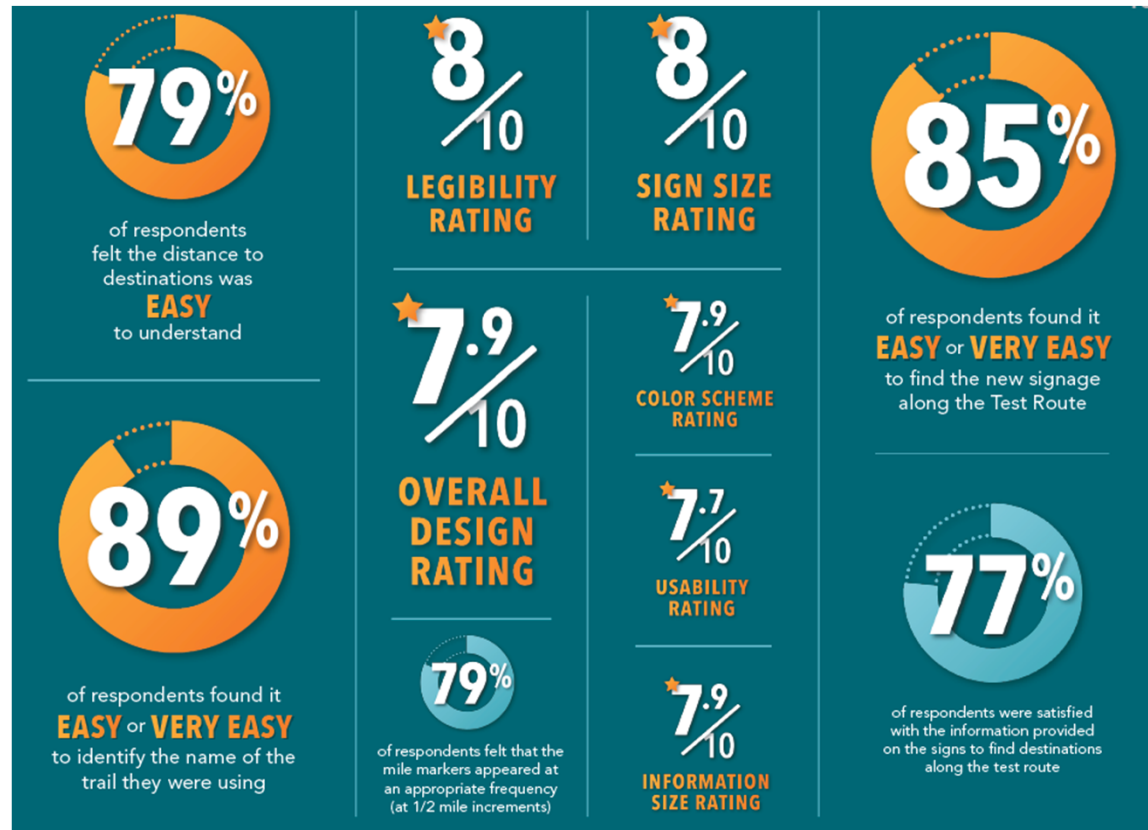


The test route is located along the North Shore Path and goes from Butterfield Road to Saint Mary's Road in Libertyville

Implemented Test Route

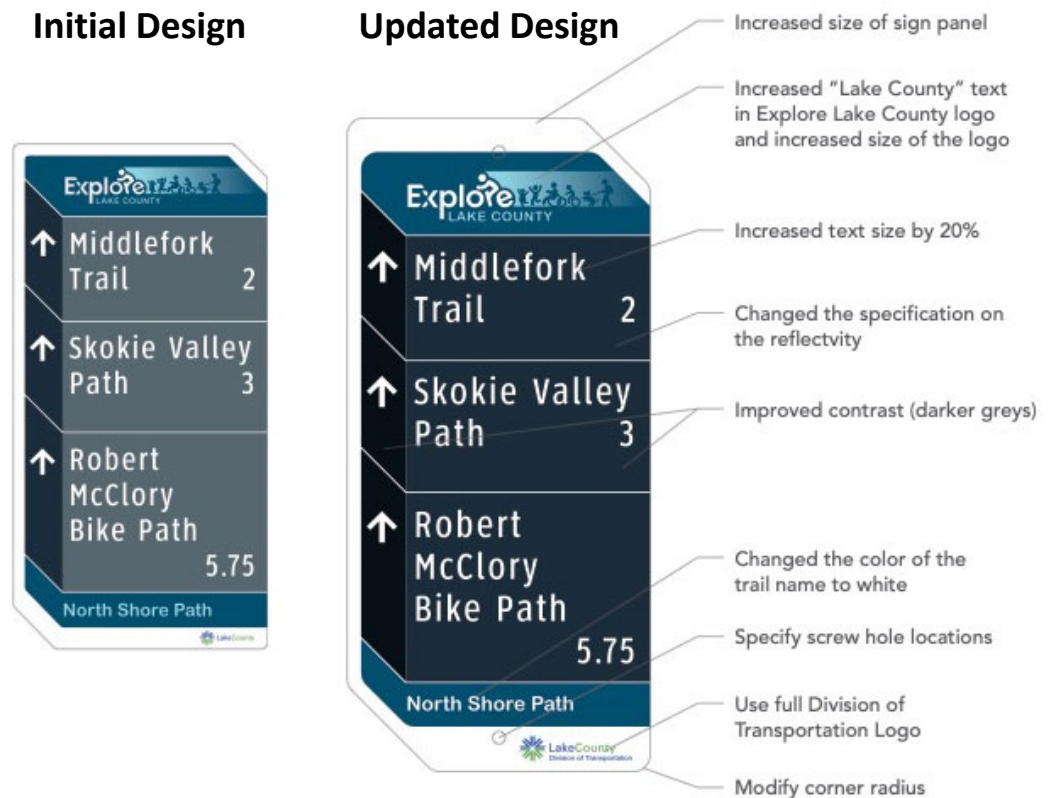


Test Route Survey Results

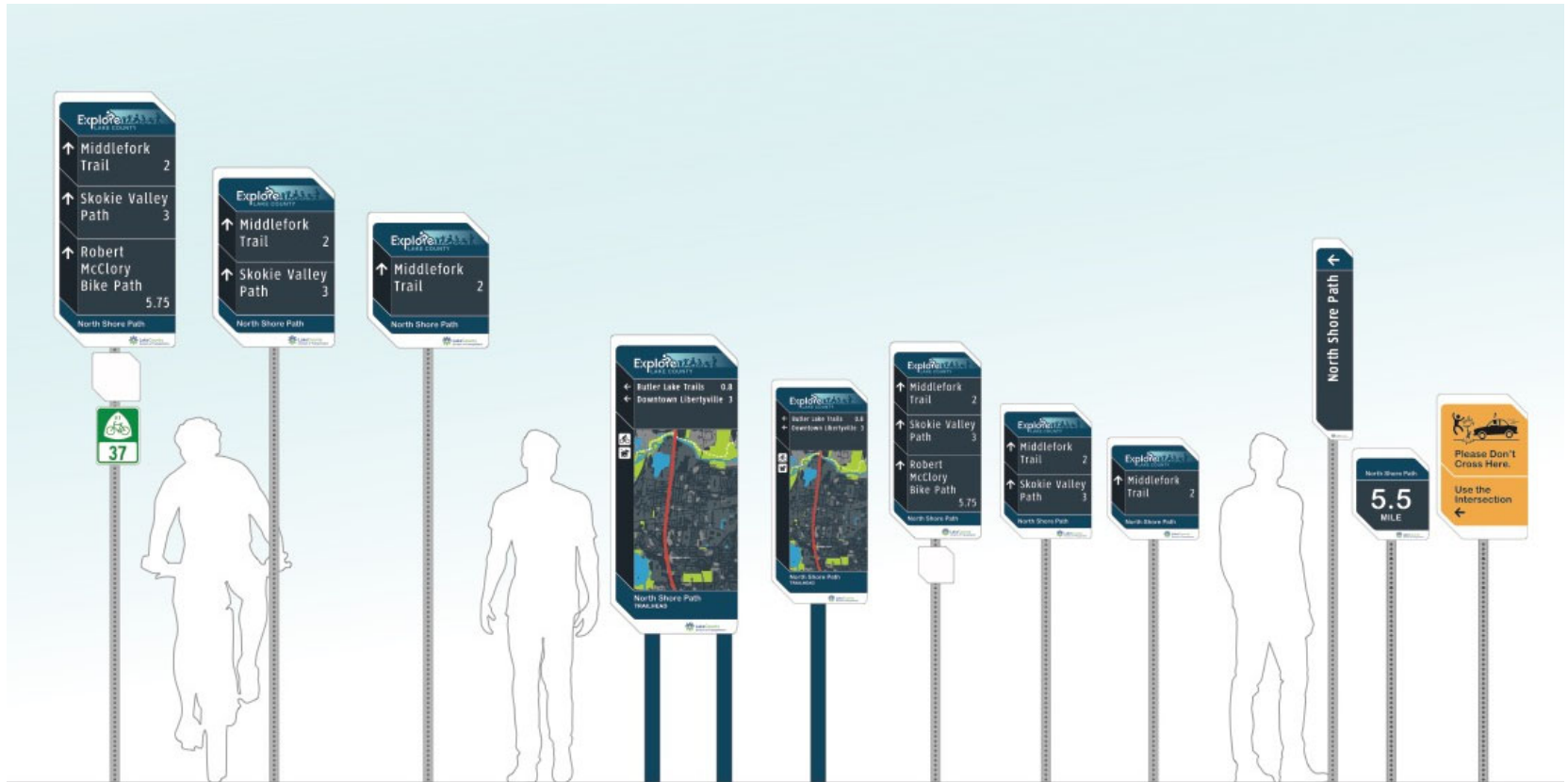


Design Enhancements

- Based on public survey results, stakeholder input, and consultant inspection, improvements were made to the final design.



Full Sign Type Array



Partnering with County Sign Shop

- Integral in rapid prototype process
- Capabilities that rival many commercial fabricators
- 3M product and warranty is industry-standard
- Impressive sign inventory and management system



Next Steps

- Finalize Standards Manual
- Prepare Implementation Plan
- Design contract to begin implementation on LCDOT Paths
 - Start with larger regional paths (North Shore, Skokie Valley and Robert McClory)
 - Include coordination with local agencies





THANK YOU

July 28, 2021

CORBIN
DESIGN