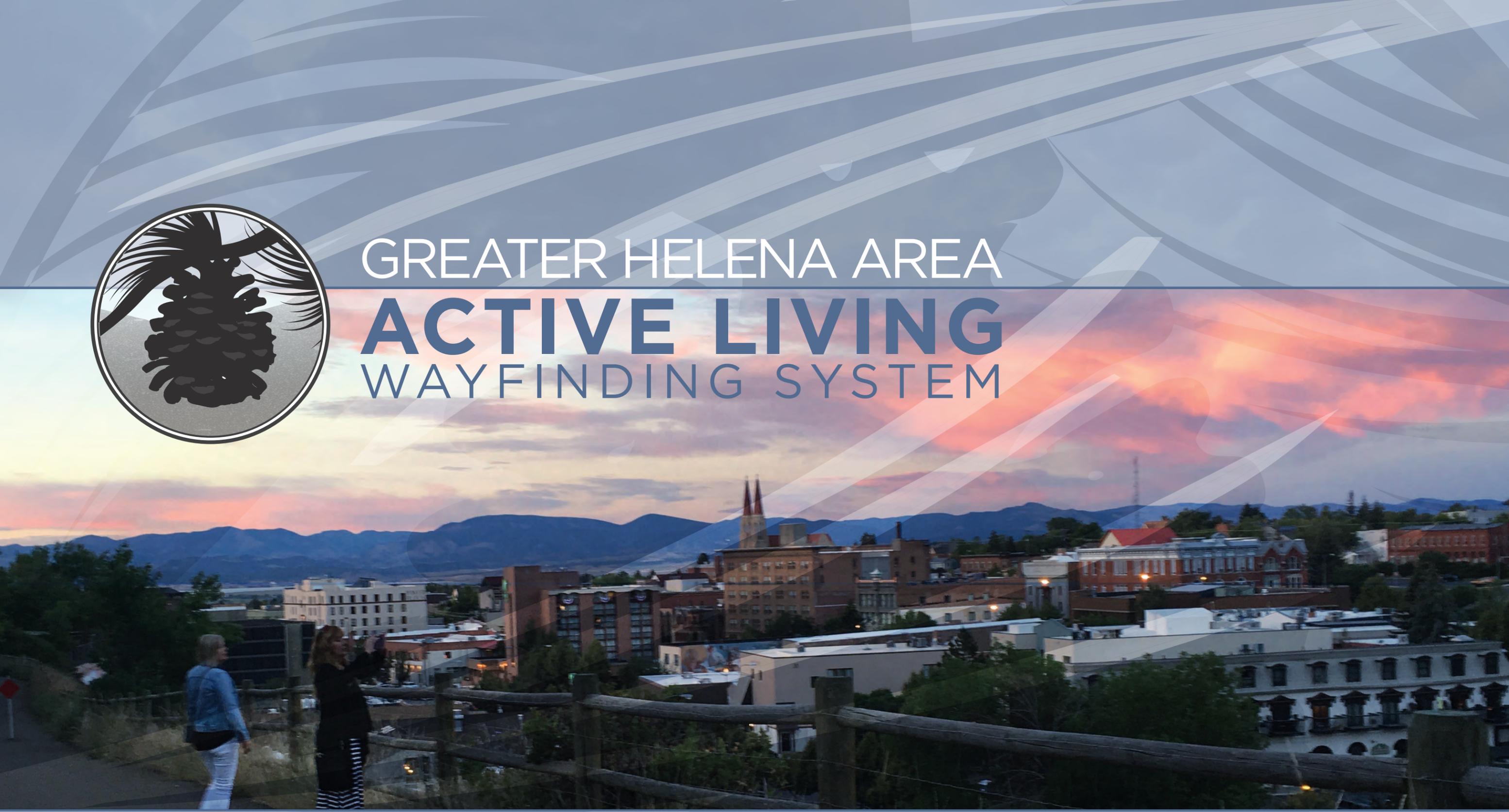




GREATER HELENA AREA **ACTIVE LIVING** WAYFINDING SYSTEM



MARCH 2017



Lewis & Clark
Public Health

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CHAPTER 1 INTRODUCTION

OVERVIEW

An Active Living Wayfinding System for parks, urban trails and on-street routes in the Greater Helena Area will increase participation in physical activity and improve access to nutritious food by providing uniform signage and supporting material to enrich and enhance the experience within the urban and natural environments. Currently, neither the Cities of Helena and East Helena nor Lewis and Clark County have comprehensive trail and park access signage or supporting outreach materials that help users navigate and access the community's many parks, connecting trails, daily services, cultural destinations, and healthy living sources. The community recently updated a number of plans, assessments, inventories and growth policies. Many of these included recommendations for more a more uniform and consistent wayfinding system. The system needs to be is inclusive of people of all ability. An inclusive approach will help increase health equity by guiding people to places that promote opportunities for physical activity and nutritious food. By focusing

route development and sign design encompassing the needs of people with disabilities, lower income residents, seniors, and families with young children improvements in physical, mental, and environ-mental health can be realized by activating and empowering people to use human-powered transportation choices.

The Active Living Wayfinding System will include standardized sign design styles, accessible alternative formats and supporting materials to be used by the City of Helena, Lewis and Clark County, and East Helena to create a cohesive system of healthy transportation choices linking healthy destinations to improve the lives of residents and visitors for years to come. A well-defined signage system can help decrease confusing visual clutter.

THE IMPORTANCE OF WAYFINDING

Communities around the United States and the world have invested in community wayfinding signage as a means to boost local branding, promote economic development, and safely communicate how to navigate to regional and local destinations. Wayfinding elements can enrich and enhance experiences in urban environments and provide confidence and comfort for citizens and visitors.

PURPOSE OF HELENA'S WAYFINDING SYSTEM

The Greater Helena Area Wayfinding System will employ best practices from national, state, and local sources with a specialized focus on health and equity. Overall, the system will:

- Define and communicate a sense of place and arrival.
- Encourage healthy transportation.
- Link people with to health equity focused destinations.
- Create awareness of historical areas, landmarks, outdoor recreation, and natural resource destinations.
- Enhance the overall brand of the community and region.
- Provide accessible, clear, and legible navigation, thus improving mobility and multimodal circulation.
- Provide an inclusive, cohesive, well-defined, consistent signage package (removing inconsistent clutter and styles).

TYPES OF WAYFINDING

There are a number of wayfinding tools that reinforce a sense of place, promote the region, and improve navigation. These can include items such as web technology and communication (GPS, tourism websites, Google maps), experience technology (QR codes, mobile apps, interactivity), physical tools (Visitor Centers, brochures, banners, printed support, maps), the built environment (streetscapes, districts, landmarks, architecture), and signage (vehicular highway signs, gateways, pedestrian directionals, map kiosks, and bicycle destination and directional signs). This System focuses immediately on physical signage with on-line accessible alternative formats, the core of wayfinding in the built environment, with recommendations and communications strategies to enhance the system with programming and tools to encourage use. The main types of physical wayfinding signs include:

Gateways and Large Kiosks – Gateways and Kiosks define the entry into a distinct place with a defined identity. They are the first communication and introduction to a physical place, issuing a feeling of arrival. Gateways exist at two basic scales such as regional/ city gateways, and district/ downtown/neighborhood gateways. Kiosks provide additional information that may include maps, brochures, and interpretive stories.

Vehicular – Vehicular elements direct motorists to districts, cities, parks, destinations, and parking. Vehicular signage is meant to be seen at high to moderate speeds in public right-of-ways and is regulated by departments of transportation. This type of signage is used by out-of-town and resident motorists. Vehicular signage was not developed as a component of this package, however, in the future, the creative presented within this system can be used to inspire vehicular sign design.

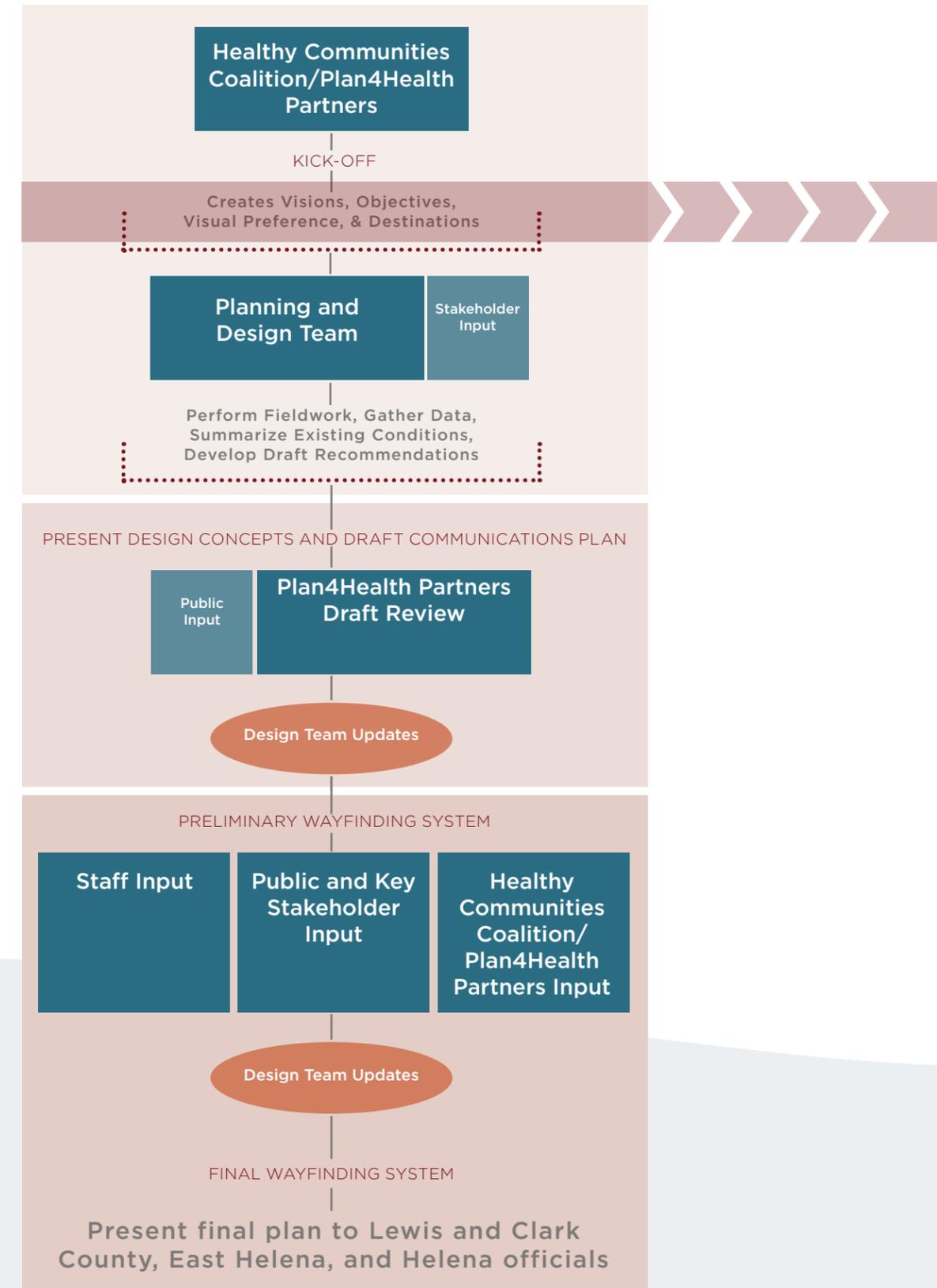
Pedestrian – Pedestrian wayfinding directs pedestrians to destinations inside of a defined district or neighborhood. They are developed at the pedestrian scale and can include more information than vehicular highway signs such as directions to destinations, maps, and interpretation.

Bicycle – Bicycle wayfinding directs bicyclists, typically along trails, multiuse paths, and bicycle boulevards to destinations. These types of signs promote confidence in the bicyclist direction of travel and typically assume bicyclists read them while moving.

PLANNING AND DESIGN PROCESS

This process included a series of Coalition and Partner meetings and public input/stakeholder opportunities to direct the development of the wayfinding plan and sign package. A Communications Plan was documented and further developed in tandem with this plan to create greater engagement in the planning process. Additional communications recommendations within this plan will set the stage for implementation and enhance effective use of the system.

The planning process is described in the chart to the right.



V I S I O N

Established by the Plan4Health Partners to guide the development of the Wayfinding System

AN ACTIVE LIVING WAYFINDING SYSTEM INCREASES PARTICIPATION IN **PHYSICAL ACTIVITY** AND **IMPROVES ACCESS** TO NUTRITIOUS FOOD PROGRAMS BY PROVIDING UNIFORM SIGNAGE AND SUPPORTING MATERIAL TO ENRICH AND ENHANCE THE EXPERIENCE WITHIN THE **GREATER HELENA AREA.**

This vision was carried through the entire process of developing creative, identifying destinations, and crafting a Communications Plan. After completion of this System Plan, the recommended communication strategies will continue to support this vision for a healthier Greater Helena Area.





CHAPTER 2 EXISTING CONDITIONS

OVERVIEW

This chapter contains a brief overview of the existing conditions of the wayfinding environment in the Greater Helena Area. This includes the strengths, weaknesses, and challenges of the current bicycle/pedestrian network and wayfinding system, especially in regard to the state of health of the Greater Helena Area. An exploration of demographics, equity factors, and demand areas informed the communications plan outreach efforts during this planning process and will drive which audiences Lewis and Clark Public Health will aim to reach in additional communications efforts after the close of this planning process. To begin to understand who these audiences are and where they live, a data driven analysis of the demographics and demand areas of Greater Helena Area was explored. This data driven analysis is based on information collected from the Census Bureau and may not accurately depict the existing conditions

of Helena, therefore, the involvement of the Plan4Health Group was critical in examining these data driven models to understand discrepancies and guide the planning team to overlay this critical human element on all data driven processes. This chapter summarizes the findings of the data - recommendations accurately depict the layering of public input and Plan4Health input based on their modifications to these models. This chapter also identifies previous planning efforts that related to the wayfinding system in the Greater Helena Area, a full review can be found in Appendix A.

DEMOGRAPHICS AND STATISTICS AFFECTING HEALTH EQUITY

Since the vision of this wayfinding system is health equity focused, it is critical to understand the compositions of the special needs population in the Greater Helena Area. In 2015, Lewis and Clark County produced a Community Health Report that benchmarks residents' health conditions, behaviors, and preferences. The guide is intended to serve as the basis for beginning a community health-improvement planning process. The following statistics related to physical activity and health provide a snapshot from this report:

WAYFINDING FOR HEALTH EQUITY SHOULD BE DESIGNED TO...

BE ACCESSIBLE FOR EVERYONE



13.4% of people in the County have **disabilities.**

ENCOURAGE AND INCREASE HEALTH BEHAVIOR



30.7% of County adults are **obese** (BMI 30+).



Almost half, **49.4%**, of high school youth in the county reported **not being physically active** for at least one hour on at least five of the last seven days.



74.6% of key stakeholders identified **nutrition, physical activity, and weight** as a “major” or “moderate” **problem in the community.**

40+ parks within the Greater Helena Area



Strong bicycling community, including **recreation and commuter bicyclist**



Over **175 miles of recreational trails** in the Greater Helena Area



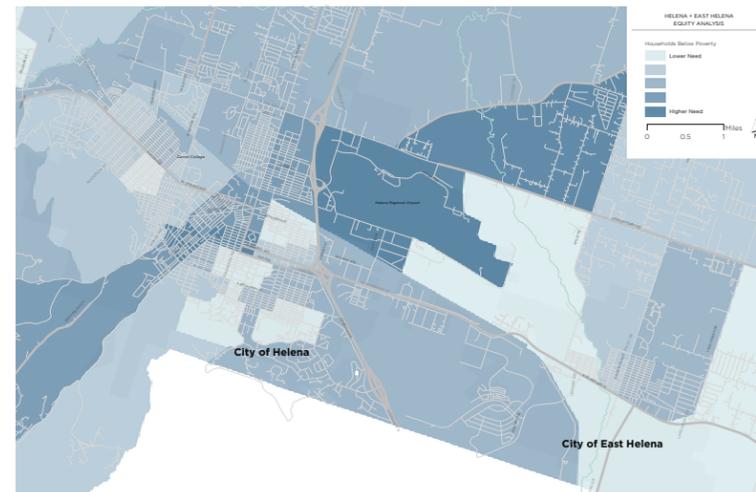
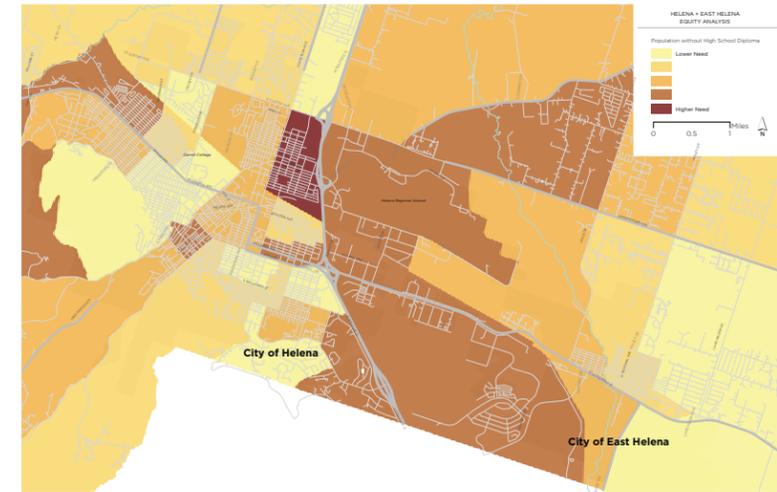
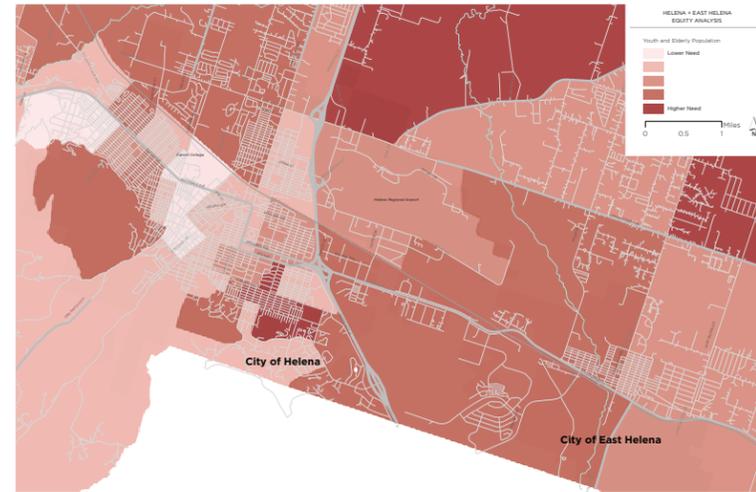
WAYFINDING WILL ENHANCE EXISTING POSITIVE INFLUENCE ON HEALTH

By creating a **well connected network** of bicycling and walking routes with a **legible wayfinding system** depicting healthy destinations, Lewis and Clark County can begin to **pair health initiatives with the built environment** to combat health challenges among the current population.

CONTEXT AND SETTING

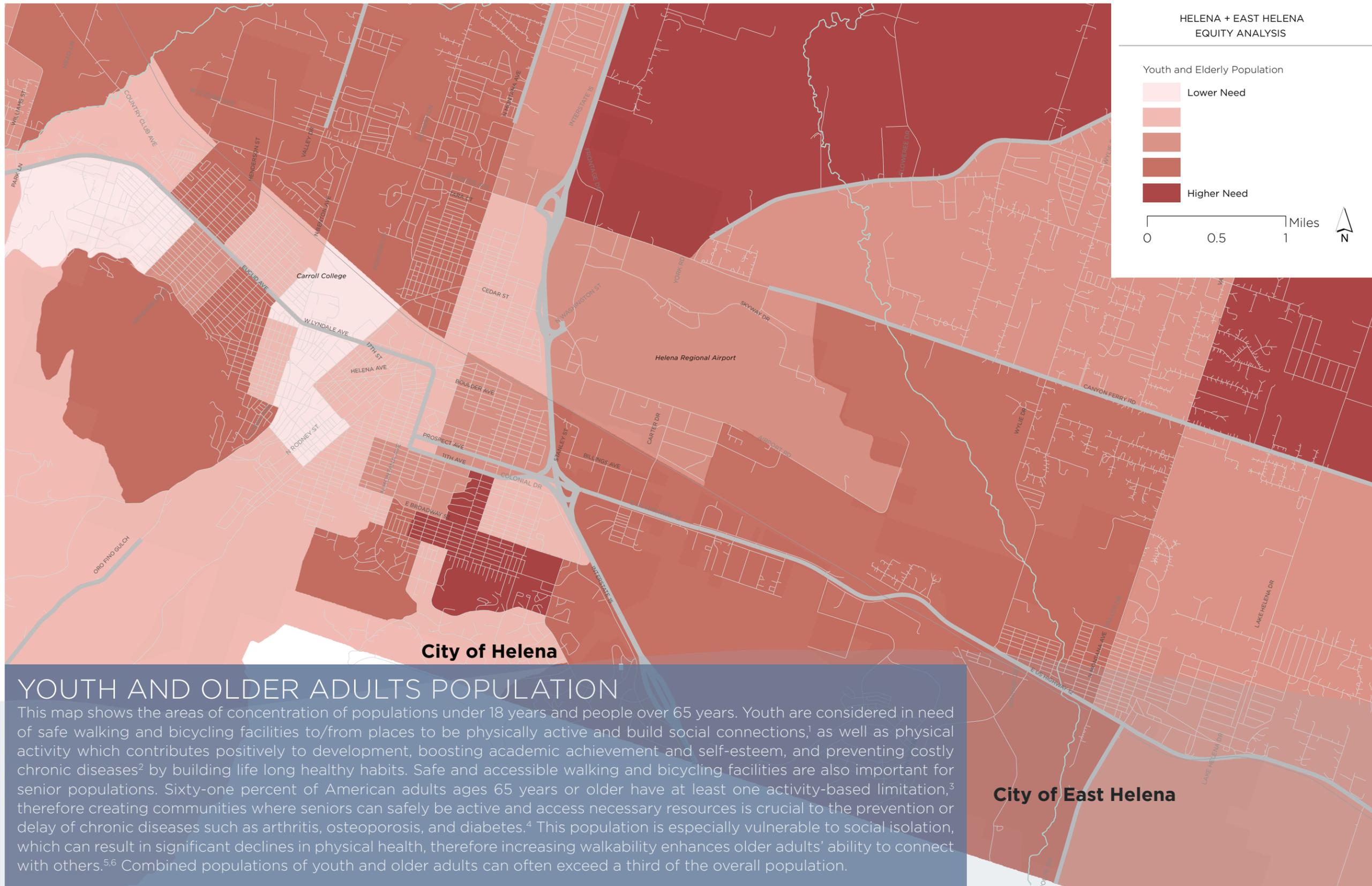
DEMOGRAPHICS

With a focus on equity in signing routes and destinations, it is important to analyze the access and functional needs of the whole community, as cited in the American Community Survey (ACS). Those populations typically have environmental obstacles that can prevent them from creating and maintaining healthy lifestyles. A series of equity maps on the following pages display areas of concentration, or density, of particular communities - each of which are in need of safe active transportation facilities and guidance to access healthy destinations - for food, education, and physical/mental health.



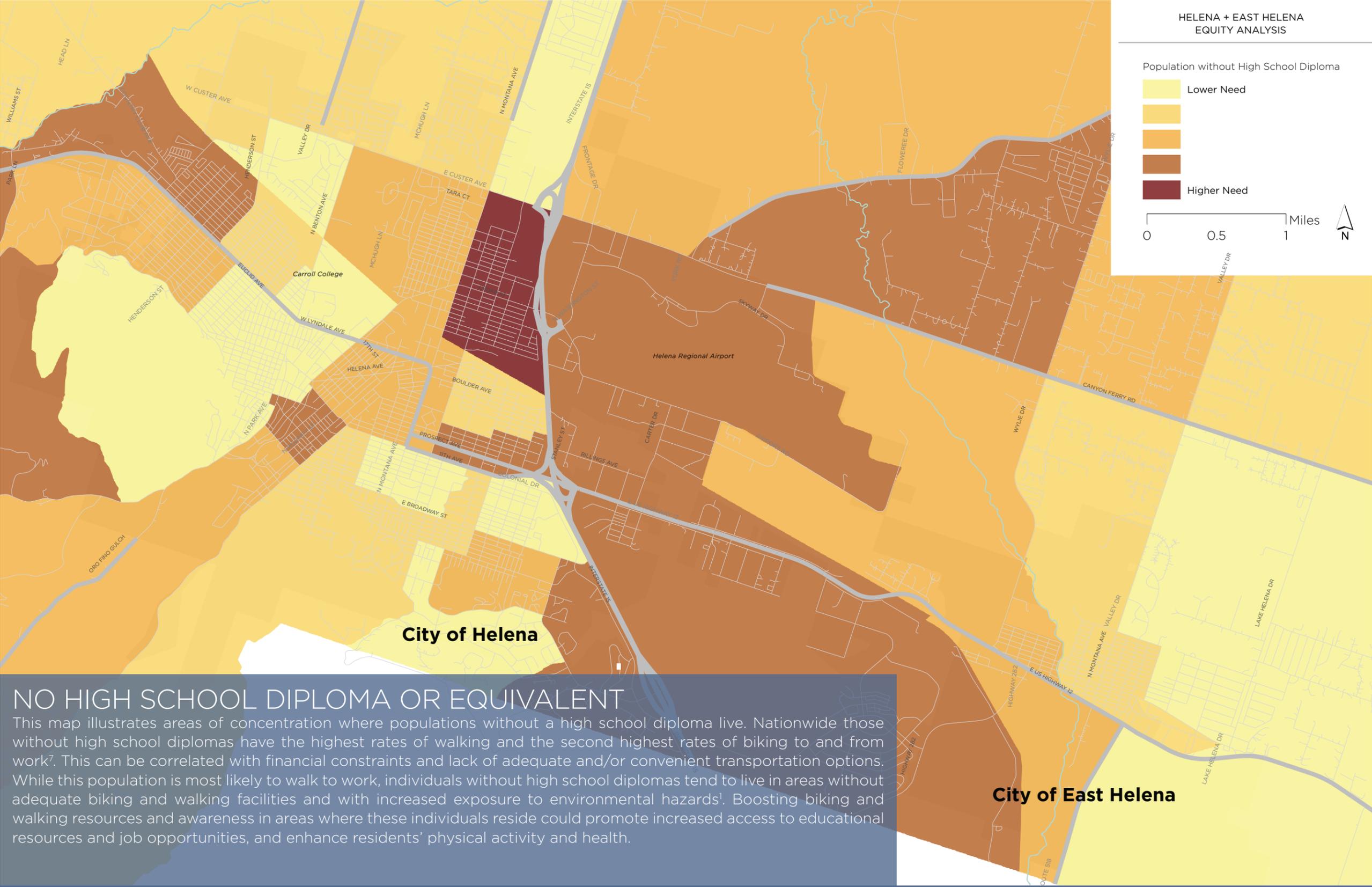
EQUITY
HIGH DENSITY = HIGH NEED = HIGH PRIORITY

LIVE-WORK-PLAY
DESTINATION + ORIGINS



YOUTH AND OLDER ADULTS POPULATION

This map shows the areas of concentration of populations under 18 years and people over 65 years. Youth are considered in need of safe walking and bicycling facilities to/from places to be physically active and build social connections,¹ as well as physical activity which contributes positively to development, boosting academic achievement and self-esteem, and preventing costly chronic diseases² by building life long healthy habits. Safe and accessible walking and bicycling facilities are also important for senior populations. Sixty-one percent of American adults ages 65 years or older have at least one activity-based limitation,³ therefore creating communities where seniors can safely be active and access necessary resources is crucial to the prevention or delay of chronic diseases such as arthritis, osteoporosis, and diabetes.⁴ This population is especially vulnerable to social isolation, which can result in significant declines in physical health, therefore increasing walkability enhances older adults' ability to connect with others.^{5,6} Combined populations of youth and older adults can often exceed a third of the overall population.



NO HIGH SCHOOL DIPLOMA OR EQUIVALENT

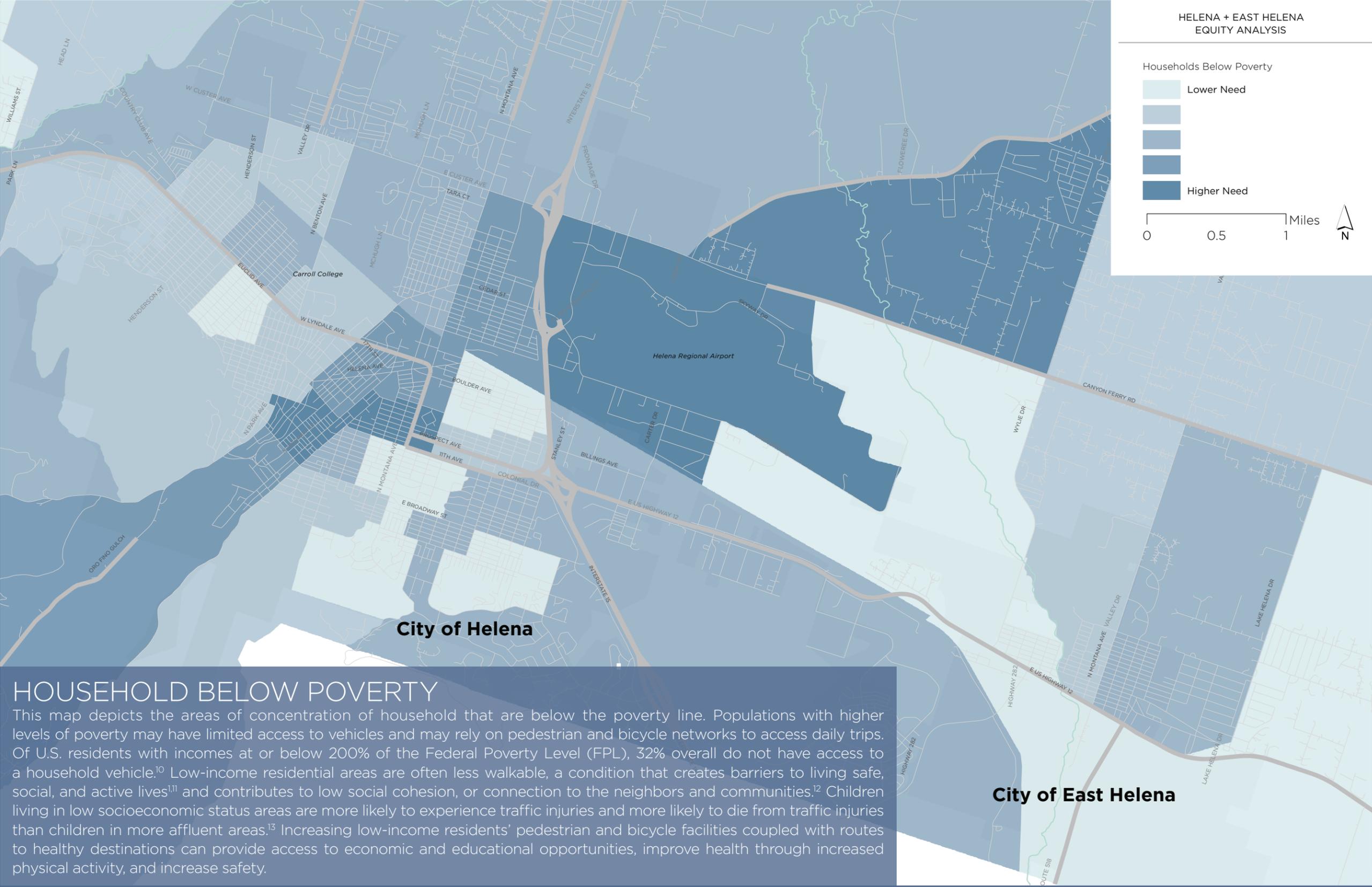
This map illustrates areas of concentration where populations without a high school diploma live. Nationwide those without high school diplomas have the highest rates of walking and the second highest rates of biking to and from work⁷. This can be correlated with financial constraints and lack of adequate and/or convenient transportation options. While this population is most likely to walk to work, individuals without high school diplomas tend to live in areas without adequate biking and walking facilities and with increased exposure to environmental hazards¹. Boosting biking and walking resources and awareness in areas where these individuals reside could promote increased access to educational resources and job opportunities, and enhance residents' physical activity and health.

DISCLAIMER: These map were created from the available date from the city, county, and the US Census data (2015) The information shown is only as accurate as the data available, and might be over/under estimated depending on the data.



NON-ENGLISH SPEAKING POPULATION

Individuals with limited-English proficiency, or who identify as not speaking English well or at all, tend to rely more on walking, bicycling, and public transit as their primary means of transportation (11%) than the average English speaker (4%).^{8,9} Limited English speaking individuals tend to live in areas without adequate active transportation facilities yet, are more likely to walk and bicycle, forcing individuals into unsafe transportation situations.⁸ These populations also tend to be isolated from healthy food choices and daily needs.



HOUSEHOLD BELOW POVERTY

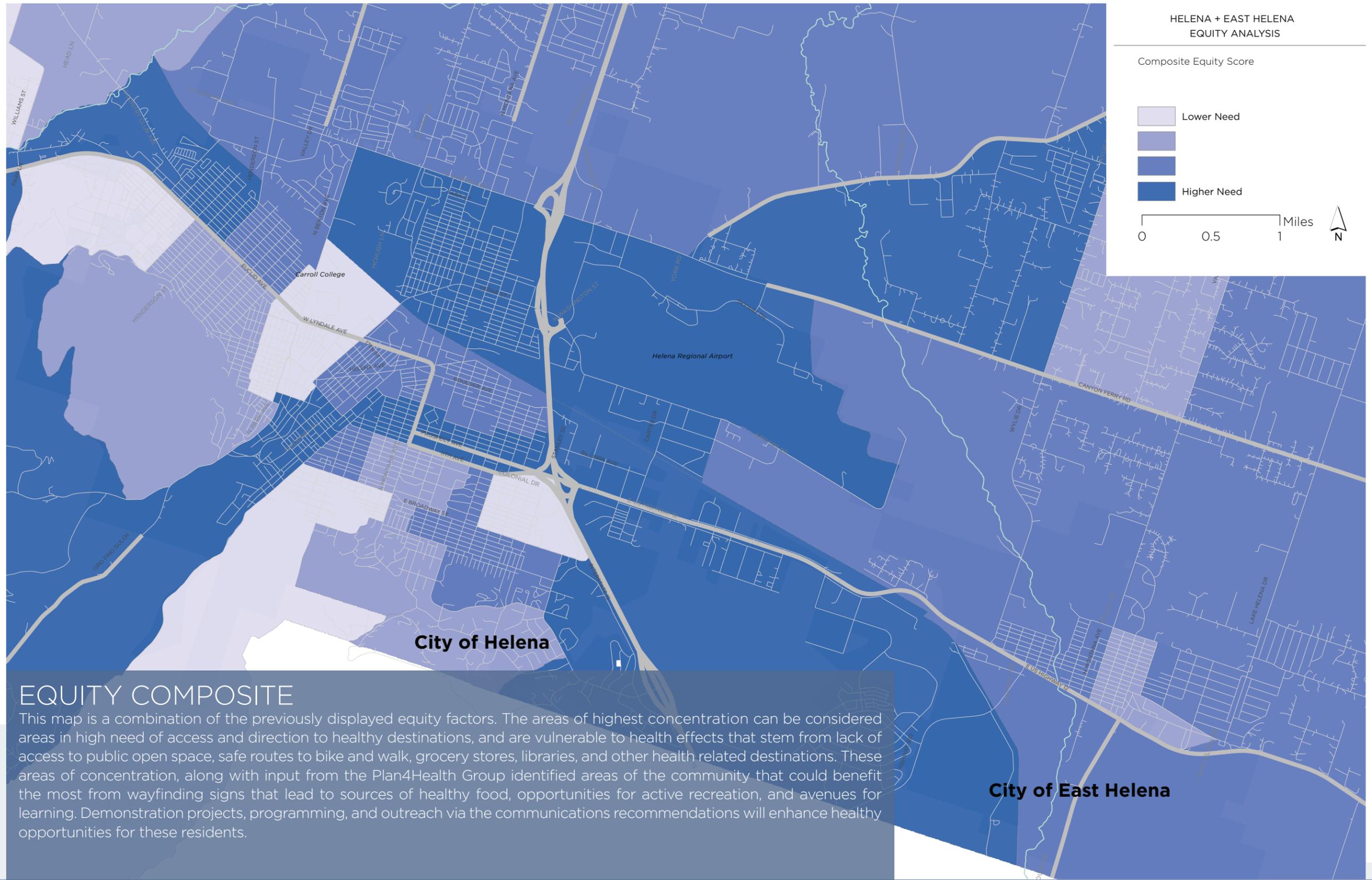
This map depicts the areas of concentration of household that are below the poverty line. Populations with higher levels of poverty may have limited access to vehicles and may rely on pedestrian and bicycle networks to access daily trips. Of U.S. residents with incomes at or below 200% of the Federal Poverty Level (FPL), 32% overall do not have access to a household vehicle.¹⁰ Low-income residential areas are often less walkable, a condition that creates barriers to living safe, social, and active lives¹¹ and contributes to low social cohesion, or connection to the neighbors and communities.¹² Children living in low socioeconomic status areas are more likely to experience traffic injuries and more likely to die from traffic injuries than children in more affluent areas.¹³ Increasing low-income residents' pedestrian and bicycle facilities coupled with routes to healthy destinations can provide access to economic and educational opportunities, improve health through increased physical activity, and increase safety.

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NON-WHITE POPULATION

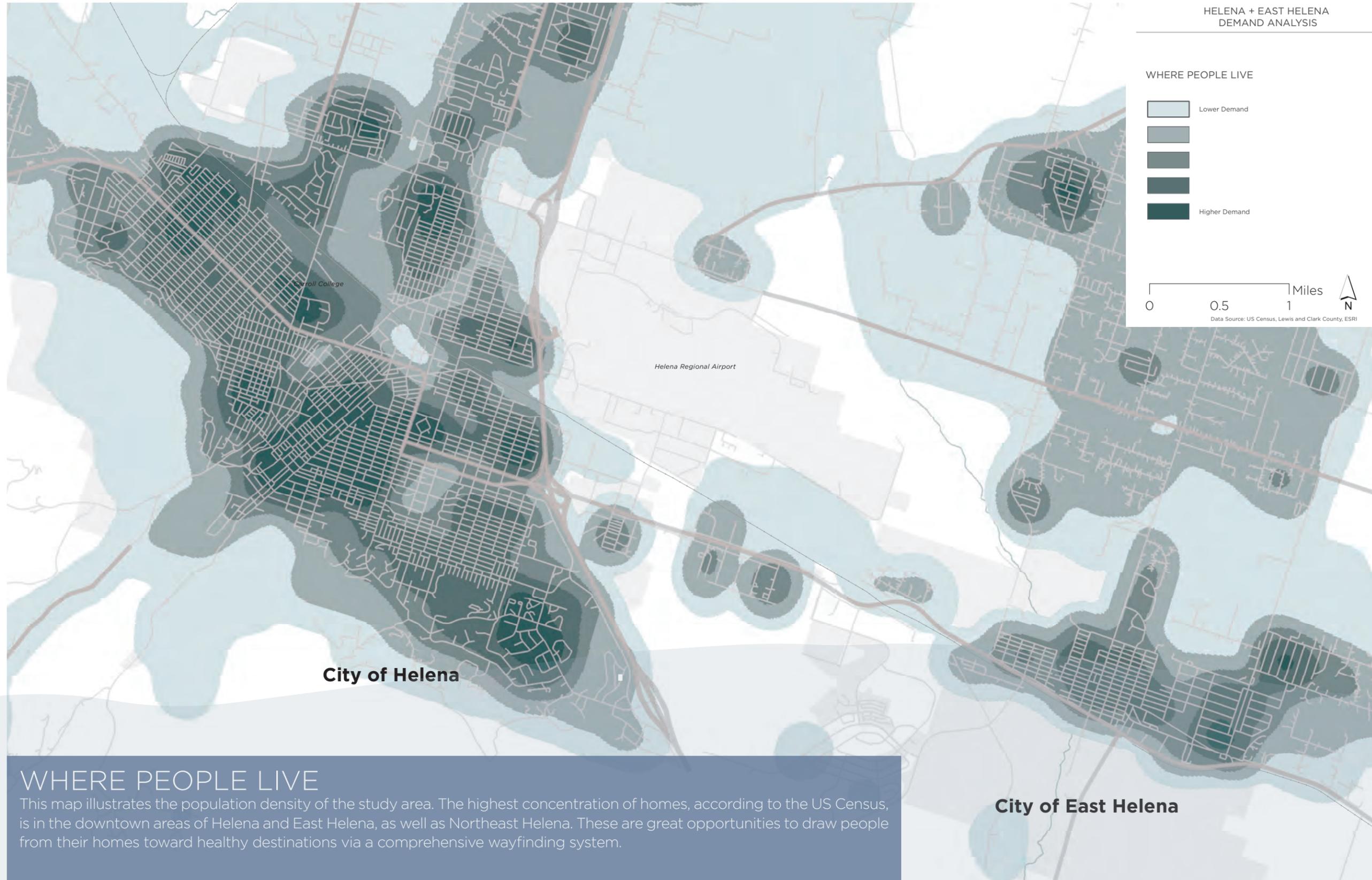
This map shows the density of the non-white population in the Greater Helena Area. Non-white populations are more likely to live in areas with poor or limited biking and walking facilities, educational opportunities, job resources, and healthy food outlets.¹⁴ Non-white population are more likely not to have access to a household car compared to their white counterparts, regardless of income.¹⁰ Additionally, those communities are more likely to experience low social cohesion within their residential area because of limited activated public spaces.¹² In turn, these deficits exacerbate the disproportionate health burdens communities of color experience.



EQUITY COMPOSITE

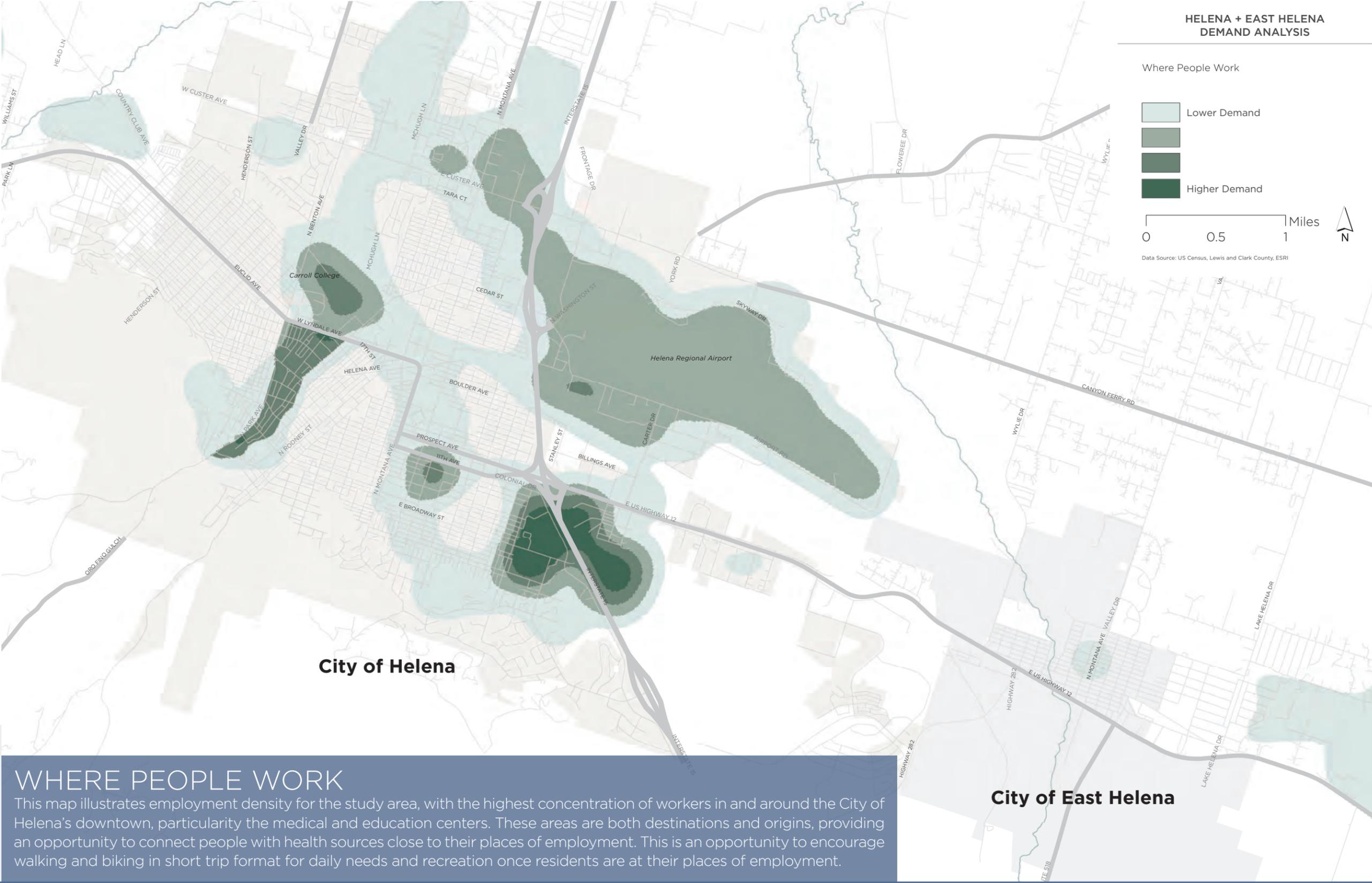
This map is a combination of the previously displayed equity factors. The areas of highest concentration can be considered areas in high need of access and direction to healthy destinations, and are vulnerable to health effects that stem from lack of access to public open space, safe routes to bike and walk, grocery stores, libraries, and other health related destinations. These areas of concentration, along with input from the Plan4Health Group identified areas of the community that could benefit the most from wayfinding signs that lead to sources of healthy food, opportunities for active recreation, and avenues for learning. Demonstration projects, programming, and outreach via the communications recommendations will enhance healthy opportunities for these residents.

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WHERE PEOPLE LIVE

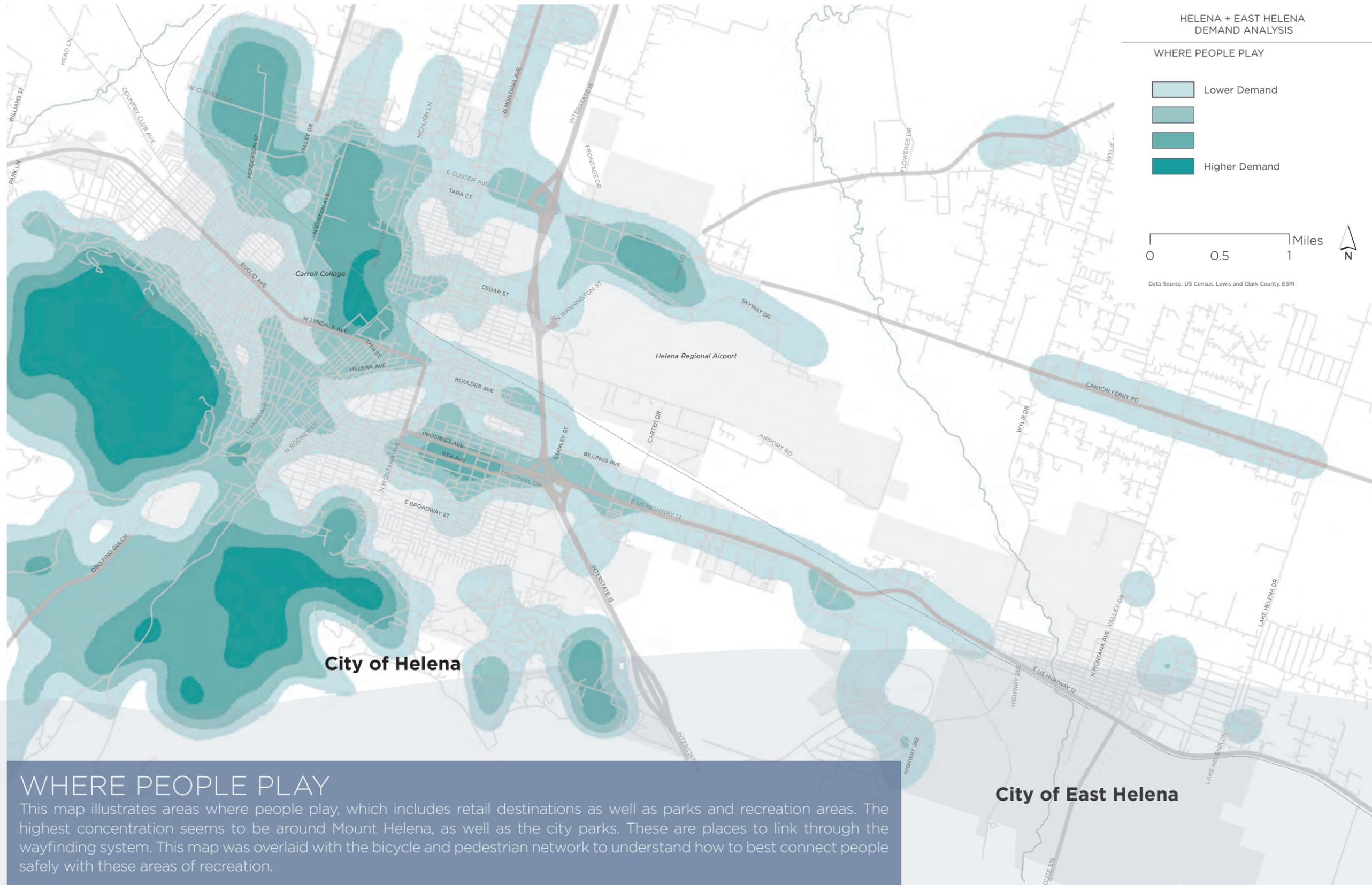
This map illustrates the population density of the study area. The highest concentration of homes, according to the US Census, is in the downtown areas of Helena and East Helena, as well as Northeast Helena. These are great opportunities to draw people from their homes toward healthy destinations via a comprehensive wayfinding system.



WHERE PEOPLE WORK

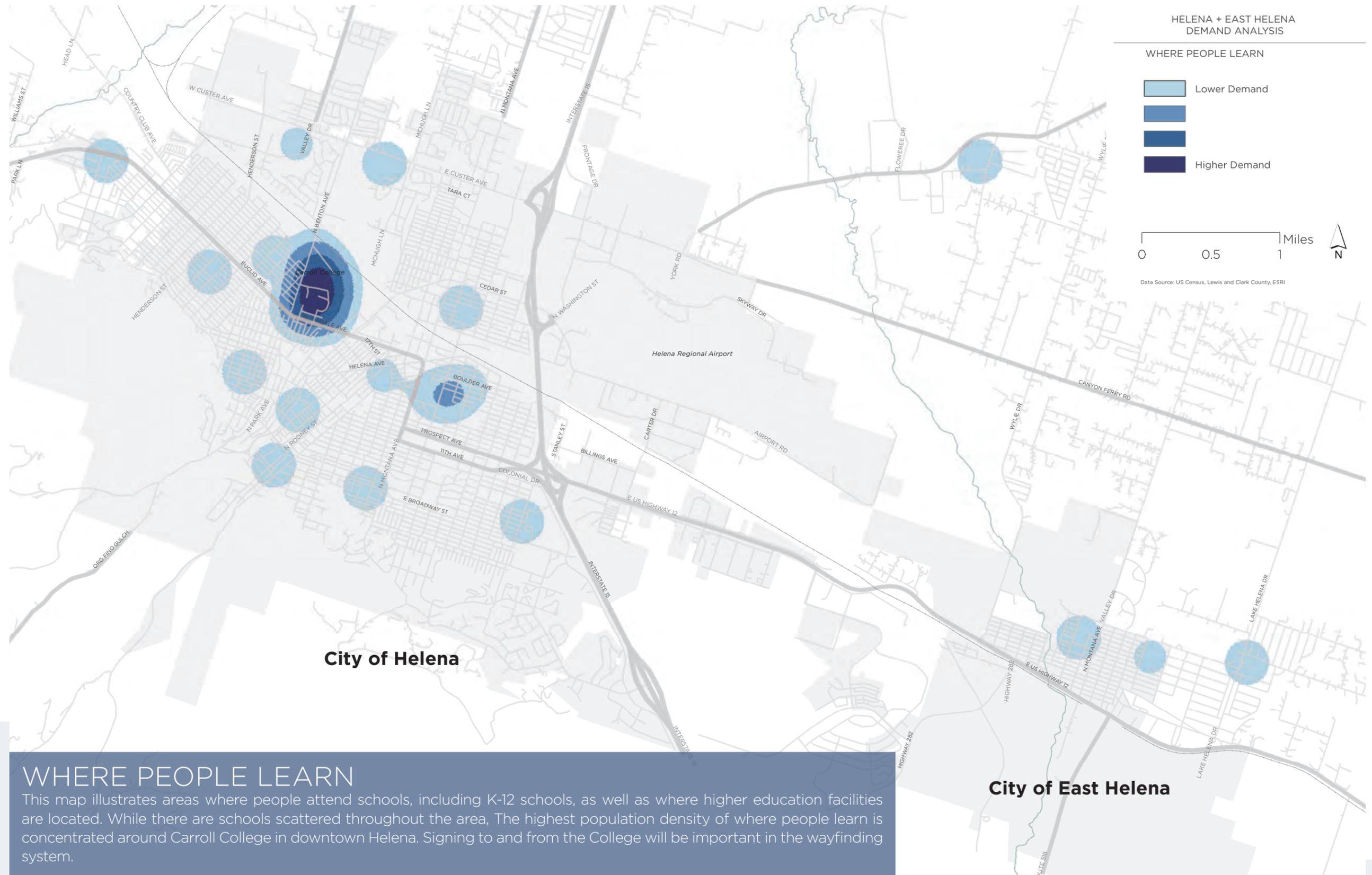
This map illustrates employment density for the study area, with the highest concentration of workers in and around the City of Helena’s downtown, particularly the medical and education centers. These areas are both destinations and origins, providing an opportunity to connect people with health sources close to their places of employment. This is an opportunity to encourage walking and biking in short trip format for daily needs and recreation once residents are at their places of employment.

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WHERE PEOPLE PLAY

This map illustrates areas where people play, which includes retail destinations as well as parks and recreation areas. The highest concentration seems to be around Mount Helena, as well as the city parks. These are places to link through the wayfinding system. This map was overlaid with the bicycle and pedestrian network to understand how to best connect people safely with these areas of recreation.



WHERE PEOPLE LEARN

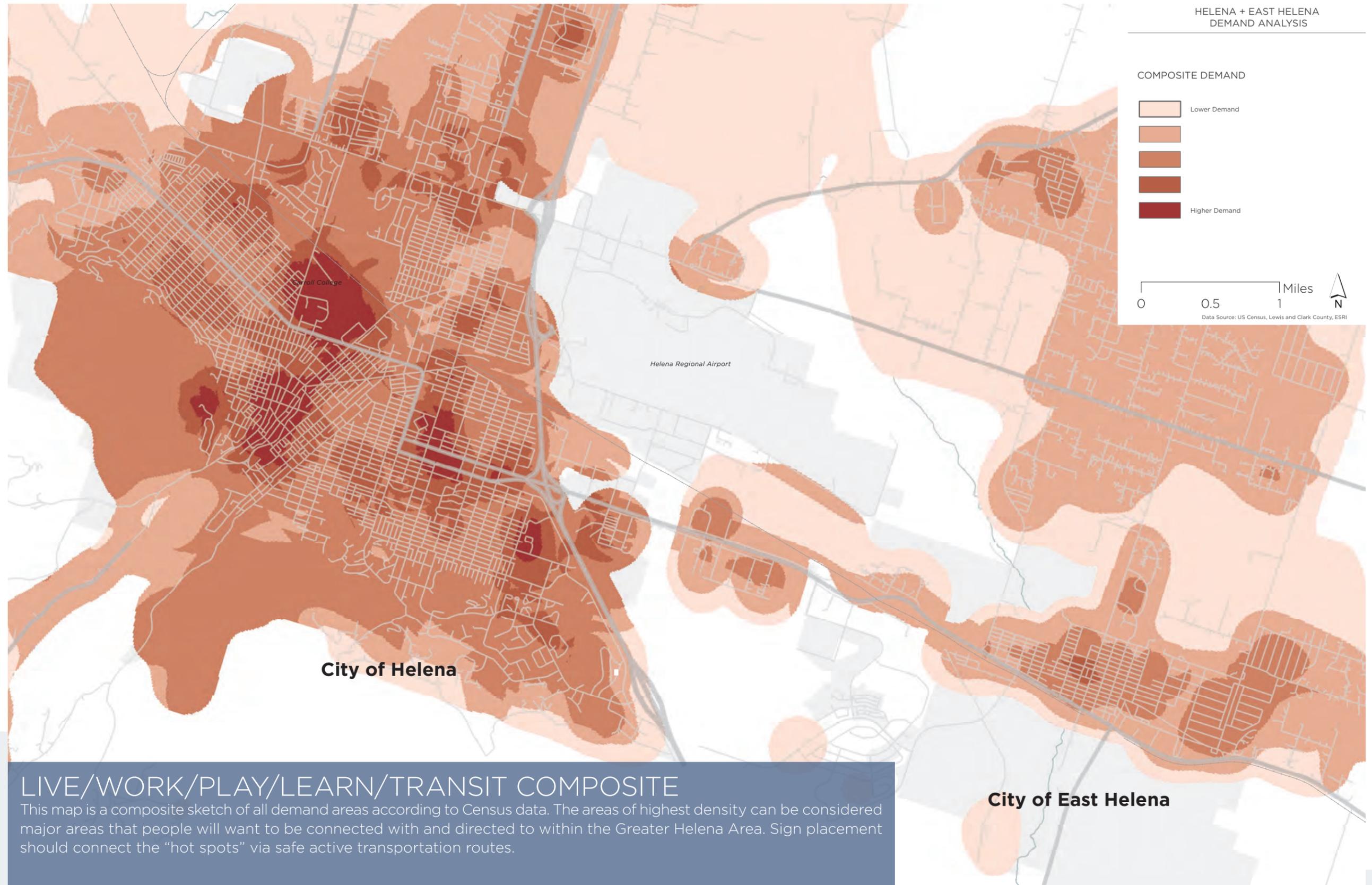
This map illustrates areas where people attend schools, including K-12 schools, as well as where higher education facilities are located. While there are schools scattered throughout the area, the highest population density of where people learn is concentrated around Carroll College in downtown Helena. Signing to and from the College will be important in the wayfinding system.

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WHERE PEOPLE ACCESS TRANSIT

This map illustrates the most used transit facilities in the City of Helena and East Helena. Most transit stops are located around downtown Helena. Transit hubs provide an opportunity for kiosk placement as transportation stops sometimes serve as gateways into areas of the City with multiple destinations.



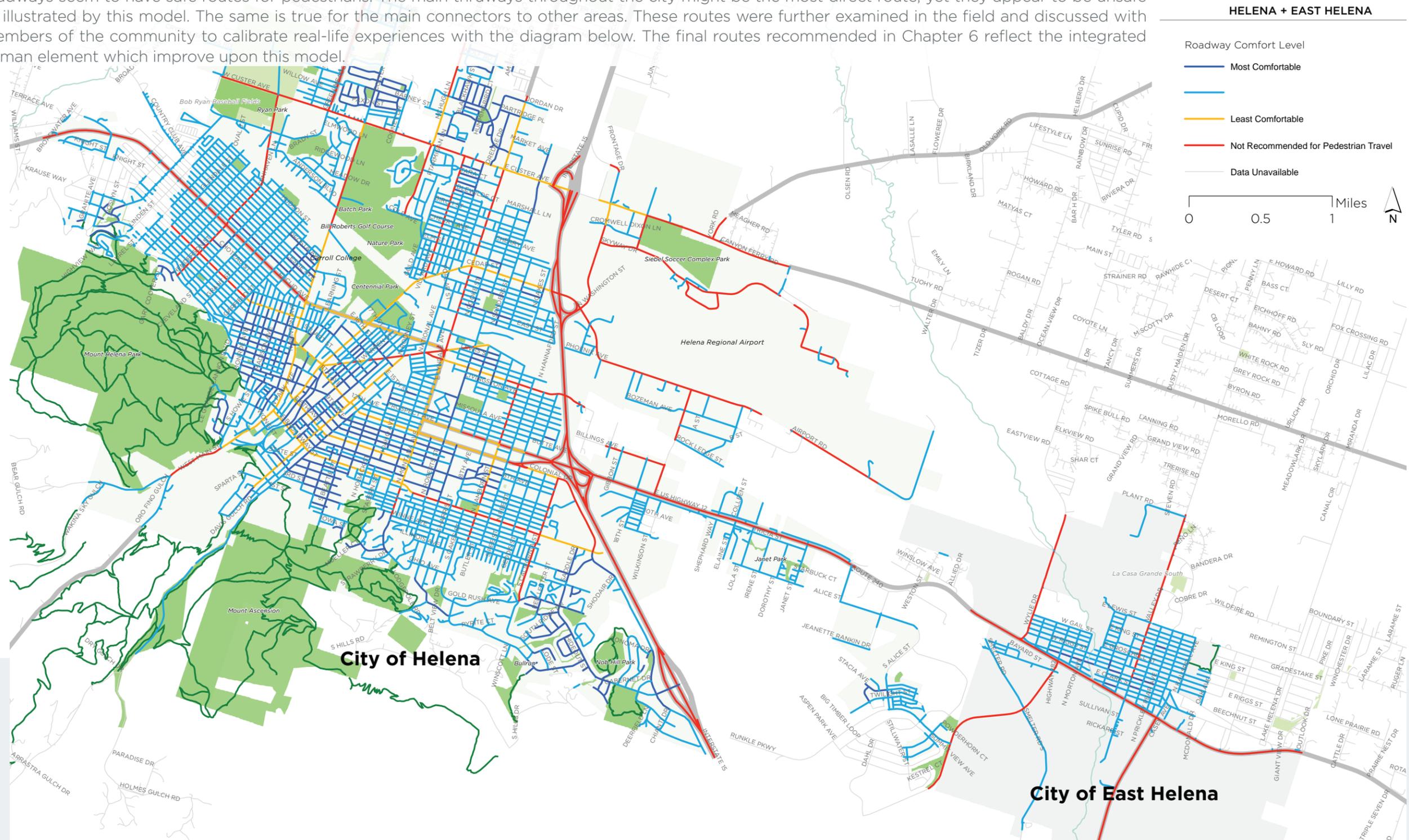
LIVE/WORK/PLAY/LEARN/TRANSIT COMPOSITE

This map is a composite sketch of all demand areas according to Census data. The areas of highest density can be considered major areas that people will want to be connected with and directed to within the Greater Helena Area. Sign placement should connect the “hot spots” via safe active transportation routes.

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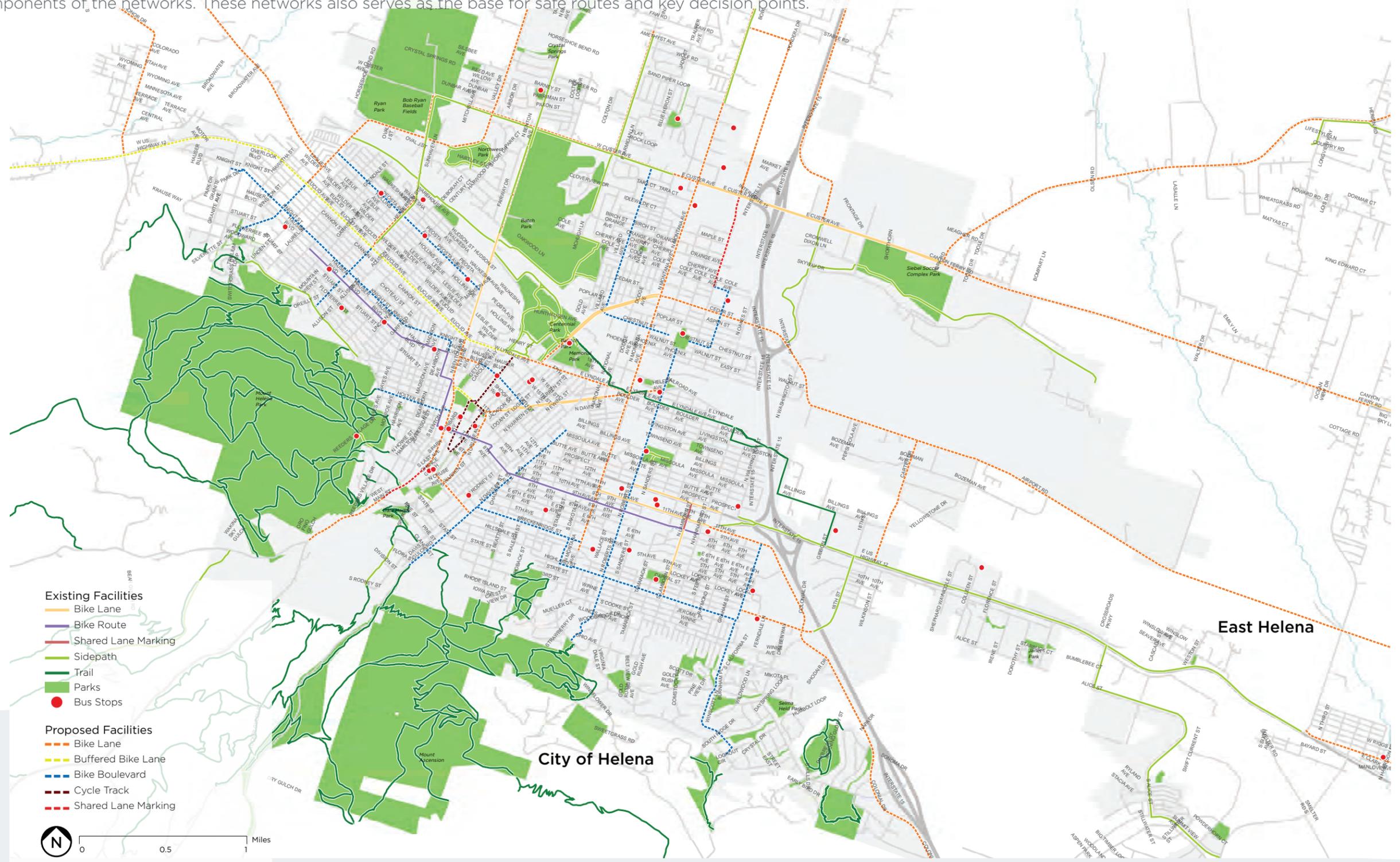
PEDESTRIAN COMFORT LEVELS

It is important when creating a wayfinding system, that the routes users are directed to take are comfortable and safe for the users. This data driven map shows the level of pedestrian comfort based on the existing facilities, road speed, and road classification. According to the data available, many of the roadways seem to have safe routes for pedestrians. The main thruways throughout the city might be the most direct route, yet they appear to be unsafe as illustrated by this model. The same is true for the main connectors to other areas. These routes were further examined in the field and discussed with members of the community to calibrate real-life experiences with the diagram below. The final routes recommended in Chapter 6 reflect the integrated human element which improve upon this model.



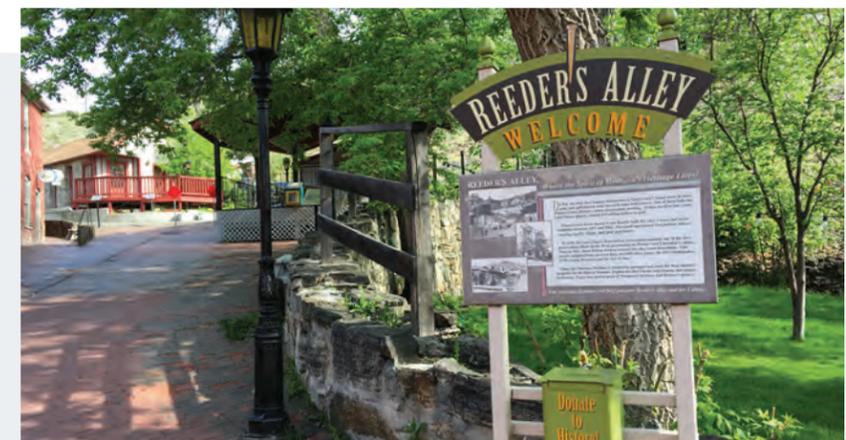
CIRCULATION PATTERNS

This map illustrates the existing and proposed bicycle and pedestrian networks within the Greater Helena Area based on current county GIS and the recommendations contained within the 2014 Greater Helena Area Transportation Plan. As these networks expand and grow, the wayfinding system can grow simultaneously - connecting the community to destinations and other components of the networks. These networks also serves as the base for safe routes and key decision points.



WAYFINDING SIGNS IN HELENA TODAY

During field observations, it was noted that there are an abundance of signs in the Greater Helena Area. Colors, logos, icons, and messaging differ vastly. This may cause confusion for visitors, who typically look for consistency in design to serve as “breadcrumbs” to lead them through new spaces. Consistency is also critical for special needs populations - particularly those with visual impairments who identify with shape and color to serve as guides. Below is a sampling of existing signs found throughout the Greater Helena Area.



BRANDING IN HELENA

The current state of branding in the Greater Helena area is similar to the state of signs. There are multiple brand identity elements with an overall lack of consistency in images, color, font, style, and use.



PREVIOUS PLANNING EFFORTS

To understand the existing planning environment in the Greater Helena Area and provide a basis for new recommendations, this Plan includes a review of previous planning efforts. There were 16 plans reviewed, all within or referencing the study area as well as wayfinding, health, and/or the community. Appendix A provides a summary of each plan including a description, recommendations related to wayfinding, and suggested community destinations.

PLAN	AGENCY	YEAR
LOCAL AND REGIONAL PLANS		
City of Helena’s ADA Transition Plan	City of Helena	2009
City of Helena Growth Policy	City of Helena	2011
Lewis and Clark County Parks and Recreation Plan	Lewis and Clark County	2012
2013 Lewis and Clark County Health Improvement Plan	Lewis and Clark County Health Department	2013
City of East Helena Growth Policy	City of East Helena	2014
Greater Helena Area Long Range Transportation Plan Update	City of Helena, Lewis and Clark County, Montana Department of Transportation	2014
2015 Community Health Report	Lewis and Clark Public Health and St. Peter’s Hospital	2015
Lewis and Clark County Growth Policy Update	Lewis and Clark County	2015
Downtown Helena Master Plan	Helena Business Improvement District	2016
Partner Input at February 12, 2016 Plan4Health Partner Meeting	Lewis and Clark Public Health	2016
Accessibility audit conducted through the Disabilities and Healthy Communities grant	City of Helena	2016
Community Health Improvement Plan (CHIP)	Lewis and Clark Public Health and St. Peter’s Hospital	2016
Community Action Plan (CAP) of the Healthy Communities Coalition Part 1: CHII/ GRAIDs Summary	Lewis and Clark Public Health	2016
City of Helena ADA audits	City of Helena	Ongoing
City of Helena Schools Facilities Plan	City of Helena	Ongoing
FEDERAL PLAN		
Greening Last Chance Gulch	United States Environmental Protection Agency (EPA)	2013

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CHAPTER 3 PUBLIC INPUT

OVERVIEW

This planning process consists of two major components: the Wayfinding System Plan and a Communications Plan. The Communications Plan is a two-part process - the first was implemented during the Wayfinding System Planning Process and the second will be presented as recommendations of the plan.

Part One of the Communications Plan involved identifying key stakeholders, discerning which destinations should be included in the sign package, understanding how to better serve residents and visitors with special needs through sign design and placement, and selecting a creative package suitable for the context, environment, and culture of the Greater Helena Area. Part One was driven by the Plan4Health Partners and Lewis and Clark Public Health Staff. Outreach efforts varied from in-person group activities, one-on-one meetings, and interactive tools. This chapter highlights the process and outcomes of Part One of the Communications Plan.

Part Two of the Communications Plan will be aimed at reaching many of the same audiences with the additional intent of maintaining momentum for support of implementation, securing funding, and encouraging use of the system to benefit the health of the community. Part Two action items can be found in the Recommendations Chapter of this Plan.

PROCESS

Collaborating with the Plan4Health Partners, a work group of the Healthy Communities Coalition, a Communications Plan was developed to connect with key stakeholders and incorporate their diverse needs into the Wayfinding System. With a focus on health equity, it was critical to outline a process that reached a wide-variety of community members and visitors.



Outreach efforts during the planning process became Part One of the Communications Plan. This initial step included meetings, public events, and online tools with multiple opportunities to “check-in” with the process as needs were established and recommendations were crafted.

Meetings with the Plan4Health Partner provided a focused setting with representatives who have a “pulse on the community.” This group steered the evolution of the project with periodic touch points including a Kick Off Meeting, Mid-Project Update, Creative Review, and Draft Presentation. This group was also the barometer for reviewing results from each of the public events to shape next steps for the Communications Plan and determine how to incorporate the public’s desires into the Wayfinding System.

A public outreach toolkit was developed to garner feedback from the community through three events and several one-on-one meetings. The toolkit included:

- A context and culture board used to identify what is special about the Greater Helena Area to inspire creative direction for wayfinding signage.
- Maps used to identify healthy destinations, where people live, and safe routes.
- A visual preference survey exercise used to identify creative components appropriate for the context of Helena and elements to be included on sign creative that caters to the whole community.

Major outreach events included:

- Senior Lunch - A Direct Focus Group
- Farmers Market - Existing Event Open Public Outreach
- Open House - Invitation and Public Announcement Presentation and Drop-In
- Montana Independent Living Project—Interviews and focus groups

An online data collection tool was used to reach community members who may not be interested in sharing feedback in-person. This Wiki Map collected point and line data that shaped the final destination list and safe routes for active living.

Specific public relations efforts included outreach by Healthy Communities Coalition members and Lewis and Clark Public Health staff to complete the following:

- Wiki Map and Public Input Toolkit - Montana Independent Living Project Staff and Consumers
- Public Input Toolkit - special meeting with two blind members of the community
- Stakeholder Lunch and Learn Presentation of Creative Concepts
- Focus Groups - flyers at the Helena Housing Authority and Facebook page, distributed via Emails by Healthy Communities Coalition Members, placed on Facebook and Community Calendar of Youth Connections, Flyers distributed to WIC and Home visiting nurses, flyer sent send Rocky Mountain Development Council

The collective outreach efforts resulted in over 1,000 impressions in the community that provided the foundation for creative sign development and the recommendations of this plan.



PLAN4HEALTH PARTNERS

Prior to the initiation of the planning process, the Plan4Health Partner, a subgroup of the Healthy Communities Coalition, was formed October, 2015 and convened several times to discuss and identify:

- The benefits of wayfinding and how a wayfinding system will support health and equality initiatives in the Greater Helena area.
- The Communication Plan timeline.
- Facilities and destinations; especially those for accessing physical activity and nutritious food.
- Users; especially vulnerable populations.
- Recent plans (Transportation Plan), accessibility audits, policies, inventories.
- Features/adaptations needed in design of signage and communication materials (audio, visual, maps, brochures) for all users.

The Plan4Health Partner meetings helped set the stage for the planning process by developing the vision for the wayfinding system, identifying key stakeholders, and guiding the planning process. Each meeting of the Plan4Health Partner was critical in moving the project forward. Meetings and critical outcomes included:

- May Kick Off Meeting - this meeting launched the planning process by developing a vision to steer the Wayfinding System. The partners also was exposed to several different sign types in a visual preference exercise to begin to understand the creative direction for sign development.
- July Update - this meeting reviewed data collected to establish an understanding of the composition of the community. This included Census Data Driven Models to spur a discussion of equity and demand in the community. This public input toolkit was also reviewed to prepare for focus groups and public events.
- September Creative Review - the Partners reviewed four wayfinding sign families developed based on the visual preference survey and information collected from public outreach efforts. An overarching logo and district icons were also vetted for inclusion in the sign package.
- November Design Review - final designs were vetted for inclusion in the Wayfinding system.
- December Draft Plan Review - an overview of the draft plan was presented prior to distribution of the draft plan.

PUBLIC EVENTS NEEDS ASSESSMENT FOCUS GROUPS

A series of focus groups were organized to connect with key stakeholders and members of the general public. The focus groups were structured to gather knowledge about the following topics:

- “Where do you live, where do you go, how do you get there?”
 - Identification of local destinations and routes to reach them.
- “What do you love about Helena?”
 - Identification of the community’s assets
- “How far is too far?”
 - Preferences for biking and walking in the Greater Helena Area
- “Pick your favorite signs!”
 - Visual Preference Survey



GIVE YOUR OPINION

We need your input!

Please tell us where you go around town—where you shop, work, learn, and play.

Help us create better signs on how to get to where you want to go on foot, on bikes, on transit, or in cars.

Please join us on July 8th from 11:30 am to 1:30 pm at 200 South Cruse, Helena, MT 59601 for a focus group to share your thoughts.

Rocky Mountain Development Council Senior Center
Join our focus group!
11:30 am to 1:30 pm
200 South Cruse
Helena, MT 59601

For more information please contact Karen Lane, Prevention Programs Manager, Lewis and Clark Public Health: 406.457.8960 or klane@lccountymt.gov

Stay connected with the plan and provide your thoughts through our online map: <http://bit.ly/1OL8Bh5>

The focus groups were held open house style, allowing participants to interact with whichever boards they desired. Although the focus groups were designed to cater to key stakeholders, the focus groups were open to the general public.

Recruitment for the focus group was through a variety of flyers distributed by key stakeholders in key locations throughout the Greater Helena Area. Flyer language was designed to be concise and easy to read. Simple icons at the top of the page and the “Give your opinion!” call to action easily communicated the flyer’s intent. The large, circular icon to the right of the page clearly described the focus group’s date. Text below the circle clearly communicated the event’s time and location.

Flyers were distributed to Rocky Mountain Development Council, the Helena Housing Authority, On Health Department Facebook page and website, Florence Crittenden and Learning Center, the Healthy Communities Coalition, Youth Connections Facebook page, and WIC and Home visiting public health nurses who distributed them to Supplemental Nutrition Assistance Program (SNAP) benefits Recipients.

Key Outcomes from Seniors Stakeholders:

- Large print with minimal text would be key for clarity
- Simple eye-catching designs with contrasting colors would draw the eye to signs
- The signs should reflect the character of the community which is family friendly and celebrates the natural environment
- The library and senior center were key destinations

Key Outcomes from Family Target Stakeholders:

- Maps are critical
- Storytelling and information on the signs would be interesting
- The signs should fit into the natural environment and compliment the architecture and natural surroundings
- Downtown, parks, and trails are key destinations

Key Outcomes from Visually Impaired Stakeholders:

- What makes Helena special is the placement in the state and region – it is accessible geographically
- The area has a lot to offer a wide variety of audiences

- The baseball stadium, lake, and fine arts destinations are key to be able to access via the wayfinding system
- The wayfinding systems needs accessible alternative formats to equitably support health outcomes for this group

Partner Agencies:

- Plan4Health Partner
- Lewis and Clark Public Health staff,
- Farmers Market organizers

Key Stakeholders:

- Seniors
- Families using SNAP benefits
- Families accessing the Community Center
- General public





PUBLIC OUTREACH - FARMERS MARKET

A booth was set up at the Farmers' Market near the WIC SNAP distribution table. The contents of the booth included a banner sign to attract participants, a mapping exercise to record origins and destinations, a board requesting what people love about Helena, and a Visual Preference Survey (VPS) board. The purpose of consulting with the general public was to further refine the areas by which foot and bike modes originate and which key destinations in the area should be included in the sign messaging. The love and VPS boards are used to help understand the character of the community and provide creative direction. The VPS also provided an opportunity to understand which characteristics of the signs were important to users of different ages and abilities. See images to the right for outputs from this event.

Partner Agencies:

- WIC
- Farmers' Market Organizers

Key Stakeholders:

- Members of the general public
- Users of the Supplemental Nutrition Assistance Program (SNAP)



PUBLIC OPEN HOUSE

The project team held an open house on October 26, 2016, to present the development of the wayfinding sign families. Flyers were created in a similar format to the previous open house to publicize the meeting. The flyers re-invited focus group participants from previous public input events, individuals from the project's key stakeholders, and the general public. During the event, 4 wayfinding concepts and 4 color groupings were presented and the public was invited to provide feedback and select their top two favorite sign families and a color group. The event was a drop-in event that began with a short presentation summarizing the planning process and goals, and lasted for approximately 3 hours.

Partner Agencies:

- Plan4Health Partner
- Local human services and public health agencies such as:
 - MT Disability and Health Program
 - MT Disabilities and Health Planning Group
 - MT State University Leadership Tour group
 - Lewis and Clark County staff

Key Stakeholders:

- Seniors
- Persons with disabilities
- Families
- Previous focus group participants
- Members of the general public
- Staff of Helena, East Helena and Lewis and Clark Co



WELCOME TO THE OPEN HOUSE!
DESIGN CONCEPT REVIEW | 10.26.16

STEP 1 Please Sign-in

STEP 2 Take 3 Index Cards
These cards will allow you to provide feedback on your favorite colors and designs for the Greater Helena Area Active Living Wayfinding System.

STEP 3 Select Your Favorite Color Group
Please write the number of your favorite Color Group on one index card and place it in the box next to the Color Group Station.

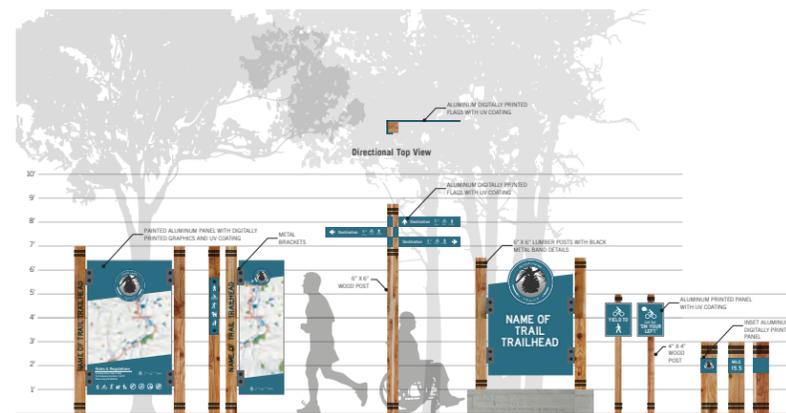
STEP 4 Select Your Top 2 Favorite Wayfinding Sign Families
Please place one index card in each of the boxes next to your favorite two choices of the four Wayfinding Sign Family options. Remember, the color of the sign is only an example and will be changed based on the most popular color group selected by the community.

Color Groups
COLOR PALETTE OPTIONS FOR WAYFINDING FAMILIES | 10.26.16

<p>GROUP 1</p> <p>Primary Color: </p> <p>Accent Color: </p>	<p>GROUP 2</p> <p>Primary Color: </p> <p>Accent Color: </p>
<p>GROUP 3</p> <p>Primary Color: </p> <p>Accent Color: </p>	<p>GROUP 4</p> <p>Primary Color: </p> <p>Accent Color: </p>

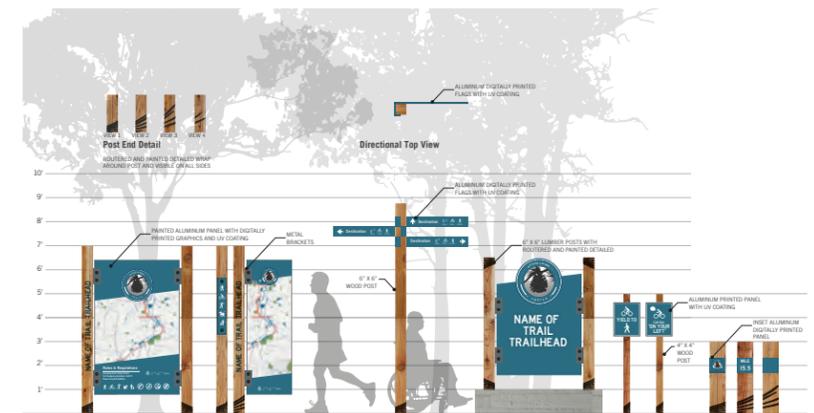
1A Wayfinding Sign Family

DESIGN CONCEPT | 10.26.16



1B Wayfinding Sign Family

DESIGN CONCEPT | 10.26.16



2 Wayfinding Sign Family

DESIGN CONCEPT | 10.26.16



3 Wayfinding Sign Family

DESIGN CONCEPT | 10.26.16



DIGITAL PUBLIC OUTREACH

WIKI MAP

Description:

Healthy Communities Coalition members and Plan4Health Partner distributed the online Wiki Map to their friends, family, coworkers, and various groups. The messaging on the Wiki Map was simple, graphic, and concise to reduce barriers of language and ability. The intent of the map was to establish a list of destinations as well as identify walk- and bike-friendly routes in the community.

The wikimap format, while designed to provide an intuitive feedback platform, is not Section 508 compliant, meaning it is not accessible to individuals who use screen readers to interface with computers. To provide alternate access to this tool and online survey was developed through the Montana Independent Living Program (MILP) that collected similar information. In addition, five individual sessions were held by MILP with people with disabilities using the public input maps to collect the same destination data.

The request to collect point and line data were as follows:

- Destinations
 - Homes
 - Workplaces
 - Recreation areas
 - Dining
 - Shopping
 - Transit
 - Government Locations
 - Community Services
 - Healthy Destinations
 - Misc. Destinations
- Routes that are accessible by:
 - Walking
 - Biking
 - Walking or biking

In total, 867 people viewed or left input on the Wikimap online mapping exercise. General findings included the following:

- Shopping and dining locations in western Helena, near Last Chance Gulch, Park Avenue, Getchell, and Front.
 - This area was also highlighted as having safe and comfortable walking routes.
- Healthy destinations were highlighted throughout both Helena and East Helena, including destinations that offer free lunches for students in summer, community gardens, and parks.
- A small group of healthy destinations and transit access points were reported in eastern Helena along 11th Avenue near Fee Street.
- A group of shopping and dining destinations was reported near Prospect Avenue by Washington Street.
- The area around Carroll College was marked with a variety of destinations.
- Walking and biking routes were added near existing trails near Mount Helena City Park.
- A walking/bicycling route was added along 9th

Avenue between 9th Avenue & Dakota Street and Warren Street & 5th Avenue. Another walking/ bicycling route was added along 6th Avenue between 6th Avenue & Warren Street and K Street & 5th Avenue.

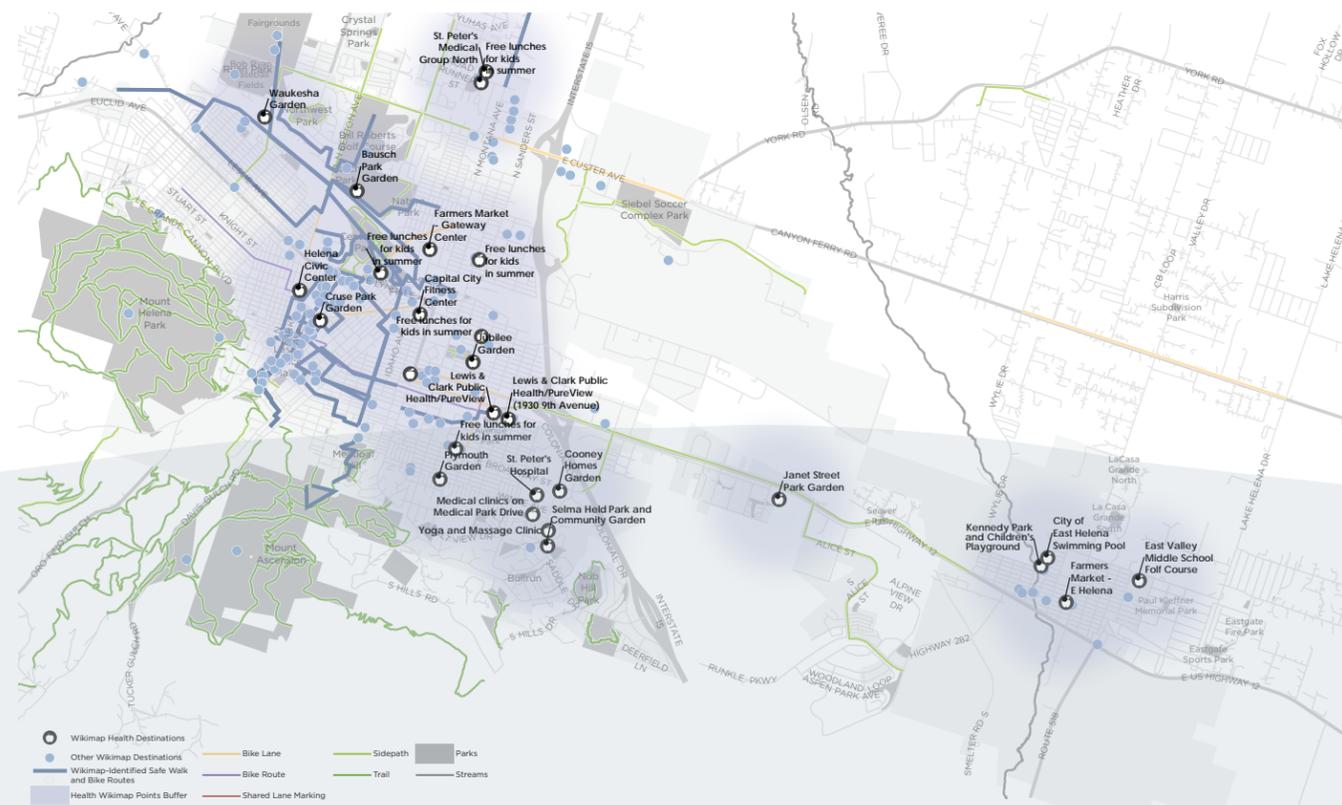
- A number of recreation areas were added to East Helena including playgrounds (i.e., Main Street Park and Playground, Kennedy Park and Playground) and other recreational areas (i.e., East Valley Middle School Frolf Course, Schiller Park Public Baseball Field).
- Main Street East Helena was marked as a shopping destination and Lane Avenue East Helena was marked as a dining destination.

Partner Agencies:

- Agencies associated with the focus group

Key Stakeholders:

- Project target audiences (some special sessions were held with specific audiences)
- Members of the general public



Results of Wiki Mapping Healthy Destinations and Safe Routes

KEY STAKEHOLDER MEETINGS

MONTANA DEPARTMENT OF TRANSPORTATION STAKEHOLDER MEETINGS

Several meetings were held with the Montana Department of Transportation (MDT) to review expectations for creative sign development goals and state and federal guidelines. There was also a lunch meeting with key stakeholders and decision makers. The following notes summarize the most pertinent outcomes from the MDT meeting:

Creative:

- MDT did not have a checklist for sign design and the bicycle and pedestrian signs should follow the standards and guidelines of the Community Wayfinding Chapter of the MUTCD.
- Some flexibility in design for on-street bicycle and pedestrian signage is allowed.
- Travel time information for biking and walking is allowable, but MDT would like to see more information about where these signs will be placed.
- Color coding per district or area is allowable, but needs approval.
- All signs must be structurally sound and those in the public right-of-way should follow roadside clearance standards and break-away post requirements.
- Text height should probably follow ped/bike guidelines, larger text sizes where they can be seen by passing vehicles could potentially be a point of confusion.
- Signs on local city streets can be more flexible but should still meet MUTCD requirements.
- MDT allows for different colors, and identities and has been flexible in the past.
- Need to use MUTCD symbols like arrows, bike symbol, etc.

Process:

- MDT would not require an overall checklist or a MOU.
- MDT will require a map showing locations of where the signs will be placed.
- An encroachment agreement is required prior to sign installation, which can encompass the entire system, not one for each individual sign.
- MDT will not be liable for any maintenance of signs.
- The cut sheets shown for NCDOT would work for MDT.

Partner Agencies:

- MDT
- City of Helena, Parks and Recreation Department
- Downtown BID
- Helena Tourism Alliance
- Helena Convention & Visitors Bureau

Key Stakeholders:

- Agency staff
- Mayors
- Key Decision Makers







CHAPTER 4 BEST PRACTICES FOR ACTIVE LIVING WAYFINDING

OVERVIEW

This chapter summarizes the best practices and general guidelines associated with a community wayfinding system. The principles and guidelines stem from industry research, existing precedents, and policy pertaining to wayfinding signage. These best practices will be a guide for the placement and design of wayfinding signs.

WAYFINDING PRINCIPLES

The legibility of place area describes how easy it is to understand. Places are more legible when they are arranged so that people can intuitively determine the location of destinations, identify routes, and recognize areas of different character. Wayfinding helps to make places more legible by better enabling individuals to:

- easily and successfully find their way to a destination,
- understand where they are with respect to other key locations,
- orient themselves in an appropriate direction with little misunderstanding or stress; and
- discover new places and services.

Equitable strategies are required to promote legibility to all people. People who are blind and low vision need equitable access to information that promotes a place's legibility. These equity strategies also are important though different for people who are deaf and hard of hearing. People with physical disabilities need equitable descriptions of the character of place to determine its accessibility and the accessibility of routes and destinations. People with intellectual disabilities may need in-person supports to help them interpret the legibility of an area.

To craft a successful wayfinding system, the planning and design process begins with principles to focus the intent of messaging and provide a framework for implementing a cohesive, easy to use network of routes and signs. These guiding principles have been developed for pedestrian and bicycle focused wayfinding plans and are based on best practices from around North America. They are informed by principles of inclusion and health equity as well.



PRINCIPLE 1: CONNECT PLACES

Effective wayfinding information should assist both locals and visitors to travel between destinations as well as discover new destinations and services that may be reached by walkers and bicyclists, including those with disabilities. The wayfinding system should support local economic vitality by encouraging locals to utilize services within their own neighborhood.

Wayfinding should enhance connections within the city and neighboring communities. Destinations within the city should be identified as well as priority destinations throughout the region. The wayfinding navigation should be seamless on a regional level. Wayfinding should also enhance connections and expand the network of bicycle and pedestrian routes and the accessibility of those routes. In addition, wayfinding elements should contribute to creating a deeper connection to place for the whole community and cultivate a sense of pride in one's community by reflecting community values and identity.



PRINCIPLE 2: PROMOTE ACTIVE TRAVEL

Wayfinding should encourage healthy transportation by creating an accessible, clear, and attractive system that is easy to navigate by walking and bicycling. Whether aimed directly toward non-motorists or indirectly seen by passing vehicles, the system should seamlessly integrate into the cultural environment encouraging use by being both attractive and effortless to use and understand. The presence of wayfinding signs should validate walking and bicycling as transportation options. Corresponding accessible alternative formats of those signs should validate that active transportation is being promoted equitably to the whole community.

Wayfinding should also expand the awareness and use of bicycle and pedestrian facilities by the whole community. Under-utilized bicycle facilities are strong candidates for wayfinding improvements. Use of existing active transportation routes may efficiently and economically be expanded by installing wayfinding tools along facilities that are already in place. Bicycle facilities and streets requiring little physical change to serve as safe and functional bikeways should be signed to raise the awareness of these route options. Pedestrian facilities and streets requiring little physical change to serve as safe and accessible routes should be signed to raise the awareness of these route options. The 2014 Greater Helena Area Transportation Identified a proposed network of such routes, including accessible routes identified in the Greater Helena Area Long Range Transportation Plan Update. Wayfinding may also precede other infrastructure improvements in some places.



PRINCIPLE 3: MAINTAIN MOTION

Wayfinding information should be presented in a way that is easy to understand. Wayfinding information that can be quickly comprehended contributes to pedestrian and bicycling enjoyment. Accessible, consistent, clear, and visible wayfinding elements allow active transportation users to navigate while maintaining movement.



PRINCIPLE 4: BE PREDICTABLE

Wayfinding should be predictable and consistent. When information is predictable, it can be quickly understood and recognized. Predictability should relate all aspects of wayfinding placement and design (i.e. sign materials, dimensions, colors, forms, and placement). Design consistency also contributes to quick comprehension as new experiences and landscapes are unveiled along bicycle and walking routes. Once users trust that they will encounter consistent and predictable information, their level of comfort is raised and new journeys become easier to attempt and complete, thereby promoting an experience that is welcoming and friendly. Similarly, maps should employ consistent symbology, fonts, colors, and style. The system should work within local, state, and federal guidelines for a variety of reasons - including the ability to be funded through state and federal sources. Accessible alternative formats of written and graphical information should follow these guidelines as well.



PRINCIPLE 5: KEEP INFORMATION SIMPLE

Information should be presented in as clear and logical form as possible. Wayfinding signage should be both universal and usable for the widest possible demographic by using health literacy, accessibility, and cultural competency guidelines. It is important to provide information in manageable amounts. Too much information can be difficult to understand; too little and decision-making becomes difficult. Information should be provided in advance of where major changes in direction are required, repeated as necessary, and confirmed when the maneuvers complete.

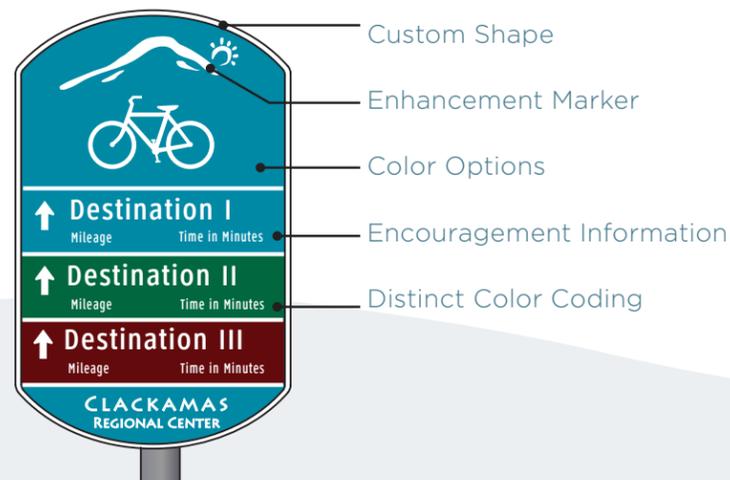
WAYFINDING SIGN DESIGN GUIDELINES

COMMUNITY WAYFINDING SIGN GUIDELINES

Wayfinding signs that allow for an expression of community identity and pride, reflect local values and character, and may provide more information than signs which strictly follow the basic guidance of the *Manual on Uniform Traffic Control Devices* (MUTCD). Section 2D.50 of the MUTCD describes community wayfinding signs as follows:

1. Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.
2. Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

The design of the directional arrows shown below provide clarity and are approved by the FHWA. The standard arrow has been deemed by engineering study to have superior legibility. Enhancement markers may occupy up to 20% of the sign face on the top or side of the sign (for additional information see pg. 5-8, Wayfinding Navigation Elements).



Flexible directional or decision sign incorporating community wayfinding standards.

COLORS

Per the community wayfinding standards, color coding may be used on wayfinding guide signs to help users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area. Community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system.

ADA AND EQUALITY GUIDELINES

It is important to consider accessibility and legibility of the sign graphics and how people of all abilities will interact with the signs. In addition to the *Manual on Uniform Traffic Control Devices* (MUTCD), Americans with Disability Act (ADA) provides guidelines for the creation of sign graphics, including the color and finish, sign and text height, hierarchy, and size.

Text Color and Finish

Low-contrast signs with a glossy finish are difficult to read at a distance as the colors can visually blur together and may create difficulty for readers due to sun glare bouncing off the sign. For this reason it is important to choose high-contrast colors between the sign message and background color, as well as a matte or similar finish to either sign face.

101 Black on White	102 Black on Cement (422)	103 White on Driftwood (416)	104 White on Charcoal (7544)	105 Ash on Charcoal (7544)	106 White on Black (6)	107 Ash on Black (6)
108 Cement on Black (6)	109 V. Silver on Black (6)	110 Black on Ash (7527)	111 Cider on Ash (7527)	112 Black on Sandalwood (465)	113 Cider on Sandalwood (465)	114 D. Brown on Parchment (7)
115 D. Brown on Ivory (46)	116 White on Cider (411)	117 Ash on Cider (411)	118 White on Blige (7504)	119 White on Taupe (410)	120 White on Dark Brown (412)	121 Ash on Dark Brown (412)
122 White on Cider (411)	123 White on Forest Green (5477)	124 Ash on Forest Green (5477)	125 White on Hunter Green (533)	126 Ash on Hunter Green (533)	127 White on Bright Green (348)	128 White on Teal Green (542)
129 Ash on Teal Green (542)	130 White on Ocean Blue (5473)	131 White on China Blue (5405)	132 White on Cobalt (285)	133 White on ADA Blue (7462)	134 V. Silver on ADA Blue (7462)	135 White on Bluetony (654)
136 White on Red (187)	137 Ash on Canyon (1807)	138 White on Dusky Rose (4995)	139 White on Ruby (209)	140 Ash on Ruby (209)	141 Black on Vintage Silver (877)	142 Charcoal on V. Silver (877)
143 Black on Vintage Gold (464)	144 White on Graphite	145 Sandalwood on Graphite	146 White on Orange (1865)	147 White on Clear	148 Charcoal on Clear	149 Black on Clear

Above are color combinations that meet ADA contrast guidelines. Actual colors may vary from the presented colors. Graphic courtesy of Sign of our Times.



Sign Height and Message Hierarchy

The height and hierarchy of the sign message and graphics should be based on distance from the sign and speed of travel. Hierarchy can be created by prioritizing the message and graphic by sizing according to which are to be read at a greater distance, and which are for readers adjacent to sign. This is illustrated in the graphic on the lower right and is applicable for pedestrian directionals, kiosks, maps, and interpretive signage.

A bicyclist traveling by a sign can obtain less information than a pedestrian standing next to the sign. It is permissible to use shorter text height and longer messages on kiosks, maps, and interpretive signage compared to directional or mile marker. Per MUTCD 2D.50.32., emails, URLs, QR codes, and other web access information can only be used on select pedestrian signage, as it is illegible and distracting for motorist and bicyclist.

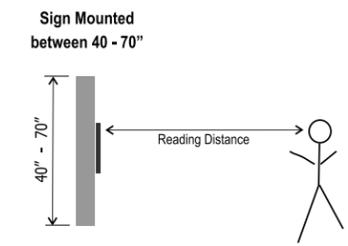
The height of sign messages should reflect the of the height of the readers, and consider users of all abilities. For this plan, health and equity is critical and therefore signs are designed to acknowledge users of varying abilities. Maps are placed for visual clarity at both seated level, for people in a wheelchair, and standing height, for people using a cane or walker.



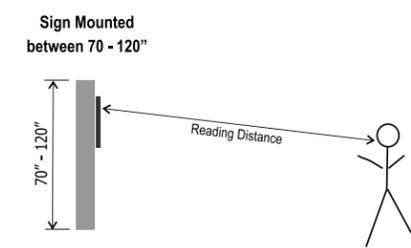
Limits of Protruding Objects

Text Lettering and Size

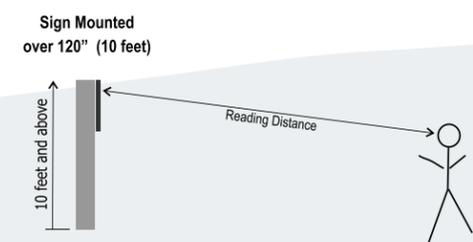
It is considered a best practice to use Highway Gothic font, as well as uppercase and lowercase lettering for legibility and clarity. Lettering size can vary depending on legibility distance. The MUTCD states that an accepted “rule-of-thumb” to follow for legibility other than Interstate is to have 1 inch (25mm) of letter height for every 40 feet (12 m) of desired legibility. Overall, MUTCD recommends 2” lettering height as a minimum for the major messages, such as destinations, with 1 1/2” minimum text height for minor text, such as mileage and distance labels, as shown in the graphic to the right.



Distance sign is to be read →	Under 6 Feet	7 Feet	8 - 9 Feet	10 - 11 Feet	12 - 13 Feet	14 - 15 Feet
Minimum size of lettering →	5/8"	3/4"	1"	1.25"	1.5"	1.75"
	16 - 17 Feet	18 - 19 Feet	20 - 21 Feet	22 - 23 Feet	24 - 25 Feet	26 - 27 Feet
	2"	2.25"	2.5"	2.75"	3"	3.25"



Distance sign is to be read →	Under 15 Feet	16 - 17 Feet	18 - 19 Feet	20 - 21 Feet	22 - 23 Feet	24 - 25 Feet
Minimum size of lettering →	2"	2.25"	2.5"	2.75"	3"	3.25"
	26 - 27 Feet	28 - 29 Feet	30 - 31 Feet	32 - 33 Feet	34 - 35 Feet	36 - 37 Feet
	3.5"	3.75"	4"	4.25"	5"	4.75"



Distance sign is to be read →	Under 21 Feet	22 - 23 Feet	24 - 25 Feet	26 - 27 Feet	28 - 29 Feet	30 - 31 Feet
Minimum size of lettering →	3"	3.25"	3.5"	3.75"	4"	4.25"
	32 - 33 Feet	34 - 35 Feet	36 - 37 Feet	38 - 39 Feet	40 - 41 Feet	42 - 45 Feet
	4.5"	4.75"	5"	5.25"	5.5"	6"

This chart is used to determine the required letter height per ADA. The mounting height of the sign should be determined first, then the average distance that someone will be reading the sign. Graphic courtesy of Sign of our Times.

FLEXIBILITY IN STANDARDS

Both the FHWA and USDOT have made statements in recent years encouraging a flexible approach in support of facilities for biking and walking:

“...DOT encourages transportation agencies to go beyond the minimum requirements, and pro-actively provide convenient, safe, and context-sensitive facilities that foster increased use by bicyclists and pedestrians of all ages and abilities, and utilize universal design characteristics...” (2010)

Federal Highway Administration’s (FHWA) support for taking a flexible approach to bicycle and pedestrian facility design. (2013)

While the MUTCD provides standards and guidelines for the design, size, and content of wayfinding signs, many jurisdictions have implemented unique signs to enhance visibility while reinforcing local identity. The MUTCD Spectrum figure to the right shows a range of wayfinding elements that have been implemented by municipalities around the nation. The range extends from rigid MUTCD on the left to the more flexible options on the right. Signs which adhere to the MUTCD basic minimum standards are readily understood by a wide audience, economical, and simple to fabricate and maintain. These signs also are clearly eligible to be implemented utilizing federal transportation funding sources.

The graphic to the right illustrates a continuum between signs that rigidly follow MUTCD guidance and signs that are influenced by MUTCD guidance.

MUTCD compliant signs could more concisely convey directional information with a single sign. Regional context or local identity not present.

- D1 series signs consolidated into a single sign reduces the number of signs required, overall sense of sign clutter and sign dimensional variation.
- MUTCD does not provide for travel times however numerous cities (Portland OR, Eugene OR, Milwaukee OR, Nampa ID, Columbus, OH and Jackson WY) offer this additional information.

- Community signs may be augmented by unique system or municipality identifiers or enhancement markers as per Section 2D.50.
- MUTCD allows for custom framing as well as color variations for community wayfinding signs.

- MUTCD allows color variations for community wayfinding signs.
- The MUTCD allows custom framing and support structures. Sign graphic content, colors, and layout to be as per standards.

- MUTCD inspired sign.
- Includes clear directional information, high contrasting text, facility name, directional arrow, user icons, and custom framing.

Note: Some signs above do not follow best practices. Alta’s mission is to combine MUTCD best practices with flexibility in design allowed by the local municipality and state DOT as a component of community wayfinding sign best practices per MUTCD and ADA regulations and requirements.

WAYFINDING SIGN PLACEMENT GUIDELINES

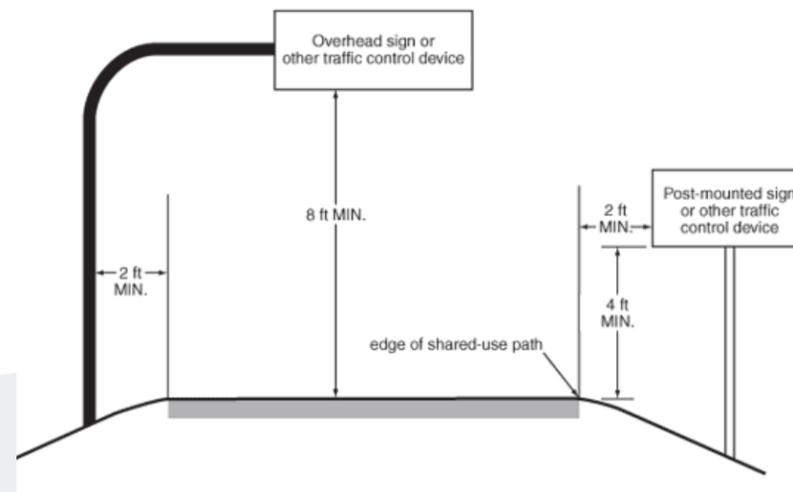
Community wayfinding signs direct and provide information at a variety of levels - with clear, short messages for motorists and bicyclists and more detailed messages being permissible for pedestrians. Therefore, placement of signs should correspond with clarity by user type. Pedestrian signs shall be positioned to be accessible by the intended users and avoid confusion for roadway users by placing signs as far away from the roadway as possible, per MUTCD Section 2D.50.10. Guidance suggests:

- Placing pedestrian signs as far as practical from the road, such as at the far edge of the sidewalk.
- Locating signs away from intersections where high priority traffic control devices are present.
- Facing the pedestrian message toward the sidewalk and away from the street.
- Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs to remove the pedestrian wayfinding signs from the line of sight.
- To further minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be retroreflective.

In addition to MUTCD Community Wayfinding Guidance for pedestrian-focused signage, it is considered a best practice to adapt *The Guide for the Development of Bicycle Facilities* by the American Association of State Highway Transportation Officials (AASHTO) guidelines for sign placement that supports both pedestrians and bicyclists on facilities such as shared use paths. The AASHTO guide largely defers to Part 9 of MUTCD for basic guidelines related to the design of wayfinding systems for bicycles. Additional information provided by AASHTO, interpreted for community wayfinding, is as follows:

- Many communities find that a wayfinding system for bicyclists and pedestrians are a component of a network that enhances other encouragement efforts, because it provides a visible invitation to new users while also encouraging existing users to explore new destinations.

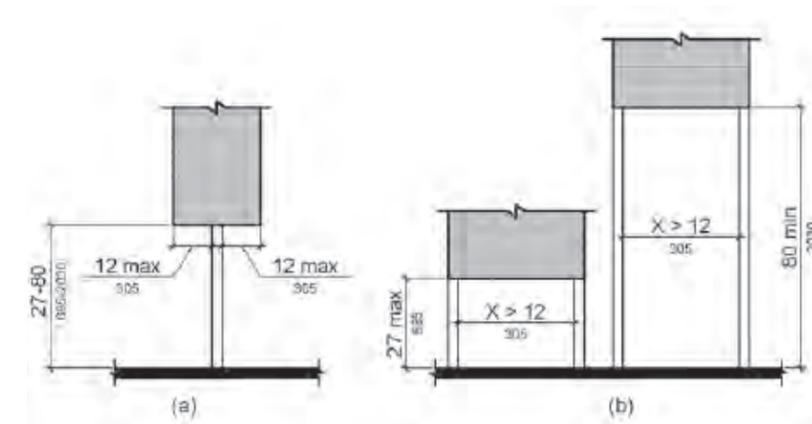
- Wayfinding signs should supplement other infrastructure improvements, such as bike lanes and trails, as signs alone do not improve safety or user comfort.
- Guide signs may be used to designate continuous routes that may be composed of a variety of facility types and settings.
- Wayfinding guidance may be used to provide connectivity between two or more facilities, such as a street with sidewalks and a shared use path.
- Wayfinding may be used to provide guidance and continuity in a gap between existing sections of a sidewalk, bikeway, or shared use path.
- Road/path name signs should be placed at all path-roadway crossings to help users track their locations.
- Reference location signs (mile markers) assist path users in estimating their progress, provide a means for identifying the location of emergency incidents, and are beneficial during maintenance activities.
- On a shared use path, obstacles, including signs, shall be placed no closer than 24 inches from the near edge of the travel way and no more than 6 feet away. For pole mounted signs, the lowest edge of the sign shall be 4 - 5 feet above the existing ground plane.



Minimum Sign Clearances on Shared-Use Paths MUTCD 9B-1

ACCESSIBILITY STANDARDS

As wayfinding systems often relate to accessible routes or pedestrian circulation, it is important to consider technical guidance from the Americans with Disability Act, or ADA, so that signs and other elements do not impede travel or create unsafe situations for pedestrians and/or those with disabilities.



Post Mounted Object Clearance: Single Mount and Double Mount

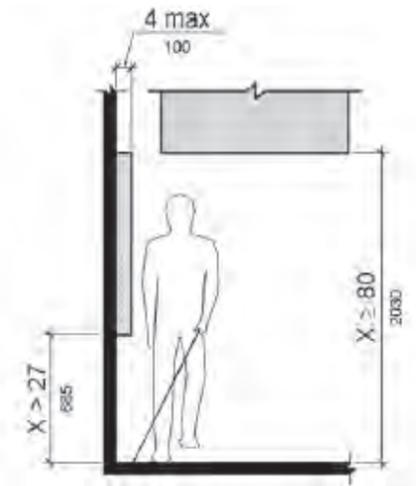
The Architectural and Transportation Barriers Compliance Board provides guidance for accessible design for the built environment. Standards which should be considered when designing and placing wayfinding signs includes the following.

Vertical Clearance

Vertical clearance shall be 80 inches high minimum, or 27 inches maximum when signs protrude more than 12 inches from the sign post or support structure.

Post-Mounted Objects

Where a sign or other obstruction is mounted between posts or pylons and the clear distance between the posts or pylons is greater than 12 inches, the lowest edge of such sign or obstruction shall be 27 inches maximum or 80 inches minimum above the finish floor or ground.



Limits of Protruding Objects

Protruding Objects

Objects with leading edges more than 27 inches and not more than 80 inches above the finish floor or ground shall protrude 4 inches maximum horizontally into the circulation path.

Required Clear Width

Protruding objects shall not reduce the clear width required for accessible routes. Generally, this requirement is met by maintaining four feet minimum clear width for maneuvering. This requirement applies to both sidewalks and pedestrian circulation paths.

Shared-Use Paths

Accessibility standards for shared use paths are currently being developed. Proposed standards address post mounted objects as follows. Where objects are mounted on free-standing posts or pylons and the objects are 27 inches minimum and 80 inches maximum above the finish surface, the objects shall overhang pedestrian circulation paths 4 inches maximum measured horizontally from the post or pylon base. The base dimension shall be a minimum of 2.5 inches thick. Where objects are mounted between posts or pylons and the clear distance between the posts or pylons is greater than one foot, the lowest edge of the object shall be 27 inches maximum or 80 inches minimum above the finished surface. It should be noted that ADA guidance requires 80" clearance while Departments of Transportation require 7' or 84".

WAYFINDING PLACEMENT SCENARIOS

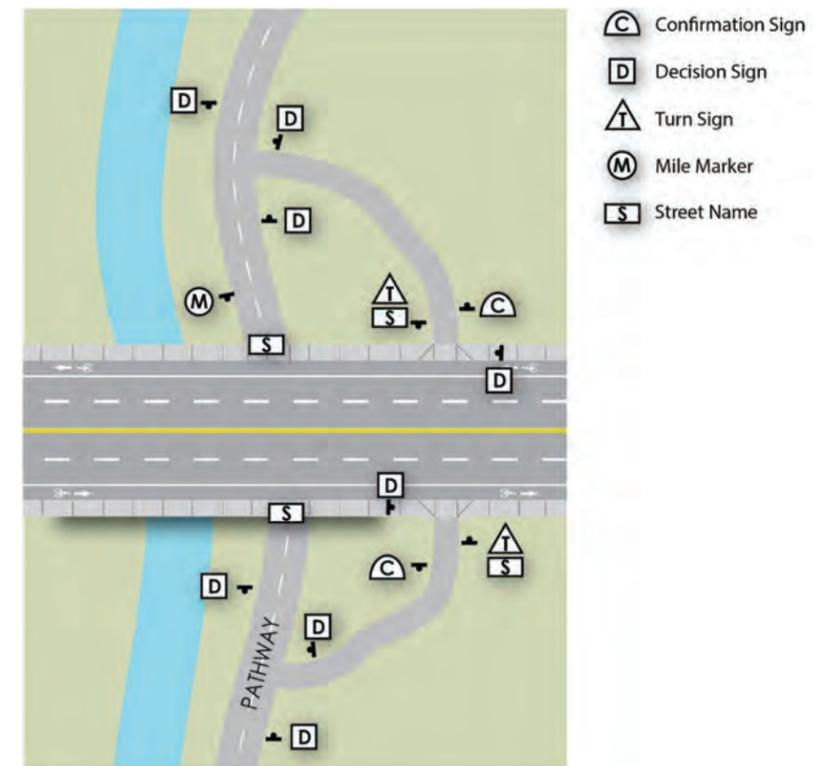
The following placement scenarios represent conditions that shared use path users will encounter when using the Wayfinding System:

- Pathway Bifurcations and Under Crossings
- Off-street/On-street Transition at Path Access Point
- Navigation from Path to Destination

PATHWAY BIFURCATIONS AND UNDER CROSSINGS

Connections and access points between the off-street and on-street network may result in path bifurcations. At such junctions, it is important to inform path users of where the alternative route option goes. This may be done via decision signs located at junctions.

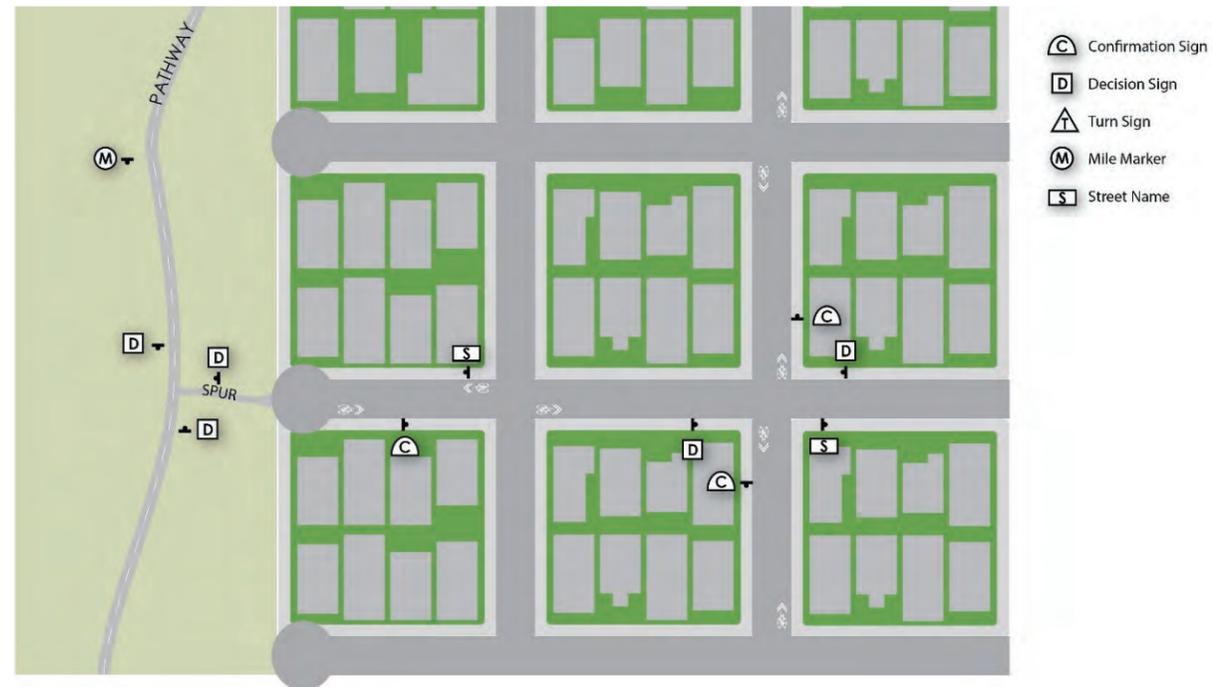
Under crossings benefit from applying street name sign blades above pathways on bridge or tunnel infrastructure. These signs should be mounted to the bridge or tunnel structure, centered over the pathway. Street name sign blades should also be added to signs when paths meet roadways at-grade. If a stop sign is located at these facility intersections, a standard street name sign blade may be added to the top.



OFF-STREET / ON-STREET TRANSITION AT PATH ACCESS POINT

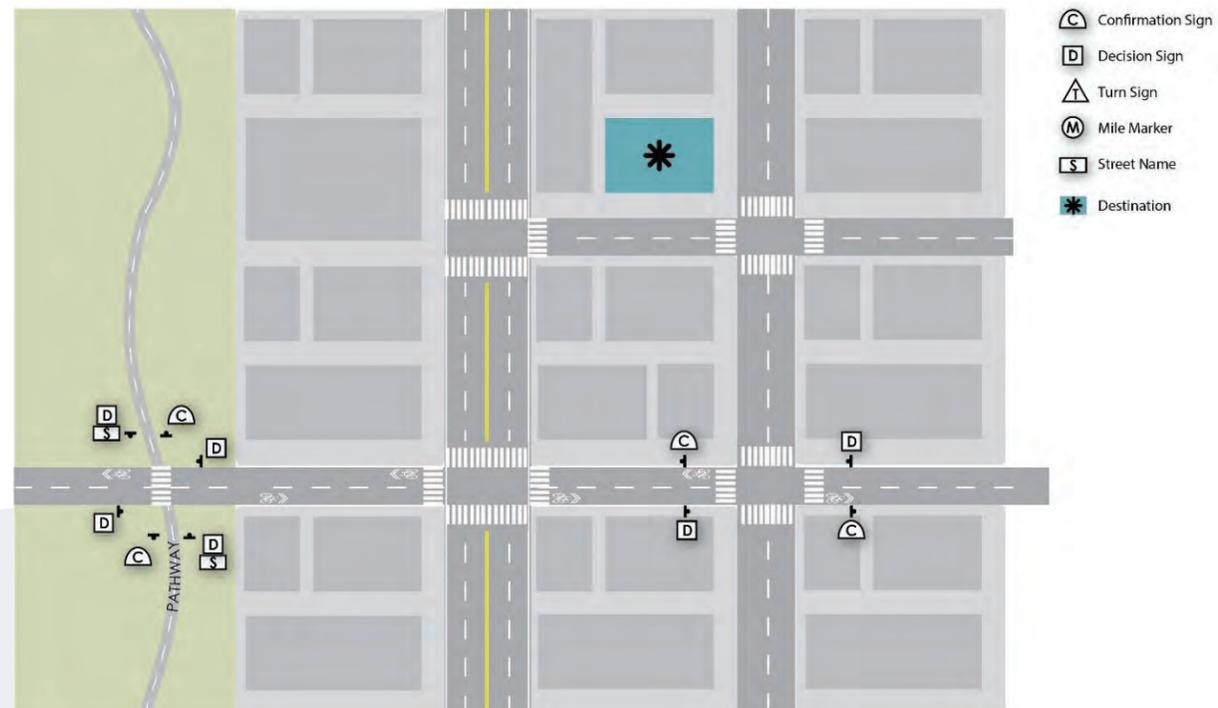
When transitions are made between off-street and on-street facilities, decision signs shall be placed prior to intersections with confirmation signs provided after turn movements. In a situation where a short access path connects the on-street and off-street facilities, decision signs provide both confirmation and directional options to a user entering the pathway.

In this scenario, custom street name sign blades should be used along the bicycle boulevard heightening awareness of these routes as bicycle facilities. The presence of route identifying street name sign blades and shared lane markings minimizes the need for confirmation signs along the bicycle boulevard.



NAVIGATION FROM PATH TO DESTINATION

Oftentimes destinations occur without direct connections to the bicycle network. Destinations off-network may be signed when a straight, safe bicycle connection or route is available. Engineering judgment must be used to determine whether the connecting route is suitable for cycling.



WAYFINDING AND PUBLIC HEALTH CASE STUDIES

The public health has been a major driver of wayfinding systems as a strategy to increase physical activity for both recreation and destination-oriented travel. Projects that link wayfinding and public health highlight the importance of strategic partnerships to achieve mutually beneficial goals. The following case studies have used this link to these communities advantages.

OLMSTEAD COUNTY, MINNESOTA

The Olmstead County, Minnesota Public Health Services, partnered with the City of Rochester, developed a comprehensive wayfinding system to direct trail users to popular destinations, provide information about trail connections and loops, and provide mileage information for trail users. The wayfinding system, which included 18 trailhead signs, 475 wayfinding signs, and 45 mile-marker signs, was supported by online and printed bicycle maps and trail maps to encourage walking and bicycling in Rochester. A significant source of funding for the wayfinding project was the U.S. Department of Health and Human Services' Communities Putting Prevention to Work (CPPW) program, administered by the Minnesota Department of Health and awarded to Olmstead County.



EVANSVILLE, INDIANA

In Evansville, Indiana, the Welborn Baptist Foundation developed a pedestrian wayfinding system in and around the downtown area as part of its Upgrade program, which focuses on small behavioral changes to increase physical activity and healthy eating. The signs point to 27 destinations and include travel distances by number of steps rather than miles. This unique measuring technique changes people's perception of distance, measures activity in a similar manner to popular fitness tracking devices, and encourages residents and visitors to explore the city on foot. Support for the program came through partnerships with local agencies and community partners, including the City of Evansville and Vanderburgh County, and through funding from the CPPW program.



NASHVILLE, TENNESSEE

Nashville, Tennessee, another CPPW awardee, also created health-oriented wayfinding signs to support pedestrian mobility in high-risk neighborhoods. The signs direct people to parks and other recreational opportunities and encourage community residents to get out on bike and foot. The wayfinding project, spearheaded by the Departments of Health and Public Works, is part of a larger effort called NashVitality, a holistic program designed to encourage healthy, active, and green communities by making healthy choices easier and within reach of everyone in Nashville.







CHAPTER 5 CREATIVE DEVELOPMENT

OVERVIEW

Sign Family and Design Guidance encompass the creative detailing of the wayfinding package. Logos, graphics, icons, and colors are included to provide consistent appearance. Several opportunities outlined in the Communications Plan provided the Plan4Health Group, public, and stakeholders with exposure to the development of both the logos and icons as well as the sign design. Inspiration for the icons were founded in the natural surroundings and history of the Helena Area. Sign design was born from the community's favorite elements comprising their hometown and the importance of building equity for users of all ages and abilities. The final conceptual design will inform fabricators of the design intent. Any necessary modifications to accommodate cost savings or material availability should be discussed prior to fabrication and is acceptable as long as the desired creative intent of the community is maintained.

BRANDING

The brand for Greater Helena Area Active Wayfinding System has been crafted to include a brand framework, imagery, and color palette to advance the awareness of travel routes and destinations while creating unity throughout the Greater Helena Area. Branding and imagery should remain consistent throughout all materials, messaging, and representation of the system. As the life of the community continues to grow, this brand will set the foundation for recognition among funding partners, and stakeholders who will propel system implementation and the communications recommendations into action.

BRAND STANDARDS WHAT IS A BRAND?

Branding is a widely used term to describe the perception of a product or service in a target audience's mind. David Ogilvy, commonly known as the father of advertising, said it best - a brand is, "the intangible sum of a product's attributes." This includes all images, thoughts, and feelings evoked when interacting with a product or service - not just a logo or name. Forbes Magazine defines a brand as, "...what your prospect thinks of when he or she hears your brand name. It is everything the public thinks it knows about your name brand offering—both factual (e.g. It comes in a robin's-egg-blue box), and emotional (e.g. It's romantic). Your brand name exists objectively; people can see it. It's fixed. But your brand exists only in someone's mind". For a community, a brand includes user experience, logos, signage, purpose, safety, comfort, programming, funding, sponsors, and supporters. Everything from how a map is displayed to the attitude of a person at a public information event reflects the brand of the system.



BRANDING FRAMEWORK FOR THE GREATER HELENA AREA ACTIVE LIVING TRAILS

Located in an area named in honor of our nation's most renowned explorers, the Helena Area Active Living Trails are a network of urban and natural paths woven together to cultivate adventurous, active, healthy lifestyles.

The pine cone and pine branch become the symbols of the Helena Area Active Living Trails. The pine, a fast-growing, resilient tree has endured the test of time becoming a historic symbol for its multiple uses to the Native American Communities, a component in the landscape of the Lewis and Clark Expedition, and a resource for the miners who came to the area. The pine is a source of clean air, food, and habitat for many species in our region. It gives back to us in a host of vital ways, in addition to its natural beauty. Similarly, our trails provide a robust, scenic platform for our community to flourish and grow in the coming years.

Throughout the Greater Helena Area, naming celebrates our history—the Fire Tower District, Capitol District, Great Northern District, Railroad District, and Last Chance Gulch District— each evokes an emotion, a memory, a place in time - from the past and into the future. The Helena Area Active Living Trails provide opportunities for residents and visitors alike to explore and engage with these gems and other cultural and healthy destinations throughout the community. This connective fabric between neighborhoods, parks, schools, and communities across Lewis & Clark County, provide access to fresh foods and the tools to build a healthier region from the ground up.

We invite you to visit the Helena Area Active Living Trails to walk, run, bike, and discover the natural and man-made environment of the Greater Helena Area... Connect with our nature and neighbors, and become part of our healthy community.

We invite you to explore the Helena Area Active Living Trails, Healthy Trails to You.

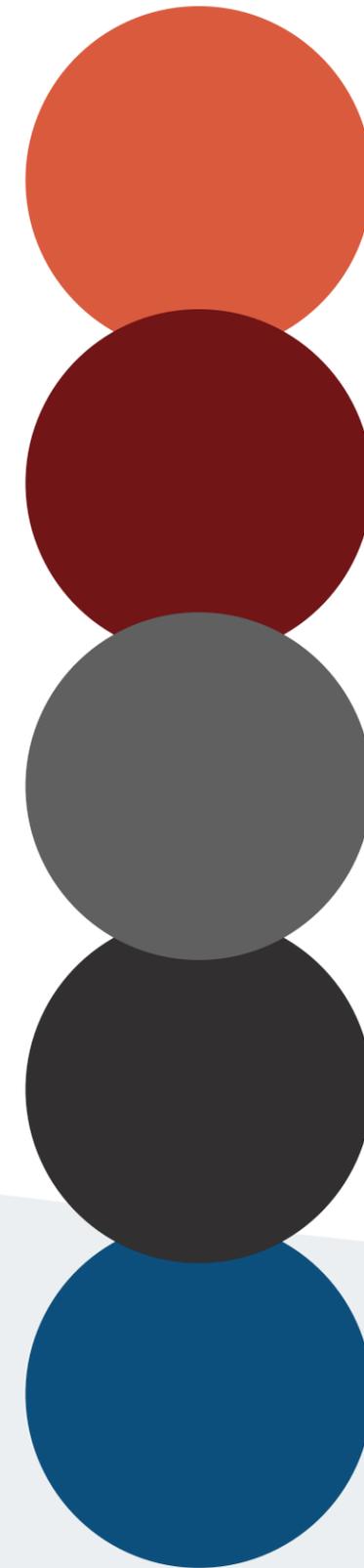


GREATER HELENA AREA ACTIVE LIVING TRAILS LOGO

This is the primary brand symbol for the Greater Helena Area Active Living Trails and is incorporated into the wayfinding sign family. This brand is to be used to identify the trails and trail system.



GREATER HELENA AREA ACTIVE LIVING TRAILS
ALTERNATIVE GREYSCALE



COLOR PALETTE



OPTIONAL DISTRICT AND AREA LOGOS

These District and Area logos celebrate the history and personality of Helena. They help define and build awareness of special districts that will aid in navigation. These logos are optional and can be used in the color shown or in a greyscale, similar to the *Greater Helena Active Trail Logo - Alternative Greyscale* shown on the left.

WAYFINDING NAVIGATION ELEMENTS

The Wayfinding Sign Family consists of both on-road and off-road sign types. The off-road signs can be used throughout the community with the option to customize mapping, logos, rules, regulations, and destinations. The sign family is illustrated on the adjacent page and Design Intent Drawings are provided as a supplement to this plan. Prior to fabrication or installation of any signs, a placement plan should be crafted to understand the function of each sign. Modification should be made to create clarity, provide safe routing, and fit into the existing environment.

MAP KIOSKS AND AREA MAPS

Kiosks with area and/or citywide orientation maps, can provide helpful navigational information, especially where pedestrians and bicyclists may be stopping long enough to digest more information (i.e. transit stations or stops, busy intersections, trailheads). The use of icons and high contrasting colors is a good practice which makes maps understandable to a wide audience. Adding circles that indicate walk and bike times provides encouragement to explore unknown areas. Additionally, orienting signs in relation to the audience's view (or, a heads up orientation) is considered by wayfinding practitioners to be more intuitive than maps where north is at the top. High contrast graphics and the use of color coded areas or districts help make maps comprehensible to a wide audience and have a clear outcome defined for what is communicated.

Kiosks with maps are also a useful resource for trail users. Again, the use of high contrast, simple graphics and icons enhances legibility for a broad spectrum of users. Kiosks should contain information on trail or path rules and regulations including allowed uses and effort. It is critical to communicate to users the time and effort required for a trail excursion to allow planning for access to water and the ability to complete the route. Emergency contact information is also typically present. Interpretive or educational information may also be integrated.

Per the ADA standards, trailhead facilities built with federal funds shall include the following information:

1. Length of the trail or trail segment
2. Surface type
3. Typical and minimum tread width
4. Typical and maximum running slope
5. Typical and maximum cross slope

DIRECTIONAL SIGN

Directional signs clarify safe and expeditious routes where more than one potential path is available. Signs typically consist of a system brand mark, space for up to three destinations, distance in miles and/or time (based on 10 mph or 6 minute per mile travel speed). Sign fabricators should determine time and distance markings when creating signage shop drawings. Directional signs may include specific path names or color coding.

For on-road signs, per the FHWA Manual on Uniform Traffic Control Devices(MUTCD) , the standard size for a three line destination sign is 18 inches high by 30 inches wide, however many municipalities use a vertical format sign being 24 inches wide by 30 or 36 inches tall. This is accomplished by omitting the bicycle symbol from each separate line and instead having a single bike symbol at the top of the sign. However, when recognized as community wayfinding signs, on-road directional signs are allowed more creative freedom. All signs placed within the right of way (state, county, local) should be reviewed and approved by the appropriate agency.

VEHICULAR TRAILHEAD SIGN

Vehicular trailhead signs welcome drivers to the Greater Helena Area Active Living Trails' trailheads. The signs state the name of the trailhead and use icons to identify permitted activities. This sign may be modified by Parks and Recreation and other departments to serve as naming signage while remaining consistent with the brand established for the Greater Helena Area.

REGULATORY AND FLEXIBLE MESSAGE SIGNS

Regulatory signs communicate rules and advice such as "bikes: yield to pedestrians" and "bikes: call out on your left when passing". The signs created for this plan are designed to be simple, easy to read, and easy to manufacture. They use a mix of icons and text and can be customized in the future for any use as deemed necessary by the municipality.

MILE MARKERS

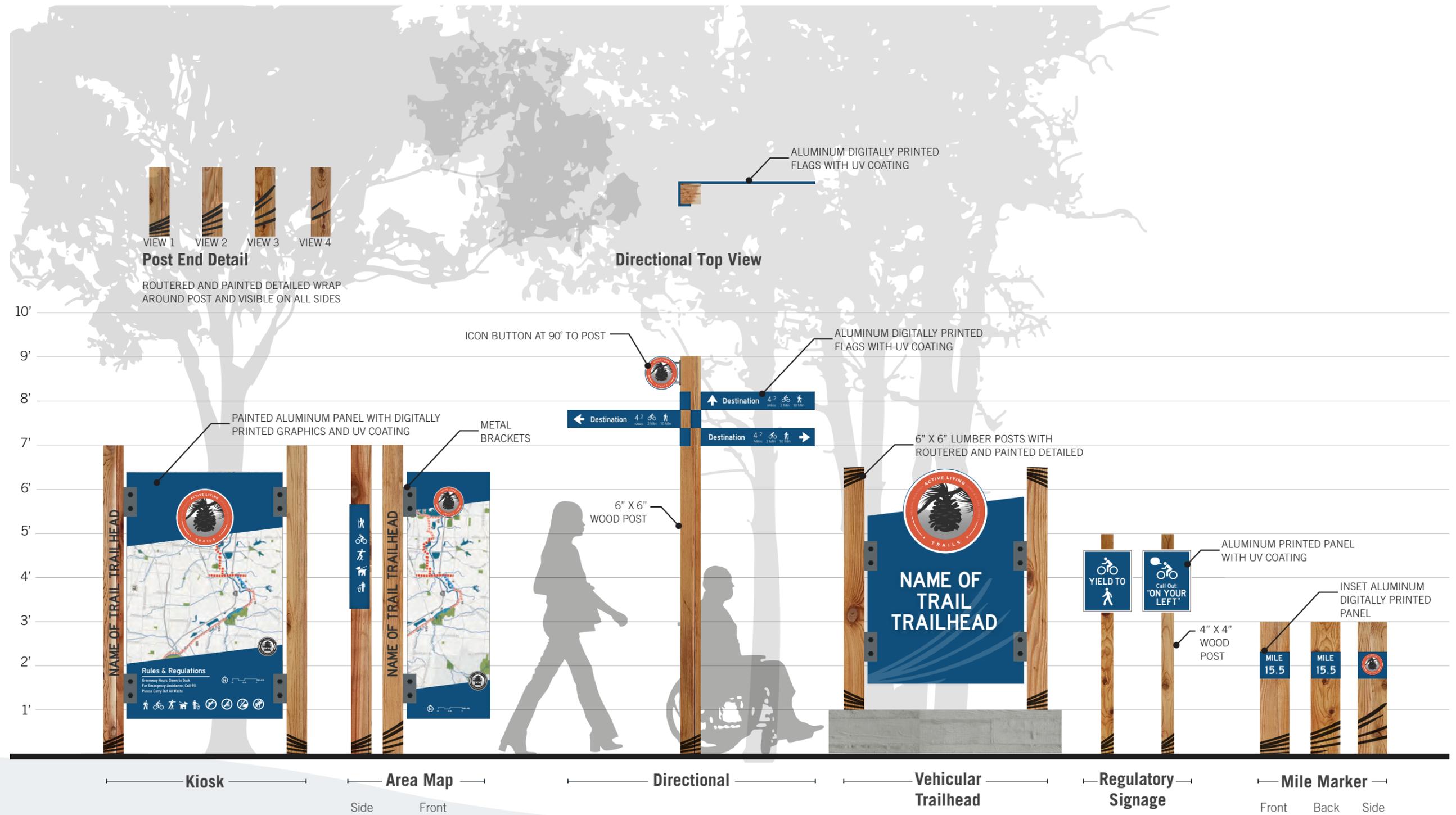
Mile markers aid pathway users with measuring distance traveled. Furthermore, mile markers provide pathway managers and emergency response personnel points of reference to identify field issues such as maintenance needs or locations of emergency events. System brand mark, path name, and distance information in miles may be included as well as jurisdiction identification.

Mile markers should be placed every ¼ to ½ mile along a pathway network. Point zero should begin at the southern and westernmost terminus points of a pathway. Mile numbering is often reset at zero as a pathway crosses a jurisdictional boundary.

Although it is ideal to place mile markers on the right hand side of the path facing bicycle traffic, they may also be installed on one side of a pathway, on a single post back-to-back.

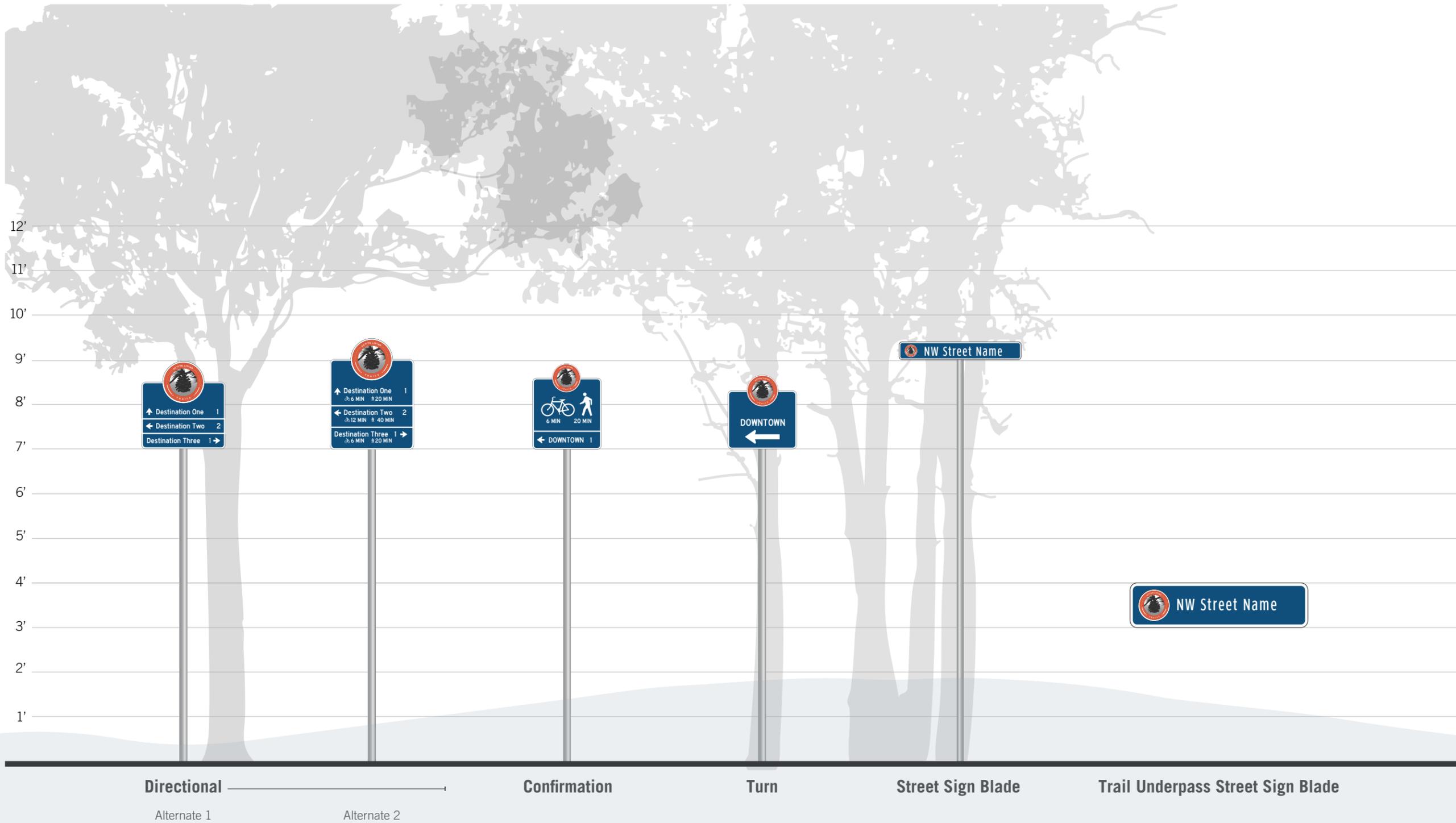
CONFIRMATION AND TURN SIGNS

Confirmation and Turn Signs are used for the on-road network to provide critical information. Turn signs should be placed before intersections to help alert users of an upcoming movement decision. Confirmation signs are placed after intersections and along routes where users may need the confidence that they are headed in the correct direction to travel to their intended destination.



OFF-STREET WAYFINDING

Note: The panels are design to be customizable for each implementation project. The Kiosk and Vehicular Trailhead signs can be interchanged and width, height and art works can be adjusted to accommodation environmental conditions, while maintaining the intent of the design and following the Best Practices laid out in Chapter 4.



ON-STREET WAYFINDING

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CHAPTER 6 RECOMMENDATIONS AND IMPLEMENTATION

OVERVIEW

Implementation of the Greater Helena Area Active Living Wayfinding System will take cooperation and collaboration among multiple parties. Funding responsibility, maintenance, and approvals for sign implementation will need to be addressed according to national, state, and local guidelines with participation from the Montana Department of Transportation, Lewis & Clark County and the City of Helena and the City of East Helena. The local Federal Highway Administration representative and Montana Department of Transportation engineers were consulted throughout this planning process to receive approval of sign design. These two parties will be integral to the implementation of the greater system and should be contacted prior to initiating placement planning to understand the process of submitting for permits, encroachment agreements, and other submittal requirements if signs are to be located on state owned rights of way.

Currently, Lewis and Clark Public Health will serve as the champion of implementation. Building on the momentum of this planning process, funding can be sought to carry out the recommendations presented in this chapter. In addition to sign fabrication and installation, there are three additional categories of recommended action items. The first is overall implementation of the bicycle and pedestrian facility networks as outlined in the Greater Helena Area Long

Range Transportation Plan. Previous planning efforts illustrate a network of connected facilities to improve safety and circulation throughout the study area. The excitement for healthy movement throughout the community will help emphasize the desire and need for pedestrian and bicycling facilities, and therefore this plan supports the recommendations of previous plans.

The second category of recommendations are born from the Communications Plan crafted as a component of this process. These items will also be championed by Lewis and Clark Public Health. A variety of ideas were generated that will continue to reach a variety of audiences and set the stage for user interaction with the Wayfinding System which will, in turn, lead to additional healthy choices in transportation for residents and visitors.

The third category of recommendations are spot improvements discovered during fieldwork and initiated by a demonstration project aimed toward connecting people with healthy destinations through the wayfinding system.

The following chapter discusses essential considerations and action items that will propel the community to become a healthier, more equitable place to live, work, and enjoy the abundant natural resources and beauty of the Helena Area.

PLACEMENT PLANNING

Placement planning is a multi-layered process of discovery and critical thinking. The below steps illustrate considerations and steps executed when determining where to place signs and which destinations should be included. These steps were used in crafting the demonstration placement plan found within this chapter.

STEP 1: Identify Key Destinations

- One of the first steps is to identify a comprehensive list of potential destinations, use criteria to filter the list, then sort each destination in a three-tiered system.

STEP 2: Route Selection

- Conducting a people movement analysis using existing and planned facility data and in-field observations provides a framework for travel by mode choice.

STEP 3: Key Decision Points

- By testing routes from origins to destinations, critical turning movements are identified as key decision points.

STEP 4: Can I get there safely?

- Destinations should not be included in the system if the intended user can not safely travel along a clear route. This sometimes removes initially intended destinations from the key destination list.

STEP 5: Potential Messages

- For each sign location, determine which destinations could be used based on the route and hierarchy.

STEP 6: Review Hierarchy of Destination

- Prioritize to select three destinations per sign.

STEP 7: Message Naming

- Abbreviate names according to MUTCD or local common naming conventions to preserve legibility with limited characters.

STEP 8: Route Testing

- Review sign messages and completed routes

DESTINATIONS AND SELECTION CRITERIA

The following section discusses proposed destinations to be used within signage placement plans. Destinations were selected based on Plan4Health Group input, field work, community tours, community input including the wikimap, and subsequent research.

Potential community destinations can include: cultural destinations (i.e. museums, historic monuments), government facilities, tourist attractions, places of entertainment (i.e. shopping and dining districts), parks and recreational amenities, and transit oriented destinations.

SELECTION CRITERIA

The selection of Helena’s destinations started with development of a key set of criteria guidelines used to interpret whether a destination should be included on the physical signage. These criteria are:

- Destinations shall be publicly owned or not-for-profit
- Destinations shall be open to the public
- Commercial destinations or any destinations that are privately owned and for profit may be a destination on any digital wayfinding system, but shall not receive place on signs in the built environment
- Destinations shall be identified as having significant visitor interest
- Hours/season of operation – destinations should be open year-round
- Destinations that give the area its distinctive identity
- Destinations shall be easily accessed via a safe route.
- Destinations greater than 0.25 mi from an existing trail are marked for signing within future phases. (This may be adjusted as a bicycle and pedestrian network develops throughout the community)
- All wayfinding destinations must be family-friendly
- Destination preferably have a healthy living focus

DESTINATION ORDER

The order of placement from top to bottom on any sign shall be straight, left, then right. If more than one destination is displayed in the same direction, the name of a nearer destination shall be displayed above the name of a destination that is further away.

In situations where two destinations of equal significance and distance may be properly designated but two destinations cannot appear on the same sign, the two names may be alternated on successive signs.

ABBREVIATIONS

When placing destination names on signs, the use of abbreviations should be kept to a minimum whenever possible. When insufficient space is available for full wording, abbreviations may be used. MUTCD accepts abbreviations as included in the table below. Unless necessary to avoid confusion, periods, commas, apostrophes, question marks, ampersands, and other punctuation marks or characters that are not letters or numerals should not be used in any abbreviation.

Word Message	Abbreviation	Word Message	Abbreviation
Alternate	ALT	Minutes Per Hour	MPH
Avenue	AVE	Minute(s)	MIN
Bicycle	BIKE	Mount	MT
Boulevard	BLVD	Mountain	MTN
Bridge	BR	National	NATL
Center (as part of a place name)	CTR	North	N
Circle	CIR	Parkway	PKWY
Court	CT	Pedestrian	PED
Crossing (other than highway)	X-ING	Place	PL
Drive	DR	Road	RD
East	E	South	S
Hospital	HOSP	Street	ST
Information	INFO	Telephone	PHONE
Junction / Intersection	JCT	Trail	TR
Mile(s)	MI	West	W

DESTINATION PRIORITIZATION

For each destination sign, there are three information slots available. Choosing which destinations to include on each sign occurs through a prioritization process. All signs should follow the same approach throughout the system so that movement around the area is clear and predictable. Destinations and their names should be referred to consistently until they are reached. Standard practice is to prioritize selection by using a three-tiered system.

Level 1 - Districts and Neighborhoods

Level 1 destinations provide specific navigational information by directing users to recognizable districts and neighborhoods. These may be city centers; historic, commercial, cultural, or educational districts; or neighborhoods with a distinct and recognizable name and character. Emphasis should be placed on districts providing a mix of services. Neighborhoods not offering services or attractions need not be included. Level 1 destinations should be included on signs within a radius of max 3-4 miles.

Level 2 - Landmarks

Level 2 destinations are specific landmarks or major attractions which generate a high volume of visitors. Landmarks include major tourist venues, regional parks, open spaces, and post-secondary educational institutions. Level 2 destinations should be signed up to 2 miles radius.

Level 3 - Local Destinations

Level 3 destinations are local destinations such as civic buildings, parks, high schools, shopping centers, and healthcare facilities. They typically occur on signs in low-density areas where few other destinations are present or along pathways not connecting higher priority (Level 1 and 2) destinations. Level 3 destinations may be signed to within a 1 mile radius.

SIGNING DISTANCES

Signing distances suggest the maximum distance that destinations should appear on directional signs. This process ensures that information is spread along the journey in manageable amounts according to users' immediate needs.

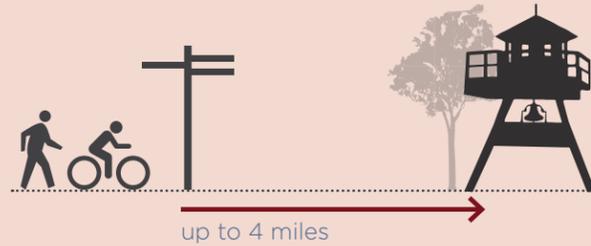
Distances may be measured either to a destination boundary or center, as long as the approach is consistent throughout the region. Districts (Level 1 destinations) should be measured to their centers. Level 2 and 3 destinations are typically specific addresses, and, thus, distances should be measured to the main entrance of the specific location. If a Level 2 or 3 destination is large or has several access points, distance should be measured to the point at which the bicyclist or pedestrian will most likely arrive.

While the above guidelines are best practices, each area is different and some communities are driven by mission, for instance connecting park to park or connecting people with healthy destinations. Using this philosophy is also acceptable given the approving authorities understand and agree with the rationale.



LEVEL ONE

- City Centers
- Districts
- Neighborhoods
- Universities

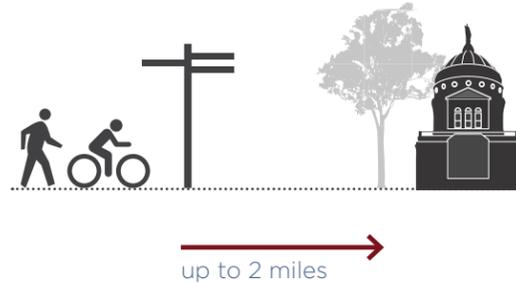


LEVEL 1 DESTINATIONS

- City of Helena
- East Helena
- Capitol Area
- Railroad Area
- Great Northern District
- Fire Tower District
- Last Chance Gulch District
- Helena Airport
- Helena College University of Montana
- Carroll College

LEVEL TWO

- Transit Stations
- Tourist Venues
- Regional Parks
- Open Space

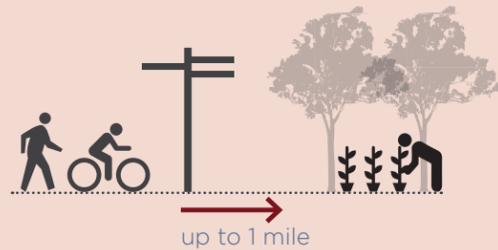


LEVEL 2 DESTINATIONS

- Capital Building
- Capitol Grounds Trail
- Centennial Trail
- Centennial Park
- City County Building
- City of East Helena City Hall
- Civic Center
- Exploration Works
- Fire Tower Park
- Great Northern Carousel
- Grand Street Theater
- Helena Municipal Court
- Holter Art Museum
- Last Chance Gulch Walking Mall
- Lewis & Clark Fairgrounds
- Lewis & Clark Library (East Helena & Helena)
- Lewis & Clark Public Health
- Mount Ascension
- Mount Helena Park
- Myrna Loy Center
- Post Office
- PureView Health Center
- Reeder's Alley
- Shopping & Dining
- Spring Meadow Lake Park
- St. Peter's Hospital
- US District Court
- Visitor's Center

LEVEL THREE

- Local Destinations
- Parks/Community Gardens
- Schools
- Shopping Centers
- Healthcare

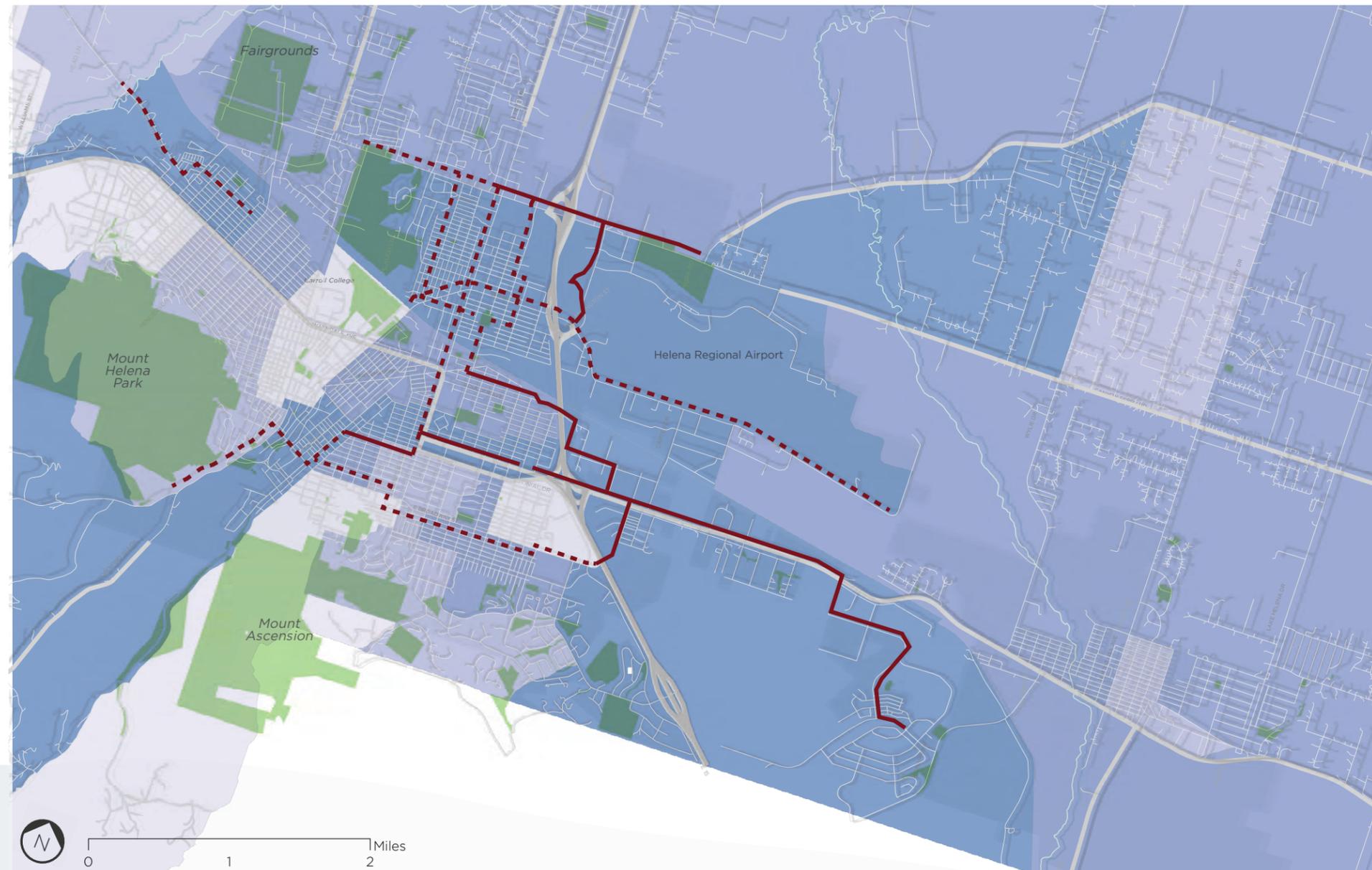


LEVEL 3 DESTINATIONS

- 6th Ward Park Gardens
- 7-Up Park
- Anchor Park
- Atlas Block
- Barney Park
- Batch Softball Fields
- Bausch Park Garden
- Beattie Park
- Beattie Street Trailhead
- Bluestone House
- Bryant Elementary (Free lunch for kids during summer)
- Capital View Trailhead
- Cherry Park
- City of East Helena Swimming Pool
- Clinton Park
- Cooney Homes Garden
- Cruse Overlook Garden
- Daisy Hill Trailhead
- Davis Gulch Trailhead
- Diehl Trailhead
- Donaldson Park
- Eastgate Park
- Emerald Ridge Park
- Governor's Mansion
- Heritage-Pioneer Park
- Hill Park
- Hooper Park
- Janet Street Park Garden
- Jaycee Park
- Kay McKenna Park
- Kennedy Park
- Kindrick-Legion Field
- Lambkin Park
- Leo Pocha Park
- Lime Kiln Road Trailhead
- Lincoln Park (Free lunch for kids during summer)
- Little Moab Trailhead
- Lockey Park (Free lunch for kids during summer)
- Main Street Park
- Mckelvey Trailhead
- Memorial Park (Free lunch for kids during summer)
- Mike Cormier Trailhead
- Nob Hill Park
- Oro Fino Gulch Trailhead
- Pings Pioneer Park
- Plymouth Garden
- Ramey Park
- Robinson Park
- Schiller Park
- Selma Held Park Garden
- Sierra Park
- Skelton Park
- St. Mary Jubilee Garden
- Triangle Park
- Tubbs Trailhead
- Warren Community Park
- Waterline Trailhead
- Waukesha Park Garden
- Wesleyan Park
- Willow Creek Reservoir conservation easement
- Women's Park
- YMCA
- Yund Park
- YWCA

ROUTE SELECTION

Selecting appropriate and safe routes are keys to building comfort and confidence in the wayfinding system. Numerous factors are layered to reveal where signs should be placed based on the intended mode of travel. Motorists, bicyclists, and pedestrians all have different needs and requirements for safe and efficient travel. For the Greater Helena Area Active Living Wayfinding Plan, the route selection focuses on 'active' forms of travel (walking and bicycling). Therefore, existing and proposed facilities from the 2014 *Greater Helena Area Long Range Transportation Plan Update* are a key component of the route selection process. With a focus on healthy living, encouraging healthy behavior, and building an equitable environment, several methods of analysis were employed to understand how to place signs throughout the area. The following data driven models help reveal potential routes which then were analyzed based on human experience and local knowledge to define final route selection.



COMPOSITE EQUITY SUGGESTED ROUTES

This map displays existing and proposed routes from the 2014 *Greater Helena Area Long Range Transportation Plan Update*, which connect the area of greatest need (darker areas) based on the Data Driven Equity Maps discussed in *Chapter 2 - Existing Conditions*. These data driven routes connect areas where people live who would benefit from the healthy living encouragement effect of the wayfinding system.

DISCLAIMER: This map was created from the available data from the city, county, and the US census. The information shown is only as accurate as the data available, and might be over/under estimated depending on the data.

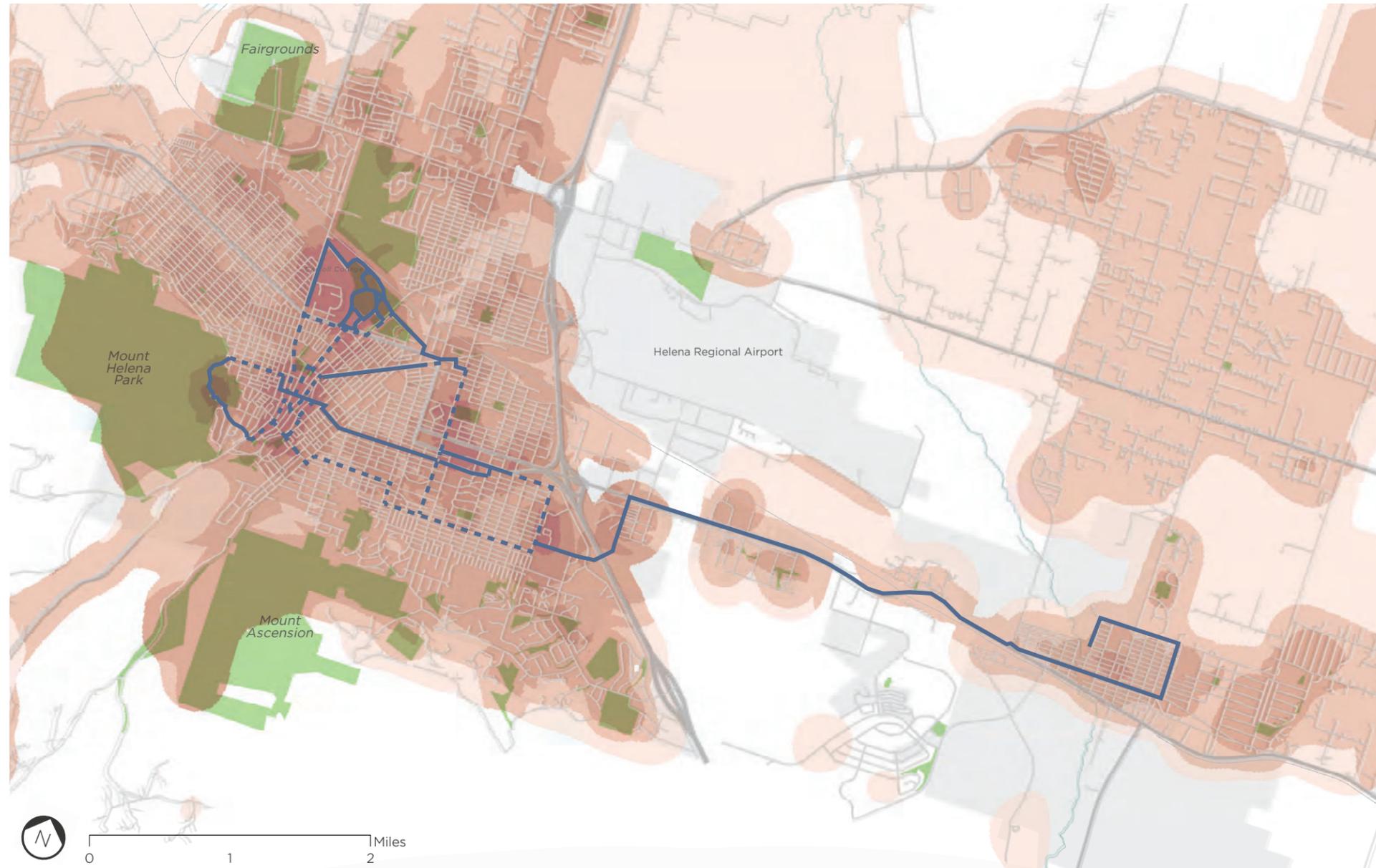
- Existing Route (2014 *Greater Helena Area Long Range Transportation Plan Update*)
- Proposed Routes (2014 *Greater Helena Area Long Range Transportation Plan Update*)

[PEOPLE] + [PLACE] + [COMMUNITY] = [ACTIVE LIVING WAYFINDING SYSTEM]

**COMPOSITE DEMAND
SUGGESTED ROUTES**

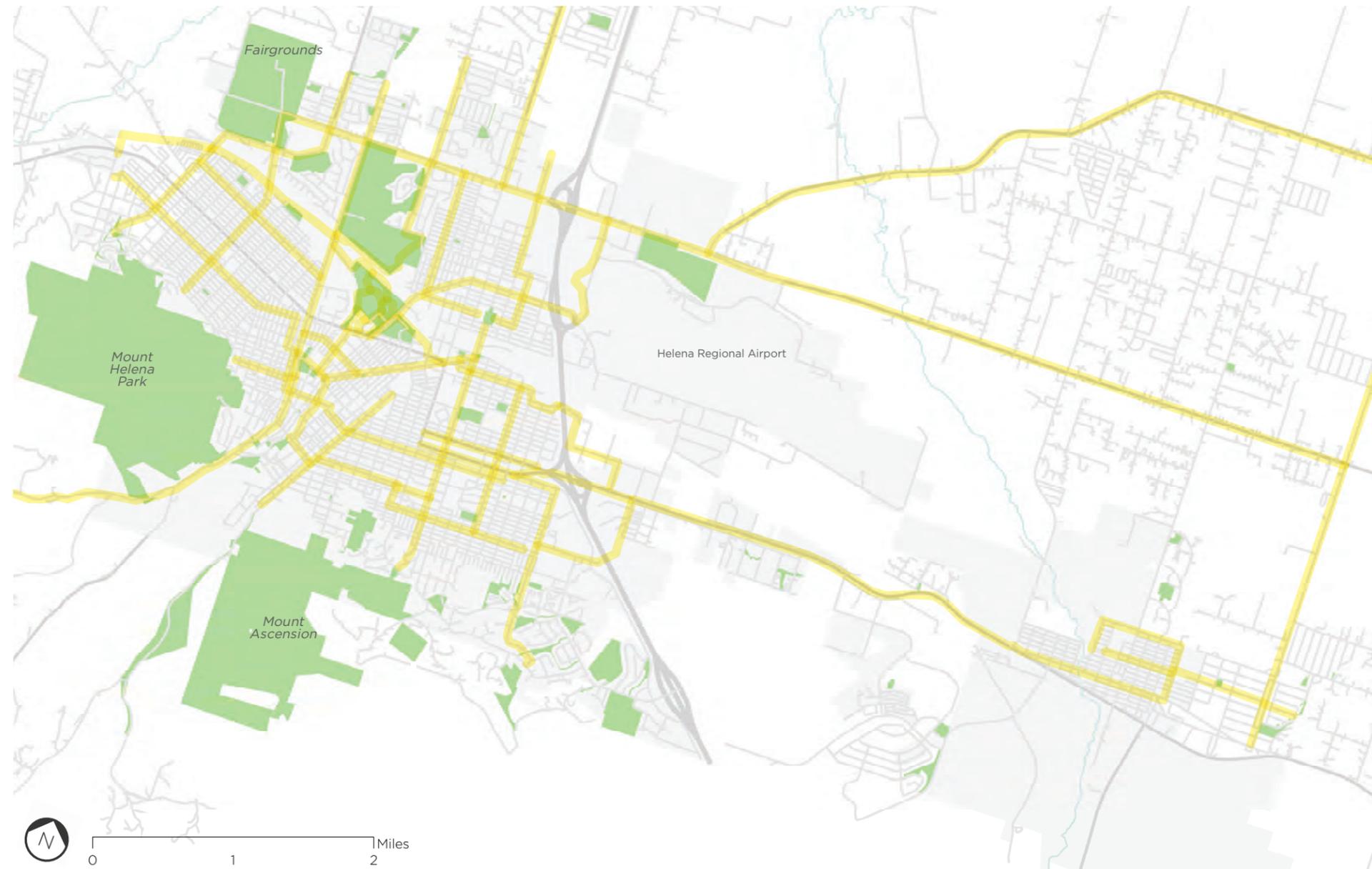
This map displays existing and proposed routes from the 2014 *Greater Helena Area Long Range Transportation Plan Update*, which connect areas with desirable destinations (darker areas) in the Greater Helena Area based on the Data Driven Live, Work, Play Maps discussed in *Chapter 2 - Existing Conditions*. These areas are geographic “hot spots” of residential areas and frequented destinations such as parks, grocery stores, retail locations, healthy places, medical facilities, and others.

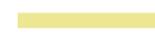
DISCLAIMER: This map was created from the available data from the city, county, and the US census. The information shown is only as accurate as the data available, and might be over/under estimated depending on the data.



- Existing Route (2014 *Greater Helena Area Long Range Transportation Plan Update*)
- Proposed Routes (2014 *Greater Helena Area Long Range Transportation Plan Update*)

[PEOPLE] + [PLACE] + [COMMUNITY] = [ACTIVE LIVING WAYFINDING SYSTEM]



 Community Driven Routes

COMMUNITY DRIVEN ROUTES

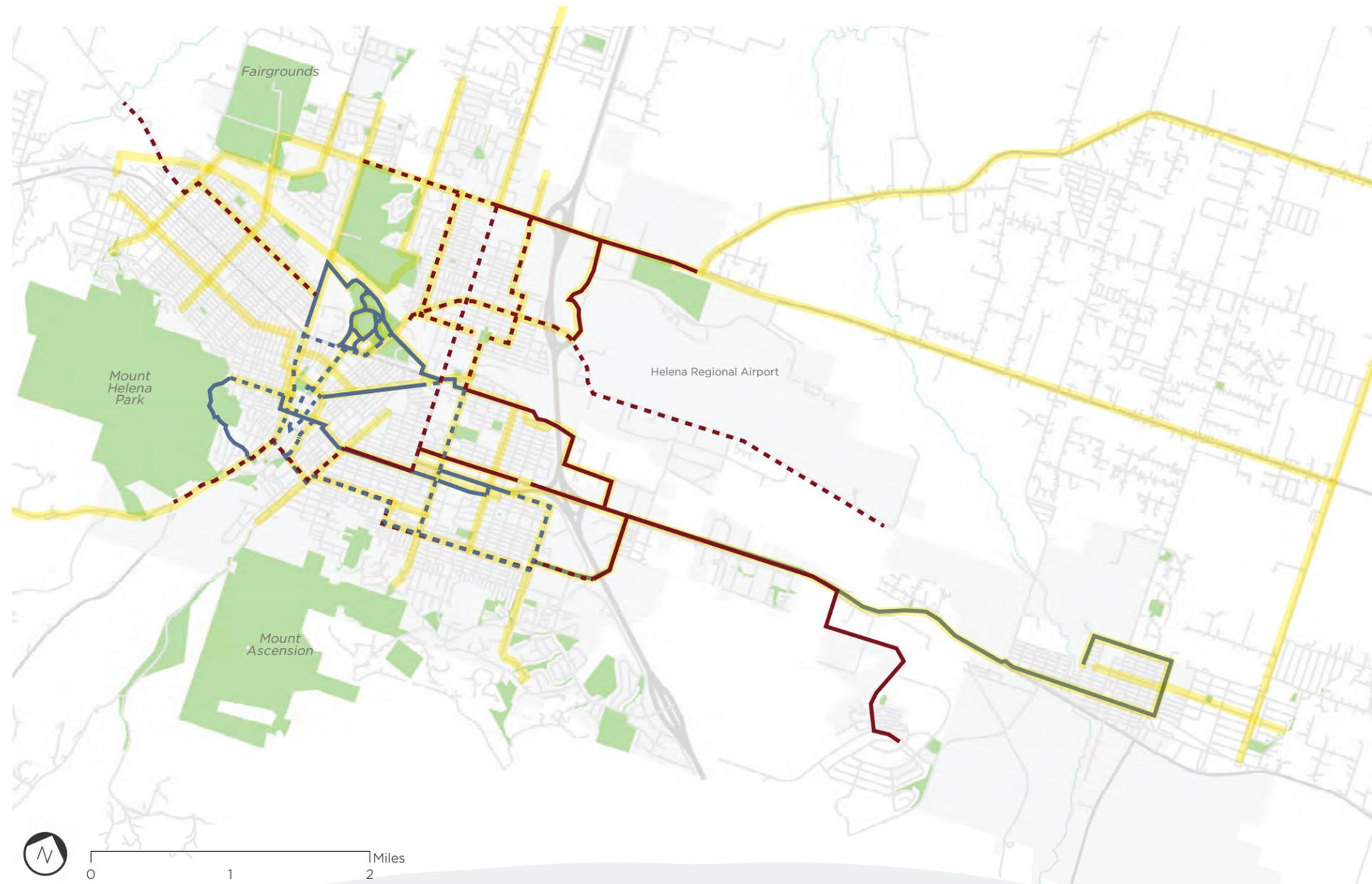
Data driven routes are based on available information and therefore, can only be as accurate as the information available. Since wayfinding is a human centered process, it is necessary to combine data modeling with human perspective. The community driven routes identified on this page were determined based on field research, information gathered through public input events, and routes illustrated by residents and visitors via a Wiki Map produced to support this project.

Gathered through the lens of connecting people with healthy destinations, the community driven routes confirm the route selection and planning within the 2014 *Greater Helena Area Long Range Transportation Plan Update*. This map highlights paths drawn by residents and visitors that connect people with healthy destinations in the Greater Helena Area.

[PEOPLE] + [PLACE] + [COMMUNITY] = [ACTIVE LIVING WAYFINDING SYSTEM]

LAYERING DATA WITH COMMUNITY INPUT

This overlay is a composite of the data driven routes and the community driven routes. The map depicts the priority routes from the 2014 *Greater Helena Area Long Range Transportation Plan Update* which connect people who are in need of a healthy community wayfinding system to popular destinations. These routes are also overlaid with the highlighted paths the community indicated as critical connections to healthy destinations. In total, this network shapes the Active Living Wayfinding System route implementation.



- Existing Route (2014 *Greater Helena Area Long Range Transportation Plan Update*)
- Proposed Routes (2014 *Greater Helena Area Long Range Transportation Plan Update*)
- Community Driven Routes

[PEOPLE] + [PLACE] + [COMMUNITY] = [ACTIVE LIVING WAYFINDING SYSTEM]



- Routes (2014 Greater Helena Area Long Range Transportation Plan Update)
- Confidant Markers (Mile Markers)
- Decision Point (Directionals)
- Density of Decisions (Kiosk/Area Maps)

FINAL ROUTES AND PLANNING LEVEL PLACEMENT

This graphic represents a planning level placement plan which illustrates locations for sign placement along priority routes, determined by data driven and community input.

Field research revealed key locations throughout the area where messaging is critical to alert users to remain on their intended path. Kiosks should be placed throughout areas where many choices and decisions are possible to clarify and guide users while building awareness of destinations travelers' may not already know. Confidence or confirmation signs should be strategically placed at half mile increments where no key decision points are encountered.

Working with this methodology, routes and signage can be expanded throughout the Greater Helena Area to connect people with healthy destinations.

The estimated numbers of signs along the priority routes by type are:

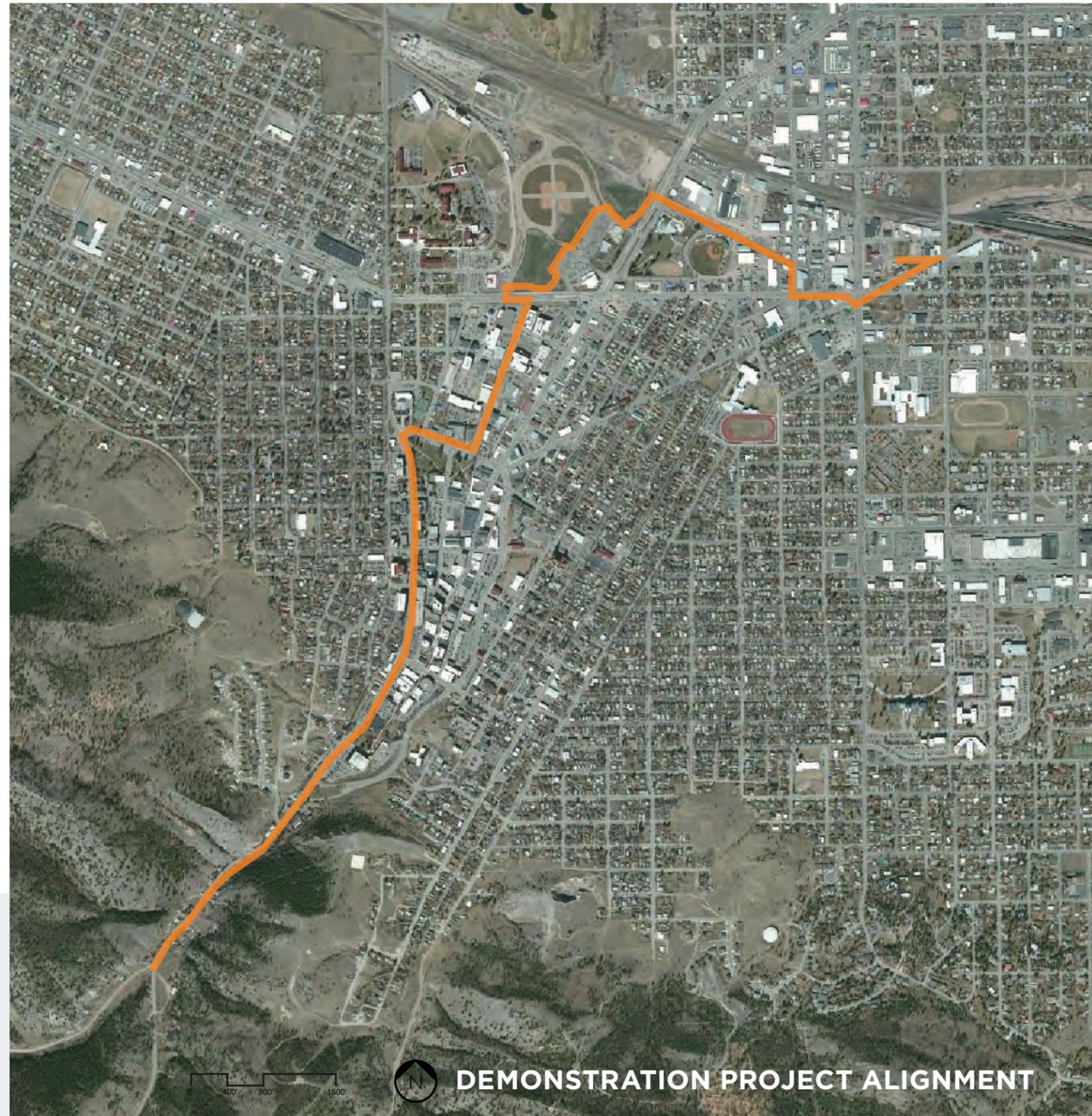
Mile Markers	[125]
Directional	[300]
Kiosk/Area Maps	[16]

[PEOPLE] + [PLACE] + [COMMUNITY] = [ACTIVE LIVING WAYFINDING SYSTEM]

DEMONSTRATION PROJECT

The following maps are a sample placement plan for a demonstration route through the City of Helena. This route was selected as a catalyst project to illustrate how to encourage the healthy transportation choices of walking and biking with the Active Living Wayfinding System. Placement of signs are depicted on the following pages.

Note: This map is for planning purposes only. Each sign location and destination messaging should be vetted by the Plan4Health Group and the Montana Department of Transportation before sign fabrication or submission for any application permits or permissions required.



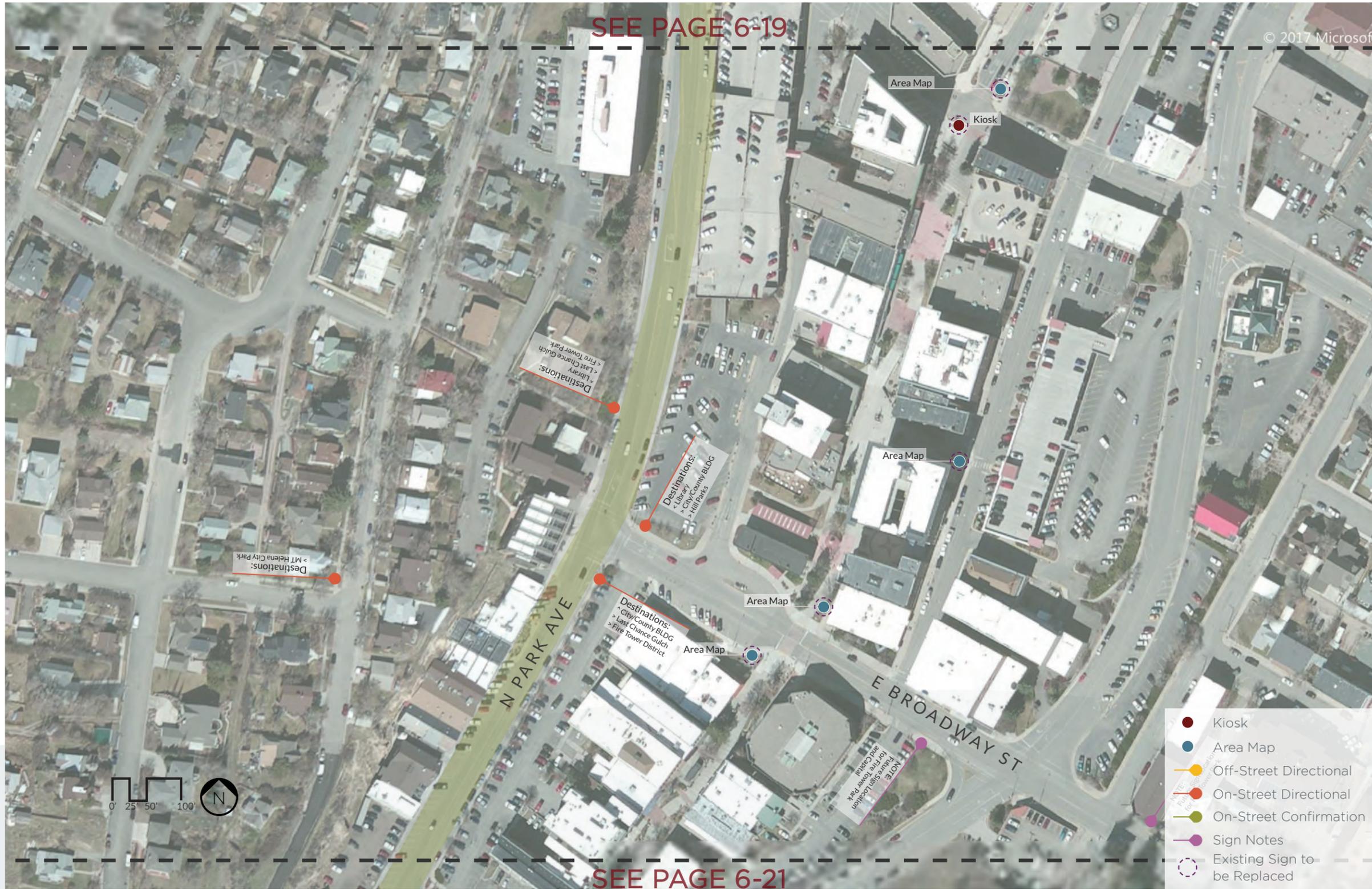




















SIGN IMPLEMENTATION PROCESS

COORDINATION AND APPROVAL

Before signs can be installed they must be reviewed and approved, for design, location, and maintenance responsibility based on placement and land ownership. The following groups were consulted throughout this planning process to pre-approve sign creative and build awareness of the upcoming installation:

- Federal Highway Administration (FHWA)
- Montana Department of Transportation (MDT)
- Lewis and Clark County
- City of Helena
- City of East Helena
- Montana Independent Living Project
- MT Disability and Health Program

Design

Sign design parameters vary based on placement. Any signs within the state right of way must follow MUTCD guidelines for community wayfinding. Creative should be reviewed by the local FHWA representative and MDT.

Location

The location of each sign will be detailed in a placement plan that meets the requirements of the approving agency (based on sign location land ownership and access rights). Prior to creation, the approving agency should be consulted to understand the requirements for the placement plan submittal and any encroachment agreements, permits, or other permissions required.

Maintenance

Maintenance is a crucial component of implementation. Signs may need to be replaced due to vandalism, age, and damage. A budget for maintenance should be determined prior to implementation or incorporated into the existing roadway maintenance budget. Some communities allocate one to two percent of yearly maintenance to the replacement of signs. It is imperative to anticipate the life-cycle of the wayfinding package as signs contribute to the overall brand and experience of a community.

The fabricator will provide warranties on materials and guidance for periodic maintenance.

Before implementation, a maintenance plan should be agreed upon by each partnering agency. This plan should clearly indicate who is responsible for care and, if necessary, repair or replacement of damaged signs.

Typical recommended maintenance includes a cleaning every three to four months with a soft cloth dampened with water (solvents and abrasive cleansers are not recommended). The surface should be rubbed lightly and evenly, then dried thoroughly.

BID PROCESS OR FABRICATOR SELECTION

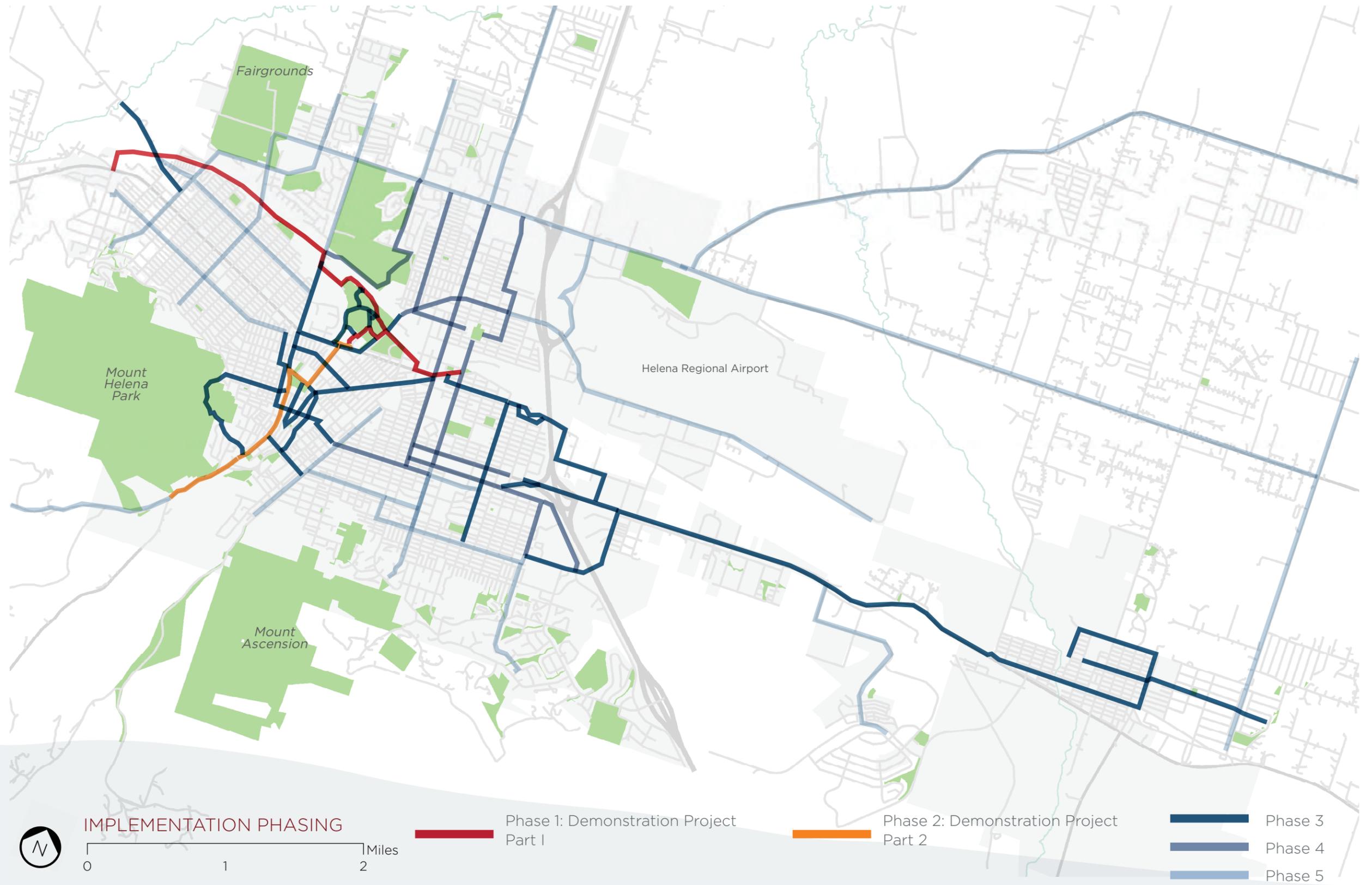
During the selection process of a fabricator/contractor, the project owner should require samples of work similar in scale and scope to the current project. Selecting a reputable fabricator with experience on similar projects will minimize issues such as non-approved material substitution, failure to uphold warranty promises, and complications with schedule and construction practices.

INSTALLATION

Prior to installation the installer should perform a utility locate to ensure digging does not interfere with existing buried utilities and stake each installation location. Prior to final fabrication it is recommended that the shop drawings are reviewed in the field with the installer for final approval of messaging and placement.

PHASING THE PROJECT

Phasing can be determined by sign type or geography, or both. For this plan, it is recommended to phase implementation by geography. Once the number of signs is determined, if the budget is too small to implement the entire sign family within that geography, the kiosks can be implemented at a later date without compromising navigation clarity.



IMPLEMENTATION ACTION ITEMS

In addition to the implementation of the sign system, a variety of action items will help support installation and healthy impacts. The below table illustrates important steps in adopting and building momentum for the system as a whole, communications efforts to expand awareness and use of the wayfinding system, and spot treatments recommended as a result of analyzing the Greater Helena Area’s navigation legibility and healthy travel comfort for residents and visitors.

ACTION ITEMS	PARTNER AGENCIES	PHASING	TYPE
<p>ADOPT GREATER HELENA ACTIVE LIVING WAYFINDING MASTER PLAN</p>	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena • Business Improvement Districts 	<p>Immediate</p>	<p>Policy</p>
<p>STRATEGIC PARTNER DEVELOPMENT Following the plan’s adoption, P4H Partner Group should disseminate the document to their constituents.</p>	<ul style="list-style-type: none"> • Agency staff who were consulted during plan development 	<p>Immediate</p>	<p>Policy</p>
<p>PRODUCE A SAMPLE PRODUCT Commission a prototype sign, selected from the sign family.</p>	<ul style="list-style-type: none"> • Lewis and Clark County 	<p>Immediate</p>	<p>Physical</p>
<p>INSTALL A DEMONSTRATION PROJECT</p>	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena 	<p>Immediate</p>	<p>Physical</p>
<p>INVENTORY EXISTING SIGNS AND INITIATE A DEMOLITION PLAN This will be an effort to remove signs that are non-compliant, create confusion, and clutter the environment for motorists, bicyclists, and pedestrians.</p>	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena 	<p>Short Term</p>	<p>Physical</p>
<p>IDENTIFY PEOPLE TO SERVE ON A COMMITTEE TO OVERSEE AND CARE FOR THE GREATER HELENA AREA ACTIVE LIVING WAYFINDING SYSTEM Partnering Agencies will develop a committee who responsibilities will including, and not be limited to: new placement evaluations, monitoring destination selection criteria, making sure the system works as a whole, monitor and control fabrication and installation criteria, etc.</p>	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena • MDT 	<p>Immediate</p>	<p>Policy</p>
<p>ESTABLISH AN INTER-LOCAL AGREEMENT FOR INSTALLATION AND MAINTENANCE</p>	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena • Prickly Pear Land Trust 	<p>Short Term</p>	<p>Policy</p>
<p>IDENTIFY AND EVALUATE IMPROVEMENT OR MAINTENANCE PROJECTS WHERE SIGNS COULD BE IMPLEMENTED Such as trail and sidewalk improvements, new corridors, street projects, etc.</p>	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena • MDT 	<p>Short Term</p>	<p>Policy</p>

ACTION ITEMS	PARTNER AGENCIES	PHASING	TYPE
<p>EVALUATION OF FUNDING SOURCES Further P4H meetings may be necessary to investigate short-, mid-, and long-term funding opportunities for installing the wayfinding signs. Funding may expand the wayfinding system in smaller geographies, or in larger phased expansions.</p>	<ul style="list-style-type: none"> • Lewis & Clark Public Health • City of Helena • City of East Helena • Prickly Pear Land Trust • Downtown BID • Helena Tourism Alliance • Helena Convention and Visitors Bureau • MDT 	<p>Short Term - On Going</p>	<p>Policy</p>
<p>COMMUNICATION PLAN FOR HELENA HEALTHY ROUTES A program to help further spread the word about the wayfinding system. The program uses online and print marketing materials to identify routes between various healthy and active living destinations in the Greater Helena Area (such as events, brochures, etc).</p>	<ul style="list-style-type: none"> • City-County Parks Board • Parks and Recreation Departments of Helena and East Helena • Various social services providers 	<p>Mid-Term</p>	<p>Communication/ Education/ Awareness</p>
<p>WALK YOUR WAY HELENA Fabricate a low-cost, simple signs of corrugated plastic affixed to existing posts with zip ties that lead users along routes that connect peoples places of residence and areas with concentrations of employment to a series of linked destinations. This quick, inexpensive sign placement can be used in conjunction with other events and campaigns to increase awareness of the health benefits of walking and biking.</p>	<ul style="list-style-type: none"> • City of Helena • City of East Helena • Parks and Recreation Department • Health Organizations 	<p>Mid-Term</p>	<p>Physical/ Communication/ Education/ Awareness</p>
<p>MAP DEVELOPMENT Bicycle and walking maps allow wayfinding system users to plan safe and comfortable routes. With the appropriate resources, the maps could be made more accessible by including Braille translation. The presence of accurate bicycle and walking facility data could help generate maps that show routes that are easily accessible by wheelchair, motorized scooter, or other assisted mobility devices. The maps could also identify destinations where citizens can access information about social services such as affordable housing, senior services, and more. Partnerships with social service providers would assist in distributing maps to Greater Helena Area citizens.</p>	<ul style="list-style-type: none"> • Social Service Providers • Lewis & Clark Public Health • MDT 	<p>Immediate</p>	<p>Communication/ Education/ Awareness</p>
<p>APP DEVELOPMENT The mobile application could deliver users push notifications when they are nearby healthy destinations and/or parts of the wayfinding system. Partner agencies should ensure that the resulting mobile app enables offline content, such as offline maps and other features, in case the app user experiences cellular signal issues.</p>	<ul style="list-style-type: none"> • MDT • Governor’s Council on Health Care Innovation and Reform • Prickly Pear Land Trust • Downtown BID • Tourism Alliance • Helena Parks and Recreation 	<p>Long-Term</p>	<p>Communication/ Education/ Awareness</p>

ACTION ITEMS	PARTNER AGENCIES	PHASING	TYPE
<p>DEVELOP A BICYCLE FRIENDLY BUSINESS DISTRICT TO CONTRIBUTE TO REVITALIZING THE DOWNTOWN. By installing bicycle parking and bicycle corals and developing discount cards for users who bike, the infrastructure and marketing of the district will encourage healthy habits for visitors.</p>	<ul style="list-style-type: none"> • Lewis and Clark County • Downtown BID • Tourism Alliance 	<p>Long-Term</p>	<p>Physical/ Communication/ Education/ Awareness</p>
<p>END OF TRIP FACILITIES (BICYCLE PARKING)</p> <ul style="list-style-type: none"> • S Cruse St & E Broadway St. (in or adjacent to parking deck) • All parks should have adequate bicycle parking near high use areas, in particular: Centennial Park, Fire Tower Park, Kindrick Legion Field, Six Ward Garden, Mount Helena City Park • Destinations in the Wayfinding System in need of bicycle parking: County Library, City County Building, entrances to Last Chance Gulch, Reader’s Alley, Lewis and Clark Public Health 	<ul style="list-style-type: none"> • Lewis and Clark County • City of Helena • City of East Helena • Downtown BID 	<p>Mid-Term</p>	<p>Physical</p>
<p>PARK ENTRANCE Develop entrance schemes for point of health, such as path</p> <ul style="list-style-type: none"> • Fire Tower Park (create entrance plan for all modes, including monument signage, clear vehicular and bike entrance, etc) • Memorial Park - add park title signage • Centennial Park - add park title signage 	<ul style="list-style-type: none"> • Parks and Recreation Departments of Helena and East Helena 	<p>Mid-Term</p>	<p>Physical</p>





GOVERNOR'S CUP
govcupmt.com

GOVERNOR'S CUP
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GOVERNOR'S CUP
govcupmt.com

Valley Bank

Valley Bank
9 14

ROAD CLOSED



APPENDIX A PREVIOUS PLANNING EFFORTS

OVERVIEW

To craft a Wayfinding System and Communications Recommendations, it is critical to first understand the planning efforts previously undertaken by Lewis and Clark County, the City of Helena, East Helena, and other area interest groups. The following pages include a summary of each document that was presented for review that become integral components of the foundation for this project.

PLAN TITLE: CITY OF HELENA'S ADA TRANSITION PLAN

Year: 2009

Description:

The City of Helena's ADA Transition Plan is a response to the 1990 Americans with Disabilities Act and the Act's subsequent 2010 revision. The City began auditing existing public facilities, services, programs, and activities to ensure accessibility for citizens with disabilities. Since the audits beginning, the City has created a:

- Map of accessible routes from downtown parking lots and structures (2009)
- Curb ramp inventory (2010)
- Priority Funding Map to invest in high-priority areas for curb ramp updates (2011)
- Revised sidewalk snow removal ordinance
- ADA complaints/grievance process/appeals procedure update
- Staff training, website improvements, and other accessibility improvements

The City's transition plan audits sites throughout the city in terms of repair, maintenance, and/or reconstruction needs. The plan includes an estimated price per recommendation.

Recommendations Related to Wayfinding:

- Exterior accessible routes in and/or to the following sites:
 - Barney Park
 - Batch Softball Fields
 - Beattie Park
 - Centennial-Bausch Park
 - Cherry Park
 - City-County Admin Building
 - Civic Center
 - Clinton Park
 - Donaldson Park
 - Exploration Works (including replacing existing signs with compliant signage)
 - Heritage-Pioneer Park
 - Hill Park
 - Jaycee Park
 - Kay McKenna Park

- Kindrick-Legion Field
- Lockey Park
- Memorial Park
- Neighborhood Center
- Robinson Park
- Skelton Park
- Wesleyan Park
- Women's Park
- Dale Harris Park
- Nob Hill Open Lands
- Scale House
- Triangle Park
- Yund Park

Community Destinations:

See above.

PLAN TITLE: CITY OF HELENA GROWTH POLICY

Year: 2011

Description:

The City of Helena Growth Policy is intended to, "guide the choices of the City of Helena and the greater community, to the year 2030" related to land use planning and zoning decisions.

Recommendations Related to Wayfinding:

- "Protect and maintain quality park facilities, open spaces, and recreational opportunities for citizens of all abilities and age groups"
- "Implement the Parks, Recreation, and Open Space Plan"
- "A multimodal transportation system that... promotes public health by facilitating non-motorized transportation"
- "Include appropriate facilities that are safe, comfortable, integrated, and convenient for travel by persons of all ages and abilities, automobile, foot, bicycle, and public transit in major street improvement projects and developing areas"
- "Maintain an effective emergency response and recovery system that ensures safe and orderly evacuation"
- "Foster open-space connectivity"

Community Destinations:

- Park facilities
- Recreational amenities
- Helena Transit Facility
- Spring Meadows Resources

PLAN TITLE: LEWIS AND CLARK COUNTY PARKS AND RECREATION PLAN

Year: 2012

Description:

The Lewis and Clark County Parks and Recreation Plan acts as a plan to outline the future of the County's park lands. Public lands make up 50 percent of the county. Of the county's total square miles (4,269), the USDA Forest Service owns approximately 35 percent (1,486 square miles). The County owns 208.2 acres dedicated for park land, of which 86.2 acres are developed parks. The remaining County-owned park land is undeveloped. Additional park land is developed and maintained cooperatively with the Helena School District. The Lewis and Clark County Fairgrounds (159.8 acres) are directed by a separate board.

Recommendations Related to Wayfinding:

- The Open Lands Program, voted for by county citizens in 2008, consists of a \$10 million bond to conserve open space.
- Goal 2: "Maintain and/or increase the level of service for park facilities and recreation areas"
- Goal 5: "Integrate and coordinate non-motorized needs into planning activities to improve pedestrian and bicycle access within Lewis and Clark County"
- Goal 6: "Secure trail easements along Prickly Pear Creek and Ten Mile Creek"
- Goal 7: "Develop recreational trails for the enjoyment and health of the community"

Community Destinations

- Augusta Planning Area
 - Public lands comprise 64 percent of the planning area
 - Augusta Planning Area National Forest
 - Bob Marshall Wilderness Area
 - Montana Land Alliance private ranch along the Sun River

- Willow Creek Reservoir conservation easement
- Pings Pioneer Park: located on Main Street; provides a seating area along Main Street
- Canyon Creek – Marysville Planning Area
 - USDI Bureau of Land Management, USDA Forest Service, and the State of Montana own 53.5 percent of the land, which is classified as public land
- Canyon Ferry-York Planning Area
 - Public lands comprise 83 percent of the land
 - County park (22 acres) in the Gates of the Mountains Lakeshore Homes Subdivision
- Helena Valley Planning Area
 - Public lands comprise 31 percent of the land, including government administration buildings
 - 41 percent of park land is developed the remainder of the land dedicated for park land remains undeveloped
 - Lewis and Clark Fairgrounds
 - Sierra Park (developed and maintained in conjunction with the Helena School District)
 - Warren Community Park
 - Future development on park land adjacent to Jim Darcy School
 - Bob Ryan/Helena Exchange Club Park
 - Developed neighborhood parks
 - » Eastgate Village Park
 - » Eastgate Park II
 - » Emerald Ridge Park
 - » La Casa Grande Center
 - » Rosemary Addition
 - » Treasure State subdivision park
 - » Sierra Park
 - » Warren Community Park
- Lincoln Planning Area
 - Public lands comprise 82 percent of the planning area
 - Four dedicated park sites
 - Lambkin Park
 - 7-Up Park
 - Hooper Park
- Wolf Creek – Craig Planning Area
 - Public lands comprise 28 percent of the planning area, over 17 percent of the land is covered with conservation easements
 - Fishing tourism on the Missouri River and surrounding rivers

PLAN TITLE: LEWIS AND CLARK COUNTY HEALTH IMPROVEMENT PLAN

Year: 2013

Description:

The Lewis and Clark County Health Improvement Plan aims to work with a network of local public health supporters to improve community health. Plan goals related to preventing chronic disease in Lewis and Clark County can correspond with wayfinding improvement.

Recommendations Related to Wayfinding:

- Goal: Reduce incidence of chronic diseases among residents of Lewis and Clark County
 - Objective 3.1: “By 2016, increase number of adults who say they participate in physical activity outside their job from 19.5 percent to 22 percent”
 - Objective 3.2: “By 2016, increase percentage of youth who report being physically active one hour or more on at least five of last seven days”
 - Objective 3.3: “By 2016, increase the number of adults who report they are at a healthy weight from 42.3 percent to 47 percent”
 - Objective 3.4: “By 2016, reduce the number of middle and high school students who report being overweight”
 - Objective 3.5: “By 2016, reduce percentage of adult residents who report having asthma symptoms from 9.1 percent to 7 percent by improving air quality”

Community Destinations

- St. Peter’s Hospital
- Human Services Providers

PLAN TITLE: CITY OF EAST HELENA GROWTH POLICY

Year: 2014

Description:

As mandated by State law, the City of East Helena Growth Policy investigates options for using land use planning and zoning to support a growing population.

The Growth Policy included a resident survey to assess citizens’ views of their community. When asked about

“Important features of East Helena”, “sidewalks”, “recreation”, and “parkland” were cited 40 percent, 39 percent, and 30 percent, respectively.

Recommendations Related to Wayfinding:

- “Prepare a Parks and Trails Master Plan for the City of East Helena that will identify locations for pedestrian and non-motorized facility improvements that will best benefit the community and identify new and existing park needs.”
- Require infrastructure, such as sidewalks, to enable movement of pedestrians and non-motorized vehicles through and within all new developments, and encourage similar infrastructure in all existing areas.
- Promote the concept of a multi-jurisdictional trail system along Prickly Pear Creek to link natural, cultural and scenic resources in the area and provide recreational opportunities for area residents.

Community Destinations

- Prickly Pear Creek proposed trail
- Schools
- Parks (especially Kennedy and Schiller Parks)
- Central business district between US Highway 12 and Main Street, east of the city limits.
- H&L Commercial Subdivision
- Main Street
- Lewis and Clark County Branch Library
- East Helena Cemetery

PLAN TITLE: GREATER HELENA AREA LONG RANGE TRANSPORTATION PLAN UPDATE

Year: 2014

Description:

The Greater Helena Area Long Range Transportation Plan Update focuses on, “optimizing the existing transportation system to the greatest extent possible.” The map below illustrates the study area boundary, which includes the cities of Helena and East Helena and the surrounding Census Designated Place and beyond.

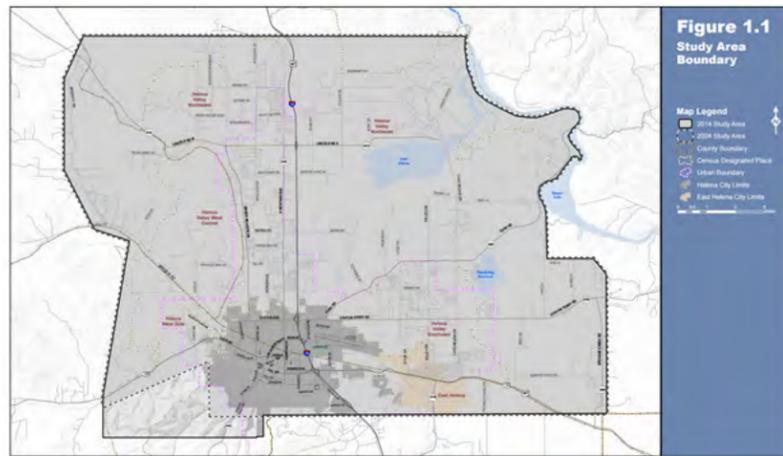


Figure 1. The Long Range Transportation Plan study area

Recommendations Related to Wayfinding:

- Recommendation from the Prickly Pear Land Trust: “Support a uniform wayfinding system for economic and recreation benefit”
- Objective 2.3: Improve opportunities for active transportation (non-motorized) as part of daily travel mode choice within the community by increasing pedestrian, bicycle and transit connections.
- Objective 4.3: Ensure an environmentally responsible and sound transportation system that minimizes adverse environmental impacts within the community.
- Multiple “Major Street Network (MSN) Improvements” include recommendations to improve pedestrian and bicycling conditions. However, other MSN recommendations include roadway widening projects that may lead to more difficult conditions for walking and bicycling.

Community Destinations

- Centennial Trail
- Prickly Pear Creak trail system expansion
- Existing bicycle and pedestrian facility network

PLAN TITLE: COMMUNITY HEALTH REPORT

Year: 2015

Description:

St. Peter’s Hospital, the City-County Board of Health, and Lewis and Clark Public Health collaborated to produce the 2015 Community Health Report. The report used a random telephone survey to “gauge current health conditions, behaviors, and preferences” in the county.

Recommendations Related to Wayfinding:

- The report shows that Lewis and Clark County residents achieved the HP 2020 Target commute goal of 0.6 percent bicycle mode share. Residents surpassed this goal based on the current American Community Survey Report of 1.6 percent bicycle mode share within the county.

Community Destinations:

- The report does not list specific community destinations, but outlines a variety of active living resources available to residents, including health care facilities.

PLAN TITLE: LEWIS AND CLARK COUNTY GROWTH POLICY UPDATE

Year: 2015

Description:

The Lewis and Clark County Growth Policy Update identifies existing conditions and recommendations for managing growth within the Helena Valley Planning Area. According to the report, 95 percent of the county lived within the Helena Valley Planning Area at the time of the report’s release.

The plan reports that roads outside the cities are primarily gravel. The plan identifies roadway conditions as a development constraint.

Recommendations Related to Wayfinding:

- Policy Option #1: Public investment in infrastructure to overcome the development constraints
 - “Areas constrained by gravel or substandard roads could also be targeted for road improvements through Special Improvement Districts”
- Policy Option #2: Land use controls to establish densities based on development constraints
 - “Limiting density in areas with gravel roads to levels the roads can accommodate without improvements can address the constraint”

Community Destinations:

- New subdivisions
- Schools

PLAN TITLE: DOWNTOWN HELENA MASTER PLAN

Year: 2016

Description:

The Downtown Helena Master Plan acts as a tool to, “guide Downtown economic growth”. Thanks to buy-in from a wide range of stakeholders, the plan will help guide decisions with regards to land use and transportation within Helena’s downtown area.



Figure 3. Graphics from the Plan illustrating wayfinding recommendations

Recommendations Related to Wayfinding:

- Recommendations are based on the plan’s Guiding Principles: Downtown is walkable, downtown is connected to the community, downtown is a desirable place, downtown is alive, downtown is convenient
- “Invite visitors to explore downtown with new gateways, banners, and wayfinding signs”
- “Announce downtown with a new gateway and banners connecting to the retail core”



Figure 4. Proposed Bicycle Circulation map from the Plan

- “Develop a bikeway to connect downtown from north to south”
- “Make transportation improvements that improve circulation and convenience for retail shoppers”
- “Improve connections to trails and open space”
- Last Chance Gulch wayfinding and tourist information

- “Downtown as a brand” requires producing an integrated map for downtown
 - “Create a single resource for wayfinding, parking, attractions, and tourist information. Use technology to incorporate smart phone apps, GPS directions, and information about local businesses and restaurants.”
- “Develop streetscape improvement standards”
- “Bicycle and pedestrian improvements should focus on improving the network and eliminating barriers.”
 - Create on-street bike facilities, including a north-south bikeway through downtown
 - “Incorporate the bike network into the wayfinding system.”
- The Plan proposes a well-lit underpass to connect Carroll College to downtown
- Allow bikes on malls (Last Chance Gulch and Great Northern malls)

Community Destinations:

- Proposed public market (“Marlow Market”)
- Great Northern District
- Fire Tower District
- Last Chance Gulch Retail Core
- Blackfoot River Brewing Company
- Proposed redesign of Cruse Avenue
- Proposed Cruse Avenue housing
- Downtown Historic District (and proposed area expansion to match Plan Area)
 - Walking Mall buildings
 - Montana Club
 - Atlas Building
 - Governor’s Mansion
 - Bluestone House
 - City Hall
 - Reeder’s Alley
- Carroll College
- Civic Center
- Proposed pedestrian safety additions to Neill Avenue

PLAN TITLE: PARTNER INPUT AT FEBRUARY 12, 2016 PLAN4HEALTH PARTNER MEETING

Year: 2016

Description:

This document represents stakeholder input provided during a Plan4Health meeting held by Lewis and Clark Public Health on February 12, 2016. The information was provided to the consultant of the Greater Helena Area Active Living Wayfinding System plan development. The document is intended to illustrate users who should be approached about plan involvement and key destinations. The document also provides input about desired wayfinding system features as well as existing planning documents that can inform the wayfinding system's background research.

Recommendations Related to Wayfinding:

- The document provides guidance about stakeholders' desires with regards to the wayfinding system. Each section is summarized as follows:
- Key users
 - People of all ages, mental/physical abilities, and levels of health including those with chronic illnesses or Trails RX and Park Fit participants
 - People traveling by:
 - » Public transportation
 - » Active transportation (i.e., bicycle, running, walking/hiking, skateboarding)
 - Students of all ages and levels
 - Families
 - Employee wellness program
 - Public sector employees including MT Department of Transportation US Highway trainees
 - Commuters
 - Out-of-town visitors
 - People recreating (i.e., geocachers, hikers)
 - Veterans Administration clients
 - People of diverse housing situations including:
 - » Homeless people
 - » Valley residents
 - » Public housing residents
- Destinations
 - Public facilities (i.e., water fountains, shaded areas,

- restrooms) and parks/open spaces
- Public services (i.e., courthouses)
- Transportation facilities (i.e., Transit Center, parking, bicycle rental)
- Areas of interest:
 - » Downtown area
 - » Exploration Works
 - » Shopping and dining (including community gardens)
 - » Libraries
 - » Museums
 - » Historic buildings/areas
- Social service centers (i.e., YWCA, God's Love, the Capital, Civic Center)
- Rocky Mountain Development Council
- Healthcare providers
- Schools and colleges
- Nearby cities and unincorporated areas (i.e., East Helena, Montana City)
- Trailheads
- Desired features of the wayfinding system
 - Low maintenance
 - System to report repair/maintenance needs
 - Resistant to vandalism,
 - Accessibility:
 - » Audible signals/information
 - » Large print
 - » Combination of pictures and words
 - » Color contrast and color coding
 - » "Universal design for pedestrian symbols"
 - » "Uniformity of signage"
 - Compatible with multiple formats: mobile apps, Internet, selfie spots, social media check-ins, downloadable as PDF/web-based map with layers for destination categories
 - Interactivity
 - Number of steps to a given location
 - Look and feel:
 - » Fun
 - » Graphics reflect mission
 - » Any photos used represent Helena's diversity
 - » Sufficient lighting/visible in low light
 - » Information about trails (i.e., dog friendly, surface type, length)

- Sign types:
 - » Kiosks
 - » Cross-street name when entering tunnel
 - » Children's signs
 - » Trailheads
 - » Public greeters
- Placement:
 - » Centennial Trail as "the hub" starting point
 - » Trailheads
- Ways to spread the word
 - » Direct mail
 - » Word of mouth

Community Destinations:

See above.

PLAN TITLE: GREENING LAST CHANCE GULCH

Year: 2013

Description:

Greening Last Chance Gulch is the result of the City of Helena's request of US EPA assistance to create a common vision for Last Chance Gulch, an historic downtown main street. The US EPA sent a team of delegates to the community to envision potential redesigns and future goals for the community amenity.

Recommendations Related to Wayfinding:

- The plan's recommendations include cross-sections that illustrate improved walking and biking conditions throughout the corridor. These facilities are intended to improve circulation and contribute to the corridor's sense of place by providing attractive streetscaping.

Community Destinations:

- The entire corridor/historic mall serves as a community destination.

PLAN TITLE: CITY OF HELENA ADA AUDITS**Year:** Ongoing**Description:**

The City of Helena's ADA audits are ongoing. See previous section in this document regarding the City of Helena ADA Transition Plan for more information about specific recommendations and community destinations.

PLAN TITLE: COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)**Year:** 2016**Description:**

The 2016 Lewis and Clark County Community Health Improvement Plan was developed as a, "long-term, strategic effort to address our most pressing public health concerns" (6). Lewis and Clark Public Health and St. Peter's Hospital convened a Community Health Improvement Planning (CHIP) Task Force to help lead the effort. The variety of partners, organizations, and agencies convened to implement the plan, "shows a broad commitment in our community to improve the health of our population" (6). The plan also identifies resources and assets to improve public health throughout the county.

The plan includes information related to activity levels and chronic disease risk factors. The following statistics help illustrate the current state of active, healthy living in Lewis and Clark County:

- 35.3 percent of adults reported eating less than one serving of fruit per day; 22 percent of adults reported eating less than one serving of vegetables per day.
- 77.5 percent of adults reported that they do not meet guidelines for suggested exercise levels
- The plan includes objectives, strategies, and lead agencies for improving countywide activity levels. By 2019 the County aims to:
 - "Increase the percentage of adults who participate in enough physical activity to meet recommended guidelines from 22.5 percent to 26 percent"
 - "Increase the percentage of high school students who are physically active at least five of the past seven days from 54 percent to 60 percent" (15).

Strategies to increase physical activity include:

- "Support built-environment policies that enhance access to and availability of physical activity opportunities"
- "Promote walking and bicycling – both indoor and outdoor alternatives"
- "Enhance policies and educational campaigns that increase safety for pedestrians and bicyclists (for example, distracted-driving ordinance)"
- "Increase physical activity opportunities available to school-aged children" (15)

The plan suggests that the Healthy Communities Coalition lead the aforementioned strategies. The following community assets and resources can assist in these efforts:

- Trail system and walking paths, including Trails Rx
- Youth and adult recreational organizations
- Schools
- Worksite wellness programs
- Strong Women Healthy Hearts
- YMCA and other area health clubs
- Diabetes Empowerment Education Program
- Bike Walk Helena
- Supplemental Nutritional Assistance Program
- Outdoor activities, including hunting and fishing
- Helena Parks and Recreation Department
- Kay's Kids
- Regional sports facilities

Helena Indian Alliance and Native American Games ParkFit (free adult fitness classes) Additionally, the plan includes objectives, strategies, leads, and community assets and resources related to safe driving behaviors, particularly in community teenagers.

PLAN TITLE: COMMUNITY ACTION PLAN (CAP) PART 1: CHII/GRAIDS SUMMARY**Year:** 2016**Description:**

The 2016 Community Action Plan includes a CHII Checklist Tool to, "evaluate inclusive design, practices, policies, and communication so that people with disabilities have

equal opportunity for participation in services, programs and planning processes for healthy living" (1). In addition to measuring participating facilities' level of accessibility and inclusion, the tool evaluated communication materials and promotional efforts. CHII results provide guidance for improving community design standards and updating infrastructure.

The CHII tool found that:

- Most participants' facilities foster inclusive environments due to incorporating some level of accessibility.
 - Routes into and around the facilities were deemed accessible. Public-right-of-ways leading to the facilities are in need of accessibility improvements (i.e., lack of sidewalks, lack of curb-cuts, lack of regular maintenance).
- Some participants do not currently use promotional materials focused on nutrition, physical activity, and healthcare opportunities.

"Accessible, linguistically-appropriate wayfinding (e.g., signage, tactile and visual cues within the design, announcements) within and around transportation infrastructure" was cited as the "best overall solution for targeting data-driven systems change for the Helena Area" (2).

PLAN TITLE: ACCESSIBILITY AUDIT CONDUCTED THROUGH THE DISABILITIES AND HEALTHY COMMUNITIES GRANT**Year:** Ongoing**Description:**

Coalition members participated in disability inclusion assessments funded by a grant by the National Association of Chronic Disease Directors. The assessments included the Community Health Inclusion Index (CHII) and the Guidelines, Recommendations, Adaptations Including Disability Strategies (GRAIDS). Results pointed to needed adaptations in the wayfinding system to make it usable by people with varying abilities.



What do you love about Helena?

...about the PEOPLE? ...about the PLACES? ...about the HISTORY? ...about the ENVIRONMENT?

Helena, MT Active Living Wayfinding

Helena, MT Active Living

Help us create signs to help you go around town to shop, learn, and play. Please tell us where you go, and efficiently.

Helena Active Living Wayfinding Plan

com/w...p/hel...ml



APPENDIX B PUBLIC INPUT

OVERVIEW

A summary of the public input process and findings can be found in Chapter 3 - Public Input. This appendix contains the data from the destinations and origins exercise collected throughout the public input process.

DESTINATIONS

WIKI MAP

The following is a complete list of all suggested destinations compiled from the information provided in the Wikimap.

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Access Transit	Helena Area Transit Services
Access Transit	The bus stops at PureView
Community Services	Library
Community Services	Rocky Mountain Development Council
Community Services	Good Samaritan Ministries and Thrift Store
Community Services	God's Love, Inc
Community Services	YWCA
Community Services	Spring Meadow Resources
Community Services	Lewis & Clark County Library - East Helena Branch
Community Services	Lewis & Clark Public Health
Community Services	Helena Food Share
Community Services	Helena Middle School
Community Services	Center for Mental Health
Community Services	Leo Pocha Clinic / Helena Indian Alliance
Dining	Lewis and Clark Brewery
Dining	Dining near Prospect Avenue and 11th Avenue
Dining	Blackfoot River Brewing
Dining	Main Street East Helena
Dining	Lane Avenue East Helena
Dining	Benny's restaurant
Dining	Mediterranean Grill
Dining	Steve's restaurant
Dining	Great Northern Town Center
Dining	Windbag
Dining	Bennys
Dining	Cielo Cocina, Pita Pit
Dining	Bert and Ernies

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Dining	The Hub
Dining	Taco del Sol
Dining	Millers Crossing, Park Ave Bakery, Mediterranean Grill
Dining	Aster
Dining	Fire Tower Coffee, Toi's Thai, No Sweat Caf��, Murrays
Dining	Fusion Grill
Dining	Silver Star
Dining	Brew House
Dining	Bad Bettys
Dining	Triple Divide Distillery
Dining	Bagel Co
Dining	Chili's, IHOP, sushi restaurant
Dining	Starbucks
Healthy Destination	Bausch Park Garden
Healthy Destination	Helena Civic Center
Healthy Destination	Jubilee Garden
Healthy Destination	Plymouth Garden
Healthy Destination	Cooney s Garden
Healthy Destination	Selma Held Park and community garden
Healthy Destination	Janet Street Park Garden
Healthy Destination	Farmers Market - E Helena
Healthy Destination	Farmers Market - Gateway Center
Healthy Destination	Cruse Park Garden
Healthy Destination	St. Peter's Hospital
Healthy Destination	City of East Helena Swimming Pool
Healthy Destination	Capital City Fitness Center
Healthy Destination	Free lunches for kids in summer at Lockey Park
Healthy Destination	Free lunches for kids in summer at Memorial Park
Healthy Destination	Free lunches for kids in summer at Bryant Elementary
Healthy Destination	Free lunches for kids in summer at Lincoln Park
Healthy Destination	St. Peter's Medical Group North

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Healthy Destination	Lewis & Clark Public Health/PureView
Healthy Destination	Multiple medical clinics on Medical Park Drive
Healthy Destination	Yoga and Massage clinic
Local/State Government	City Court
Local/State ernment	County Services
Local/State Government	Public Department
Local/State Government	Capital Building
Local/State Government	City of East Helena City Hall
Local/State Government	City County Administration Building
Local/State Government	Post Office
Miscellaneous Destination	Exploration Works
Miscellaneous Destination	Holter Art Museum
Miscellaneous Destination	Gateway Center
Miscellaneous Destination	Helena College University of Montana
Miscellaneous Destination	Montana Historical Society
Miscellaneous Destination	Montana Club
Miscellaneous Destination	Church
Miscellaneous Destination	Helena Airport
Miscellaneous Destination	Outdoor track Helena Middle school.
Miscellaneous Destination	Chamber of Commerce Visitor's Center
Miscellaneous Destination	Original Govenor's Mansion
Miscellaneous Destination	Myrna Loy Center
Miscellaneous Destination	GrandStreet Theater
Play/Recreate	6th Ward Park
Play/Recreate	Memorial Park
Play/Recreate	Women's Park
Play/Recreate	Hill Park
Play/Recreate	Cruse Park
Play/Recreate	County Fairgrounds
Play/Recreate	Lockey Park
Play/Recreate	Trailheads

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Play/Recreate	Main Street Park and Children's Playground - East Helena
Play/Recreate	Kennedy Park and Children's Playground - East Helena
Play/Recreate	Schiller Park Public Baseball Field - East Helena
Play/Recreate	East Valley Middle School Golf Course
Play/Recreate	Capitol Grounds Loop
Play/Recreate	Anchor Park
Play/Recreate	Mount Ascension
Play/Recreate	Mount Helean Park
Play/Recreate	Ramey Park
Play/Recreate	Robinson Park
Play/Recreate	Batch Memorial Park softball feilds
Play/Recreate	Spring Meadow Park
Play/Recreate	YMCA
Play/Recreate	Lincoln Park
Play/Recreate	Skelton Park
Play/Recreate	Great Northern Carousel
Play/Recreate	Cinemark
Play/Recreate, Healthy Destination	Waukesha Park and community garden
Shopping	Farmers Market - Helena Downtown
Shopping	Restaurants and shopping in area, including Last Chance Gulch walking mall
Shopping	Restaurants near Lyndale Ave
Shopping	Shopping near Prospect Avenue and 11th Avenue
Shopping	Walmart
Shopping	Reeder's Alley
Shopping	Shopping Centers - Target, Albertson's, Macy's, Hasting's, etc.
Shopping	Natural Grocers
Shopping	Real Food Store and Capitol Sports
Shopping	Costco
Shopping	Home Depot, TJ Max

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Shopping	Birds and Beasley's, Freyed Sew, Lasso the Moon, Ghost Art Gallery, Prickly Pear Quilts, and others
Shopping	Montana Outdoor Sports
Shopping	Papa John's
Shopping	Van's grocery store, CVS pharmacy, several other stores
Shopping	CVS pharmacy
Shopping	Super 1 Grocery Store
Shopping	KMart, which includes a pharmacy
Shopping	Murdoch's
Shopping	Shopko, which also includes a pharmacy
Shopping	Albertson's
Shopping	Ross and Hasting's
Miscellaneous Destination	Carroll College
Miscellaneous Destination	Bike Walk Montana
Miscellaneous Destination	Mazurek Building

PREVIOUS PLANNING EFFORTS

The following is a complete list of all suggested community destinations collected from the reviewed previous planning efforts for the Greater Helena

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Access Transit	Helena Transit Facility
Community Services	Neighborhood Center
Community Services	St. Peter's Hospital
Community Services	Libraries
Community Services	Museums
Community Services	Historic buildings/areas
Community Services	Social service centers (i.e., YWCA, God's Love, the Capital, Civic Center)
Community Services	Youth and adult recreational organizations
Community Services	YMCA and other area health clubs
Dining	Blackfoot River Brewing Company
Healthy Destination	Proposed public market ("Marlow Market")
Healthy Destination	Healthcare providers
Local/State Government	City-County Admin Building
Local/State Government	Civic Center
Local/State Government	Lewis and Clark County Branch Library
Local/State Government	City Hall
Local/State Government	Helena Parks and Recreation Department
Miscellaneous Destination	Exploration Works
Miscellaneous Destination	Scale House
Miscellaneous Destination	Lewis and Clark Fairgrounds
Miscellaneous Destination	La Casa Grande Center
Miscellaneous Destination	Central business district between US Highway 12 and Main Street, east of the city limits.
Miscellaneous Destination	H&L Commercial Subdivision
Miscellaneous Destination	Main Street
Miscellaneous Destination	East Helena Cemetery
Miscellaneous Destination	Great Northern District
Miscellaneous Destination	Fire Tower District

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Miscellaneous Destination	Proposed Cruse Avenue housing
Miscellaneous Destination	Walking Mall buildings
Miscellaneous Destination	Montana Club
Miscellaneous Destination	Atlas Building
Miscellaneous Destination	Governor’s Mansion
Miscellaneous Destination	Bluestone House
Miscellaneous Destination	Reeder’s Alley
Miscellaneous Destination	Carroll College
Miscellaneous Destination	Rocky Mountain Development Council
Miscellaneous Destination	Schools and colleges
Miscellaneous Destination	Nearby cities and unincorporated areas (i.e., East Helena, Montana City)
Play/Recreate	Barney Park
Play/Recreate	Batch Softball Fields
Play/Recreate	Beattie Park
Play/Recreate	Centennial-Bausch Park
Play/Recreate	Cherry Park
Play/Recreate	Clinton Park
Play/Recreate	Donaldson Park
Play/Recreate	Heritage-Pioneer Park
Play/Recreate	Hill Park
Play/Recreate	Jaycee Park
Play/Recreate	Kay McKenna Park
Play/Recreate	Kindrick-Legion Field
Play/Recreate	Lockey Park
Play/Recreate	Memorial Park
Play/Recreate	Robinson Park
Play/Recreate	Skelton Park
Play/Recreate	Wesleyan Park
Play/Recreate	Women’s Park
Play/Recreate	Dale Harris Park
Play/Recreate	Nob Hill Open Lands

DESTINATION CATEGORY	DESTINATION LOCATIONS OR AREA
Play/Recreate	Triangle Park
Play/Recreate	Yund Park
Play/Recreate	Spring Meadows Resources
Play/Recreate	Augusta Planning Area National Forest
Play/Recreate	Bob Marshall Wilderness Area
Play/Recreate	Montana Land Alliance private ranch along the Sun River
Play/Recreate	Willow Creek Reservoir conservation easement
Play/Recreate	Pings Pioneer Park
Play/Recreate	County park in the Gates of the Mountains Lakeshore Homes Subdivision
Play/Recreate	Sierra Park
Play/Recreate	Warren Community Park
Play/Recreate	Future development on park land adjacent to Jim Darcy School
Play/Recreate	Bob Ryan/Helena Exchange Club Park
Play/Recreate	Eastgate Village Park
Play/Recreate	Eastgate Park II
Play/Recreate	Emerald Ridge Park
Play/Recreate	Treasure State subdivision park
Play/Recreate	Lambkin Park
Play/Recreate	7-Up Park
Play/Recreate	Hooper Park
Play/Recreate	Prickly Pear Creek proposed trail
Play/Recreate	Kennedy Park
Play/Recreate	Schiller Park
Play/Recreate	Centennial Trail
Play/Recreate	Trailheads
Play/Recreate	Trail system and walking paths, including Trails Rx
Play/Recreate	Kay’s Kids
Play/Recreate	Regional sports facilities
Shopping	Last Chance Gulch Retail Core
Shopping	Downtown area





APPENDIX C COST ESTIMATES AND FUNDING SOURCES

TOTAL PER SIGN TYPE			
	Fabrication	Installation	Subtotal
OFF STREET			
Vehicular Trailhead	\$5,000.00	\$2,500.00	\$7,500.00
(Option with Planter)	\$(1,000.00)		\$(1,000.00)
Kiosk	\$3,800.00	\$1,250.00	\$5,050.00
Area Map	\$2,000.00	\$1,000.00	\$3,000.00
Directional	\$1,650.00	\$1,000.00	\$2,650.00
Regulatory Sign	\$495.00	\$300.00	\$795.00
Mile Marker	\$450.00	\$300.00	\$750.00
ON STREET			
Directional	\$350.00	\$250.00	\$600.00
Confirmation	\$350.00	\$250.00	\$600.00
Turn	\$350.00	\$250.00	\$600.00
Street Sign Blade	\$350.00	\$250.00	\$600.00
Trail Underpass Street Sign	\$350.00	\$250.00	\$600.00

DEMONSTRATION PROJECT - PART 2			
SIGN TYPE	QUANTITY	UNIT PRICE	SUBTOTAL
Off-Street			
Vehicular Trailhead	0	\$7,500.00	\$0.00
Kiosk	6	\$5,050.00	\$30,300.00
Area Map	13	\$3,000.00	\$39,000.00
Directional	5	\$2,650.00	\$13,250.00
Regulatory Sign	0	\$795.00	\$0.00
Mile Marker	0	\$750.00	\$0.00
On-Street			
Directional	36	\$600.00	\$21,600.00
Confirmation	3	\$600.00	\$1,800.00
Turn	0	\$600.00	\$0.00
Street Sign Blade	0	\$600.00	\$0.00
Trail Underpass Street Sign	0	\$600.00	\$0.00
Map Fee			
Map subtotal	19	\$250.00	\$4,750.00
SUBTOTAL			\$110,700.00





FUNDING

Initial planning and implementation funding can be derived from a variety of sources including federal, state and local grants, donations, municipal budgets, and regional planning organizations. Maintenance and management funding also varies and may include destination fees, business levies, and internal budgeting.

FEDERAL FUNDING SOURCES

Fixing America's Surface Transportation (FAST) Act

The newest federal legislation, Fixing America's Surface Transportation (FAST) Act was signed into law on December 4, 2015. The FAST Act replaces the Moving Ahead for Progress in the 21st Century (MAP-21) federal law. The FAST Act is the first long-term comprehensive surface transportation legislation since the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) in 2005.

The FAST Act increases existing federal funding by 11% over a five-year time span. Funding totals \$305 billion. Of the \$305 billion, \$284 billion is specifically for surface transportation, for which bicycle and pedestrian infrastructure projects are eligible.

Overall, the FAST Act represents minor changes compared to MAP-21. The FAST Act sets funding sources for bicycle and pedestrian projects at a similar level as in the past.

Programs or policies not explicitly mentioned in the FAST Act remain in place under the new law.

Surface Transportation Block Grant Program Set-aside (STBGP) and Bicycle and Pedestrian Funding

FAST Act includes organizational changes to the country's existing Transportation Alternatives Program (TAP), which provides funding for bicycle and pedestrian infrastructure. Under the FAST Act, the TAP is folded into the Surface

Transportation Program (STP), which is renamed Surface Transportation Block Grant Program Set-Aside (STBGP). Previously, TAP acted as a stand-alone program. Funding formerly housed under TAP, however, remains a specific set-aside within STBGP. As with TAP under MAP-21, STBGP covers a variety of project types, including, but not limited to bicycle- and walking-focused projects. States are now able to administer a specific amount (\$820 million - \$850 million total) rather than a percentage of state funds, as was MAP-21 regulation. The percentage of available STBGP funds will gradually increase over the five year period. Total available funding started at \$10.1 billion as of the Act's signing. Funding will increase to \$12.1 billion in 2020.

Recreational Trails program funding will stay at the 2009 funding level as part of a STBGSP set-aside.

Highway Safety Improvement Program (HSIP) and Bicycle and Pedestrian Funding

Highway Safety Improvement Program (HSIP) funds may not be used for non-infrastructure construction projects under the FAST Act. HSIP funds totaled 3.6% of all FY 2015 non-motorized funding.

Congestion Mitigation and Air Quality Improvement (CMAQ) Program

The CMAQ program, at an average annual funding level of \$3.3 billion, provides a flexible funding source to state and local governments for transportation projects and programs to help meet the requirements of the Clean Air Act. Funding is available to reduce congestion and improve air quality for areas that do not meet the National Ambient Air Quality Standards for ozone, carbon monoxide, or particulate matter (non-attainment areas) as well as former non-attainment areas that are now in compliance (maintenance areas). States with no non-attainment or maintenance areas may use their CMAQ funds for any CMAQ- or STP-eligible project.

States with no non-attainment or maintenance areas may use their CMAQ funds for any CMAQ or STP-eligible project, including design or construction.

Partnership for Sustainable Communities

Founded in 2009, the Partnership for Sustainable Communities is a joint project of the EPA, U.S. Department of Housing and Urban Development (HUD), and USDOT. The partnership aims to "improve access to affordable housing, more transportation options, and lower transportation costs while protecting the environment in communities nationwide." The Partnership is based on five Livability Principles, one of which explicitly addresses the need for bicycle and pedestrian infrastructure:

"Provide more transportation choices: Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health."

The Partnership is not a formal agency with a regular annual grant program. MAG member agencies should track Partnership communications and be prepared to respond pro-actively to announcements of new grant programs. Initiatives that speak to multiple livability goals are more likely to score well than initiatives that are narrowly limited in scope to cycling goals.

For more information see:

<http://www.sustainablecommunities.gov/partnership-resources>

Community Transformation Grants

Community Transformation Grants administered through the Centers for Disease Control and Prevention support community-level efforts to reduce chronic diseases such as heart disease, cancer, stroke, and diabetes. Active transportation infrastructure projects and programs that promote healthy lifestyles are a good fit for this program, particularly if the benefits of such improvements accrue to population groups experiencing the greatest burden of chronic disease. For more information see: <http://www.cdc.gov/communitytransformation/>

Land and Water Conservation Fund

The Land and Water Conservation Fund (LWCF) provides grants for planning and acquiring outdoor recreation areas and facilities, including trails. Funds may be used for right-of-way acquisition and construction. Any projects located in future parks could benefit from planning and land acquisition funding through the LWCF.

For more information see: <http://www.nps.gov/lwcf/>

Additional Federal Funding

The landscape of federal funding opportunities for bicycling programs and projects is always changing. A number of federal agencies, including the Bureau of Land Management, the Department of Health and Human Services, the Department of Energy, and the Environmental Protection Agency have offered grant programs amenable to bicycle planning and implementation, and may do so again in the future. For up-to-date information about grant programs through all federal agencies, see <http://www.grants.gov/>.

PRIVATE FOUNDATIONS

Private foundations are an increasingly important source of funds for bicycle and pedestrian planning and implementation.

For more information on private foundations, including an extensive list of national foundations visit: <http://www.foundationcenter.org/>

CREATIVE TAX METHODS

Often referred to as hot funds, creative tax methods are an efficient way to collect money from travelers ensuring that it is regenerated back into your city. Providing a creative and engaging wayfinding system will allow travelers to know where they are going and how they are getting to desired locations. This will also allow tourist to become more engaged and encourage them to spend more time and money in prime tourist destinations. This strategy will result in additional revenue for your city.

CIVIC CROWD FUNDING

Unlike private crowd funding, civic crowd funding is dedicated to a specific community, economic, or civic development project. Targeting well known citizens or groups that have the capabilities and interest in funding city projects should be considered. Most citizens want to ensure that their city looks great and may assist in gathering needed donations. Websites like www.gofundme.com are a great and easy online solution to help the public promote and donate to wayfinding projects or city beautification.

COMMUNITY PARTNERS

A typical way to create great momentum is to work with other businesses or agencies that have an interest in your city's wayfinding system. This also helps to identify available funding such as a local bike shop having interest in assisting with the funding for a new bike path. Reaching out to them and offering to promote their brand via signage in exchange for their assistance is a valuable strategy.