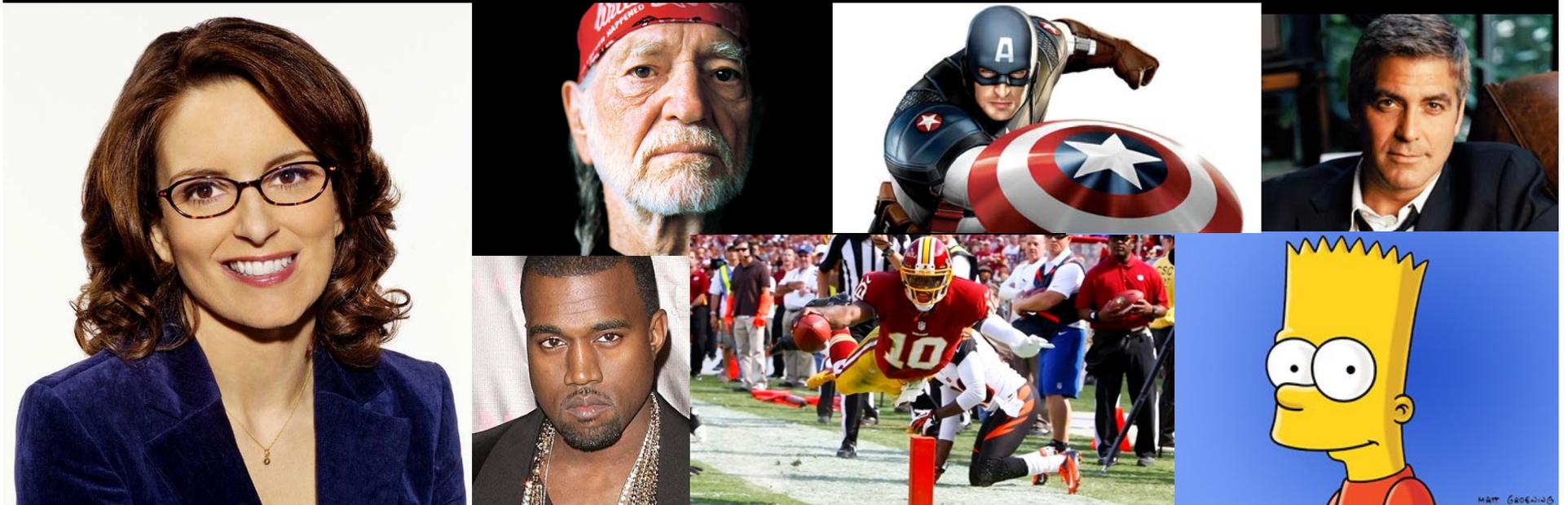




WHAT IS THE TRAIL NETWORK PERSONALITY?



PROJECT TEAM

VISION

The MAG Off-Street Bicycle Network is a regional asset that offers an accessible, dynamic and welcoming experience.

MISSION

Promoting the Trail Network as a Community Asset.



George Hudson

John Bosio

Theresa Gunn

Karen Vitkay (PM)

Jess Church

BEST PRACTICES

BRANDING

MEETING FACILITATION

SIGN PLANNING

WAYFINDING

STAKEHOLDER INPUT

TRANSPORTATION
ENGINEERING

INFORMATION DESIGN

CONSENSUS BUILDING

DOCUMENTATION

BRAINSTORM SESSIONS

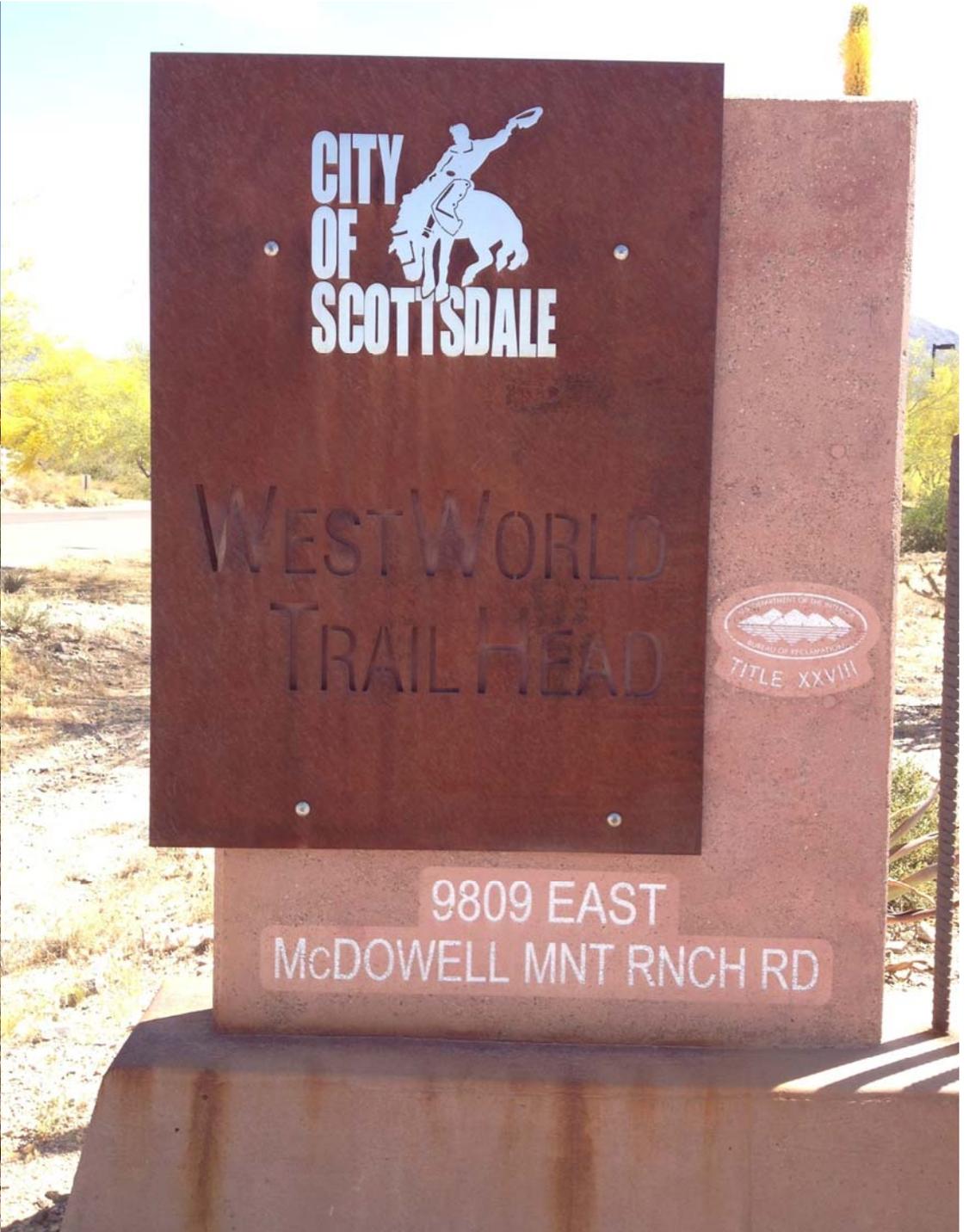
PROJECT MANAGEMENT



WAYFINDING

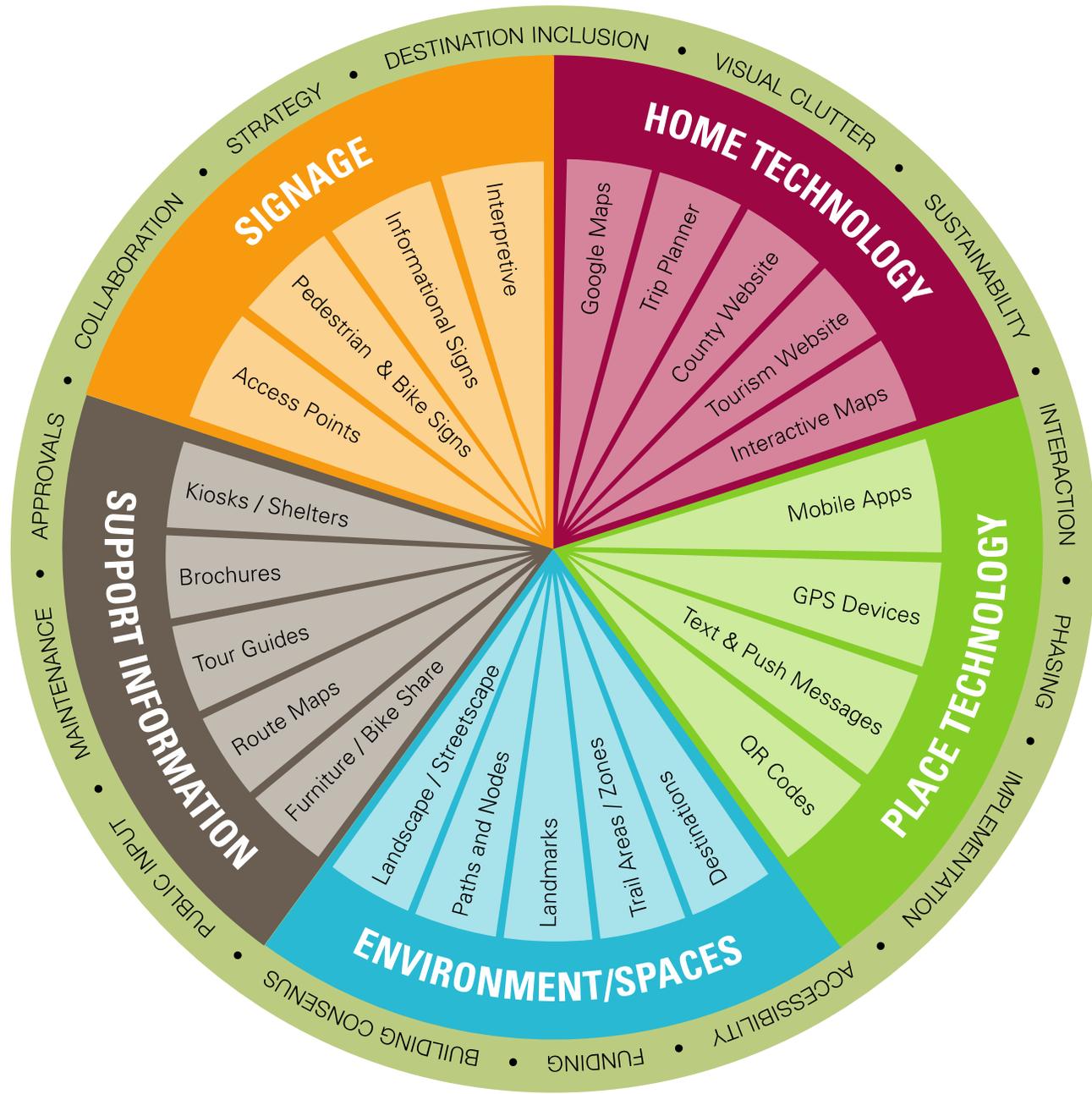
- **Elements: Vision, Content, Placement and Sign Family**
- **Single Over-Riding Theme, Adapted to a Variety of Conditions**
- **Process: Stakeholder Driven & On-the-Ground**





WAYFINDING

- **Intuitive to Our Daily Work and Personal Lives**
- **Share, Listen and Work Together**
- **Consider All Wayfinding Tools (signs, maps, digital)**



BRANDING

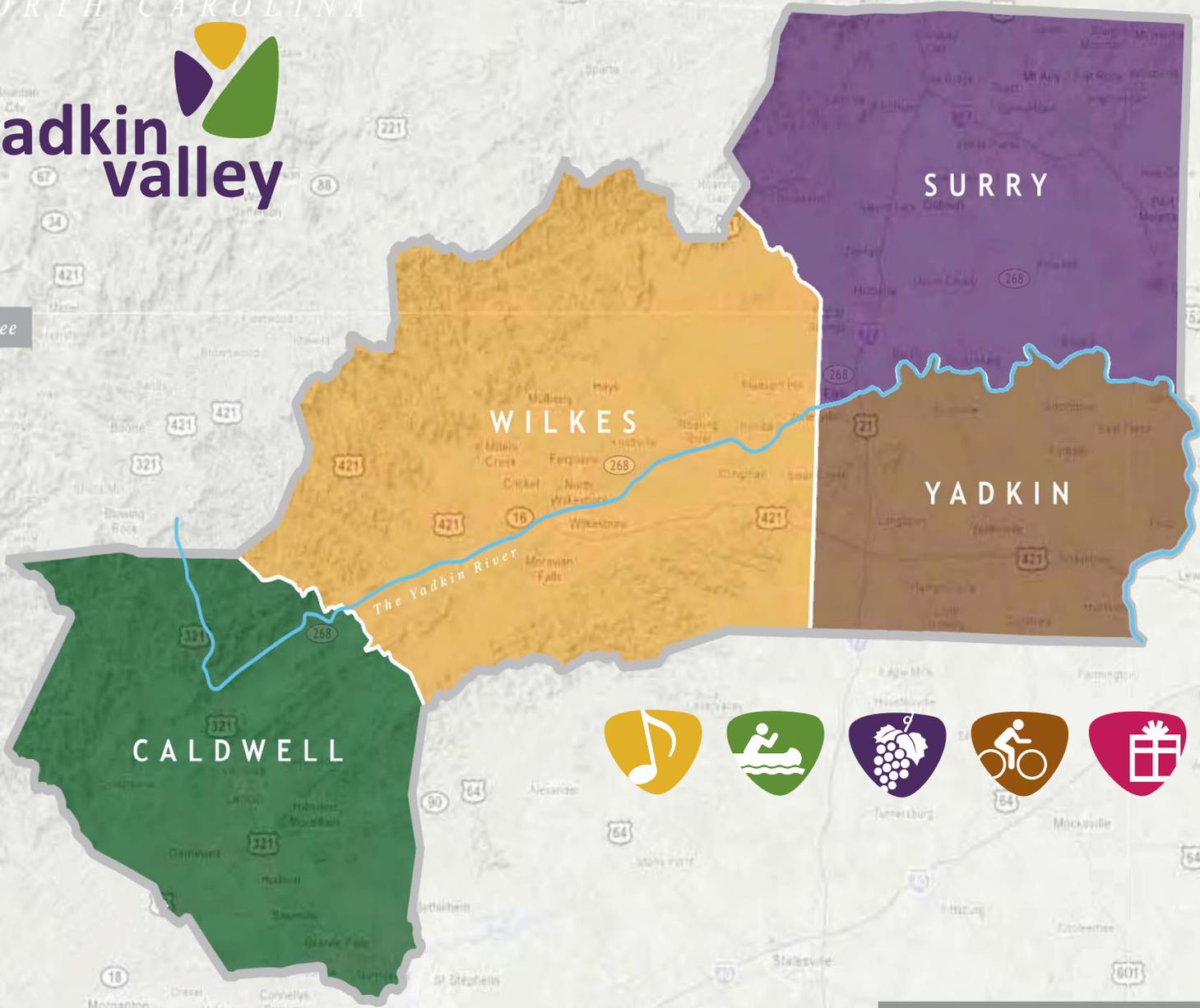
- **Philosophy: Brands are Intrinsic to Their Place.**
- **Personality: Created by Experience, Emotion and Attitude.**
- **Your Logo is Not Your Brand.**
- **Keep it Simple**
- **Engage: Fun and Dynamic Exercises**
- **Concepts are Presented as a Family of Tools**



Virginia ▲

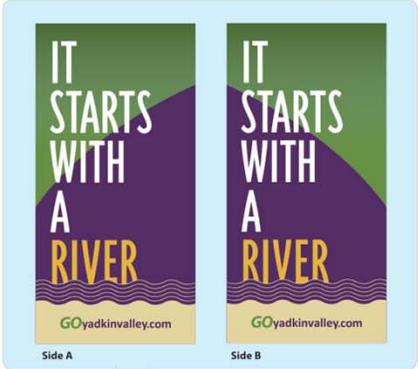
← Tennessee

Winston-Salem ▶



THE YADKIN VALLEY





OR

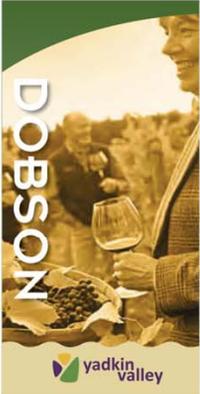


If a municipality wants to use one banner per pole, the BANNER.1 Graphic can go one side and the BANNER.2 graphic can go on the back.



Banner 1

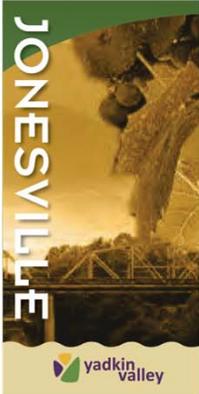
Banner 2



Dobson



Elkin



Jonesville



Kerr Scott



Lenoir

Images shown are for placement only. Municipalities will determine final images for their banner design.

BANNER.1 & BANNER.2
Double-sided banners

BANNER.2
11 Downtown Banner Concepts

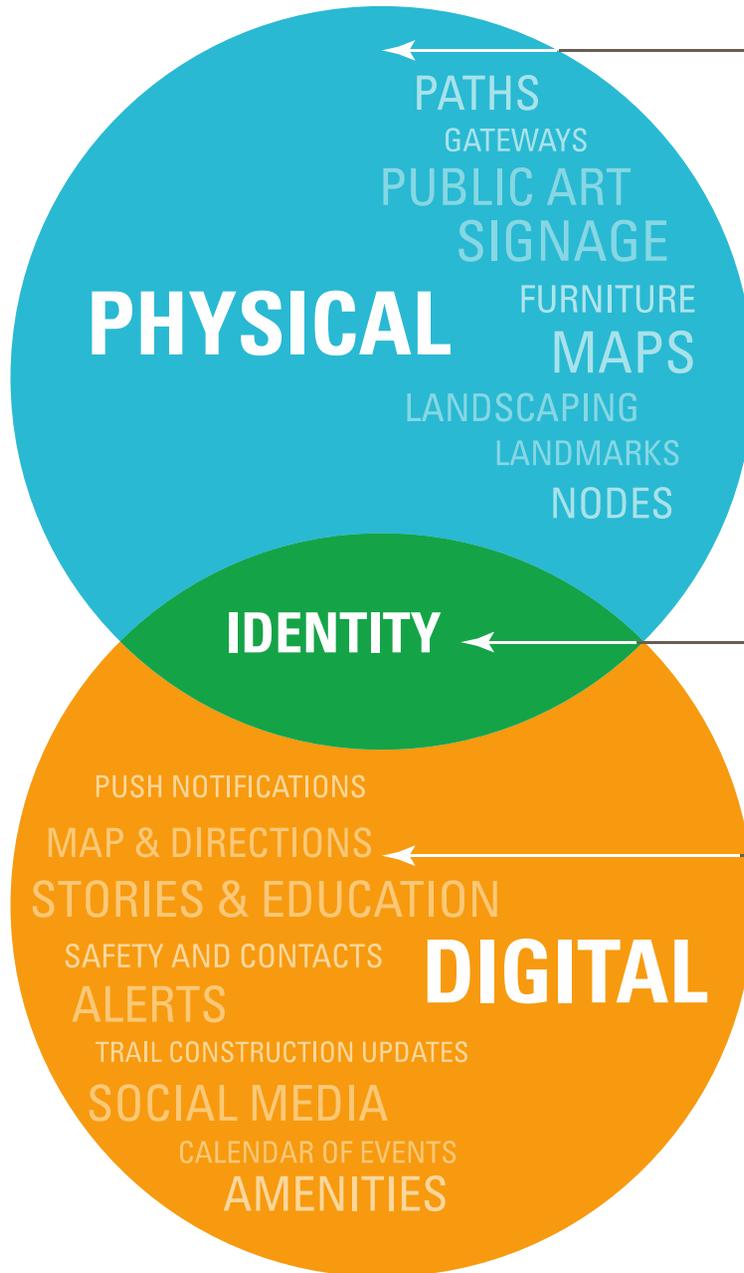
CONSENSUS

- Agreement on the Issues
- Identify Project Champions
- Inclusive Process: Start Early
- Involve Member Agencies at the Very Beginning
- Continual Feedback



TECHNOLOGY

- **Marketing Opportunity: Get the Users There**
- **Information is Dynamic and Deeper**
- **Interactivity and Play Enhances the Experience**
- **Social Media: Share Experiences and Conditions**
- **Safety, Maintenance and Construction Information**



Specific key destinations

Navigations based on suggested strategy at decision points

Fixed information / set hierarchy

Serves as visual confirmation of arrival point

Logo
Colors / Patterns
Iconography
Nomenclature

All destinations (trails and region)

Navigation based on GPS locations and real-time routing

Dynamic information / user-focused hierarchy based on preference





FOR NEWS, WEATHER, DINING,
RECREATION, TRANSPORTATION
INFO RIGHT ON YOUR CELL PHONE,
Text **RIVERWALK** to **82672** (TAMPA)
Standard Messaging rates apply.

www.TheTampaRiverwalk.com

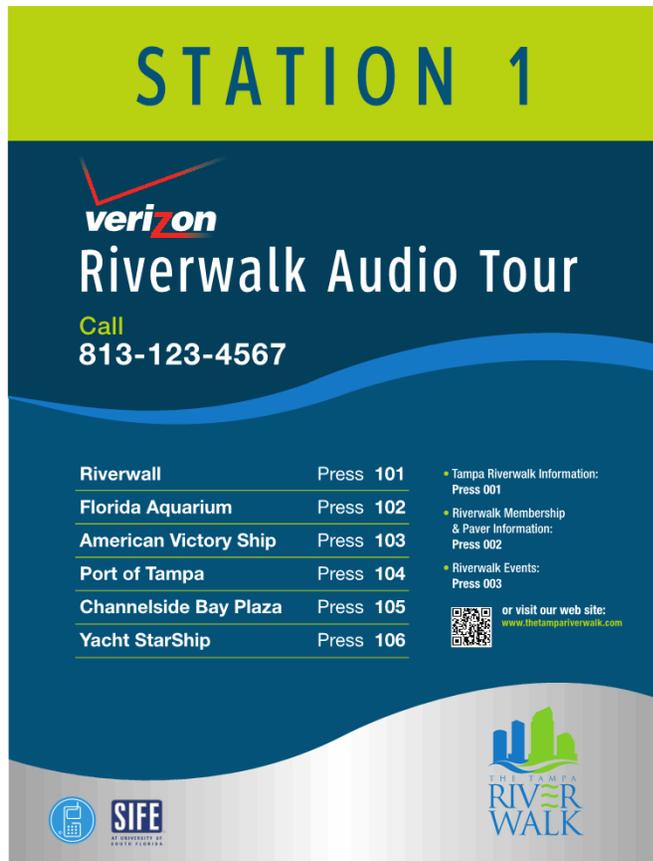


COST EFFECTIVE SIGNAGE

- Durable / Sustainable Materials / Climate
- Modular / Simplify Sizes / Common Components
- Understand In-House Capabilities
- Strategies for Funding and Phasing



Funding Opportunities / Maintenance



STATION 1

verizon
Riverwalk Audio Tour
Call
813-123-4567

Riverwall	Press 101
Florida Aquarium	Press 102
American Victory Ship	Press 103
Port of Tampa	Press 104
Channelside Bay Plaza	Press 105
Yacht StarShip	Press 106

• Tampa Riverwalk Information:
Press 001

• Riverwalk Membership
& Paver Information:
Press 002

• Riverwalk Events:
Press 003

or visit our web site:
www.thetampariverwalk.com

SIFE
BY UNIVERSITY OF
SOUTH FLORIDA

**THE TAMPA
RIVER
WALK**

FUNDING

- Private / Public Partnerships
- Federal & State Transportation Grants
- Donor Recognition Program
- Our Town Grant (NEA Grant)
- Preserve America (NPS)
- Crowd Funding

MAINTENANCE

- Costs Analysis = Initial Cost + Life Span
- Leverage non-signage wayfinding tools
- Establish Annual Maintenance Budget

CREATIVITY & INNOVATION

- **Marketing, Education and Encouragement**



CREATIVITY & INNOVATION

- **Wayfinding Beyond the Signs**



CREATIVITY & INNOVATION

- **Our Creative Process is Engaging and FUN !!!**



WHAT IS THE TRAIL NETWORK PERSONALITY?











Friendly



Distinguished



Active / Energetic

Thank You

- **National Expertise Combined with Local Knowledge**
- **Fresh Perspective**
- **This is What We Do ! We Live this Everyday !!**