

Downtown and Regional Wayfinding Status Report Update

Community and Economic Development
Committee
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Item (d)1



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Background: Current State of Downtown Wayfinding

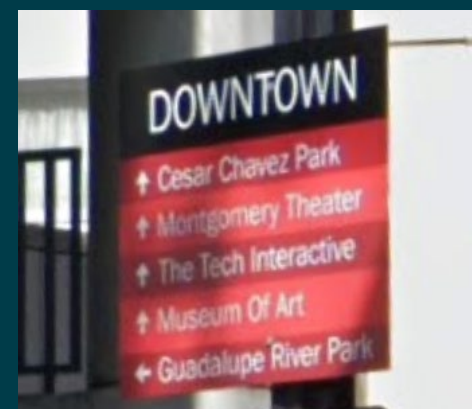
Outdated



Auto-Oriented

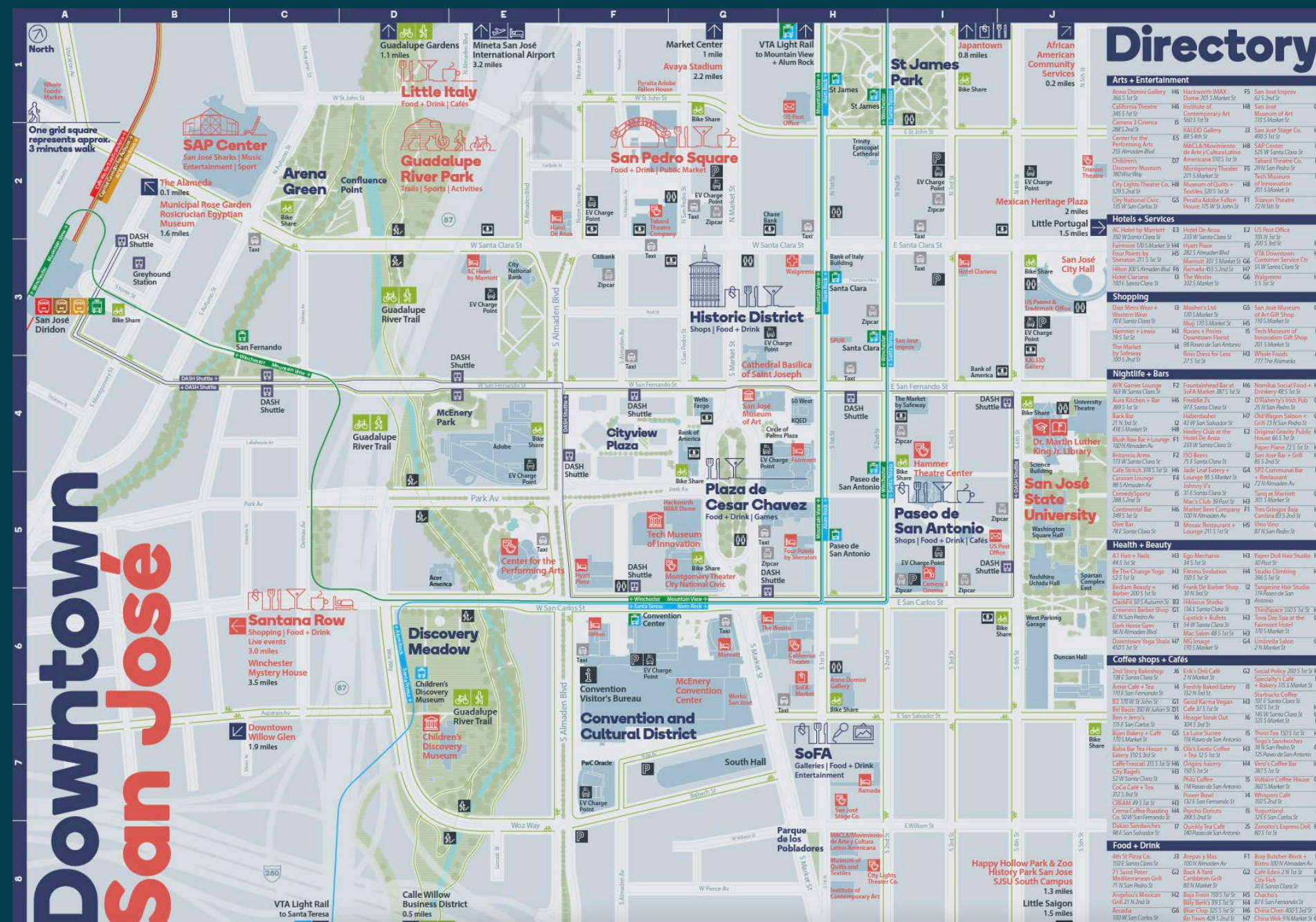


Inconsistent



Background: Previous Work

- 2015: Wayfinding recommendations (partnership with Knight Foundation)
- 2015: Walk [Your City] pilot (partnership with Knight)
- 2016: Walking and digital wayfinding map timed for Super Bowl 50



- 2018: Consultant work to develop comprehensive wayfinding system for Downtown based on static totems
- 2020: Pandemic interrupts this work
- 2023: Department of Transportation and Office of Economic Development and Cultural Affairs begin exploring renewed wayfinding efforts in Downtown San José

Wayfinding Project Updates: Sustainable Communities Grant

- City received Affordable Housing and Sustainable Communities Grant to support Iamesi Village affordable housing project
- Included \$180,000 to improve people-centric wayfinding within Downtown
- Now proposing a quick-deploy tactical approach similar to Walk [Your City] project
- Funds must be expended this calendar year



Wayfinding Project Updates: MTC Regional Mapping and Wayfinding

- Goals: Standardize materials and navigation across 27 cities
- Current focus: Design standards, prototype installation
- Pilot phase in 2025-2026
- Integration of QR codes for updated maps and destinations on mobile devices



Wayfinding Project Update: San José State University

- 40,000 students, 4,000+ staff
- Recent expansion with Spartan Village on the Paseo (opening fall 2024 with 700+ students)
- Goal of better integrating with/within Downtown
- Funding to support pilot efforts on the Paseo included in FY 2024-2025 Proposed Operating Budget



| Ad-Driven Digital Wayfinding: Overview



| Ad-Driven Digital Wayfinding

Opportunities

- Maps can be updated instantly
- Can offer WiFi, pedestrian counts, and/or environmental monitoring
- Can be paired with public alert systems and/or emergency dispatch
- Potential for revenue generation and public service messaging

Challenges

- Does not form a complete wayfinding system
- Screens present advertising by default; wayfinding is secondary
- Placement is restricted by sign code and Caltrans regulations
- Requires active management and oversight
- Significant infrastructure requirements



Ad-Driven Digital Wayfinding: Implementation

Amend the
Municipal Code

Review
regulatory
issues

Vendor
procurement

Implementation,
planning, and
logistics

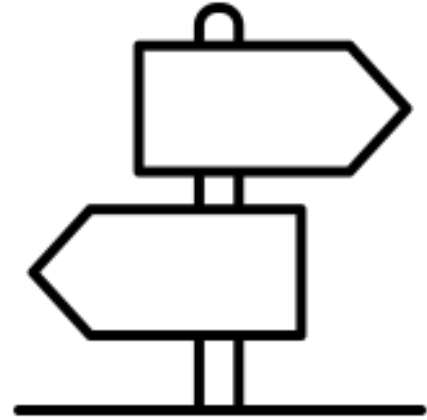
Active, ongoing
oversight and
management

Ad-Driven Digital Wayfinding: Bottom Line

- May be part of the answer to improving Downtown wayfinding, but not the complete solution.
- Implementation will take significant time and resources that are currently unavailable.
- Revenue potential is unclear.
- Improving and augmenting Downtown's static sign portfolio should not be neglected even as digital kiosks are explored.



Action Items, pending resource availability



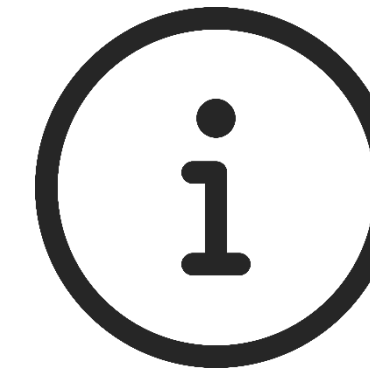
1. Plan and implement tactical grant-funded improvements to Downtown's sign portfolio



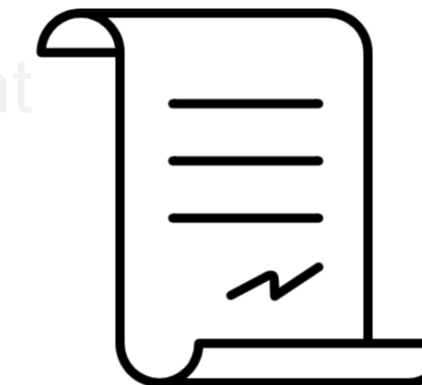
2. Collaborate with San José State University to improve the pedestrian experience along Paseo de San Antonio



3. Update the Downtown Walking Map



4. Conduct a request for information to better understand the opportunities and limitations of digital kiosks.



5. Proceed with sign code updates, pending staff capacity.



6. Partner with Metropolitan Transit Commission on upcoming opportunities