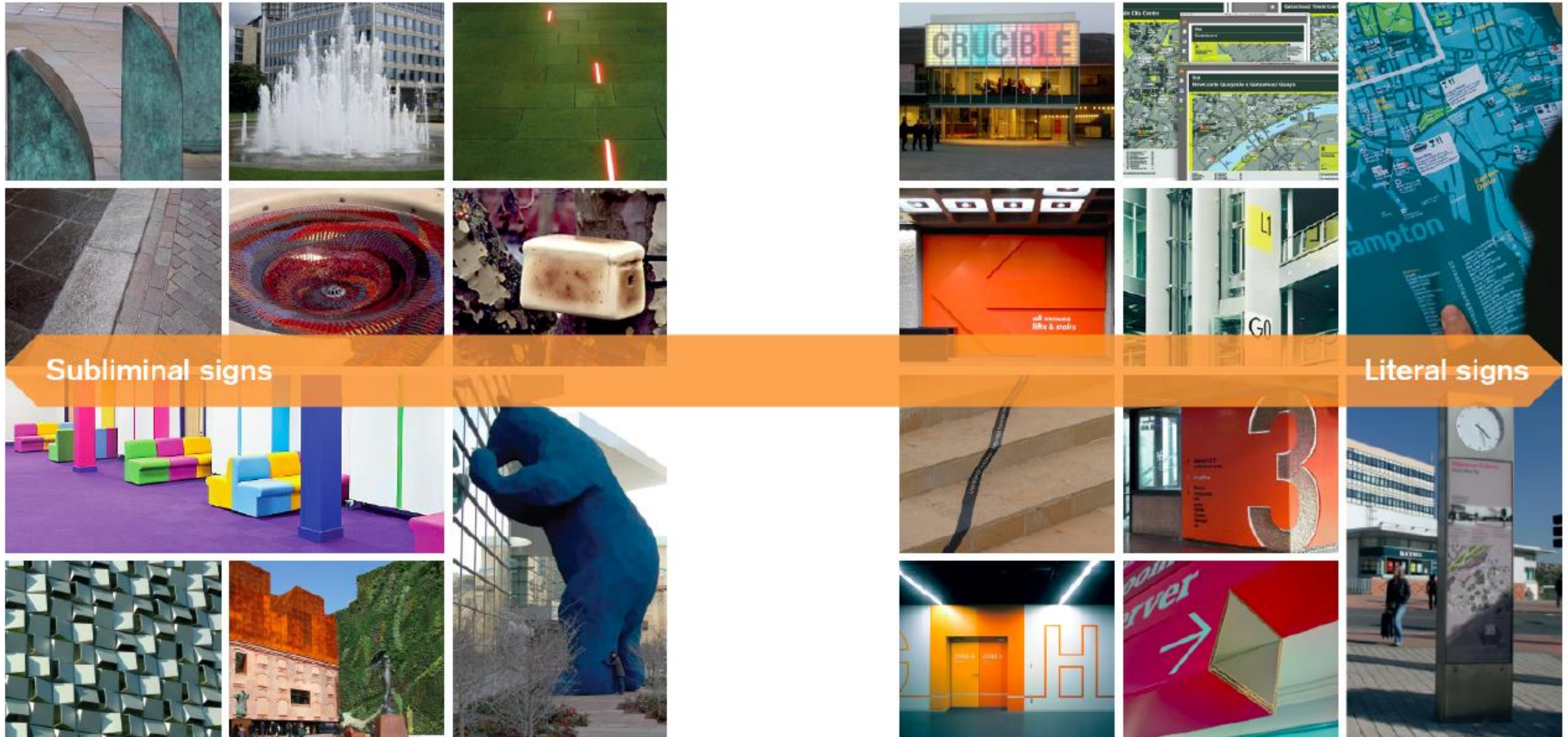
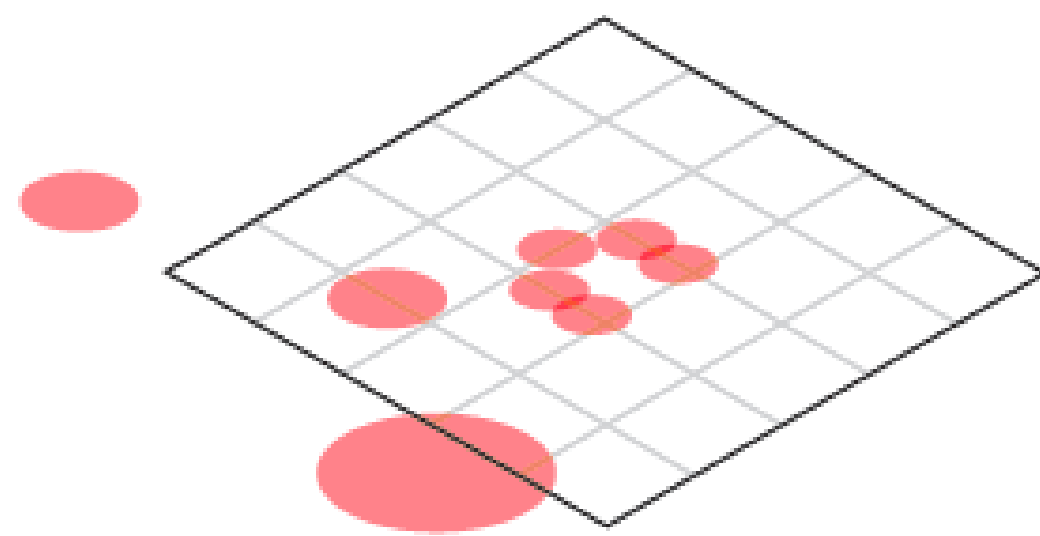

Downtown San José Wayfinding Program Update Community & Economic Development Committee

February 2021

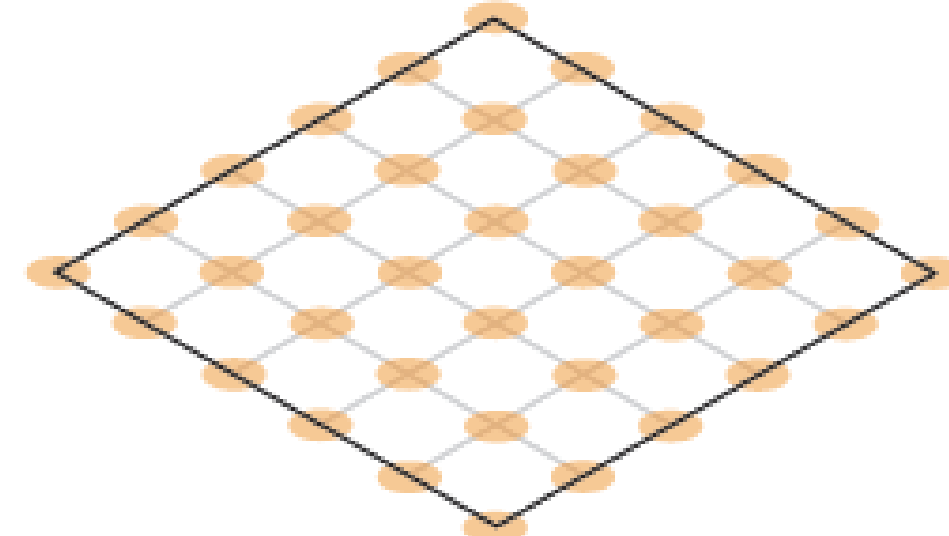
What is wayfinding?



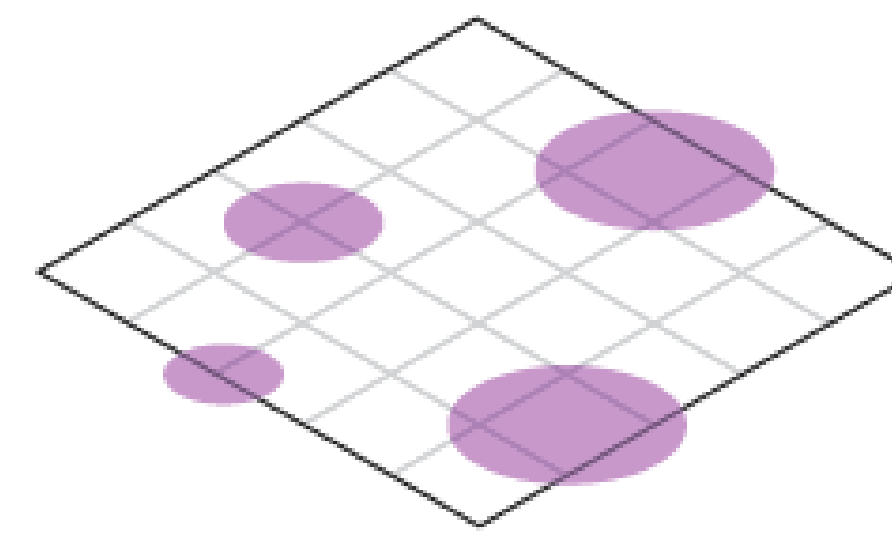
Why is wayfinding important?



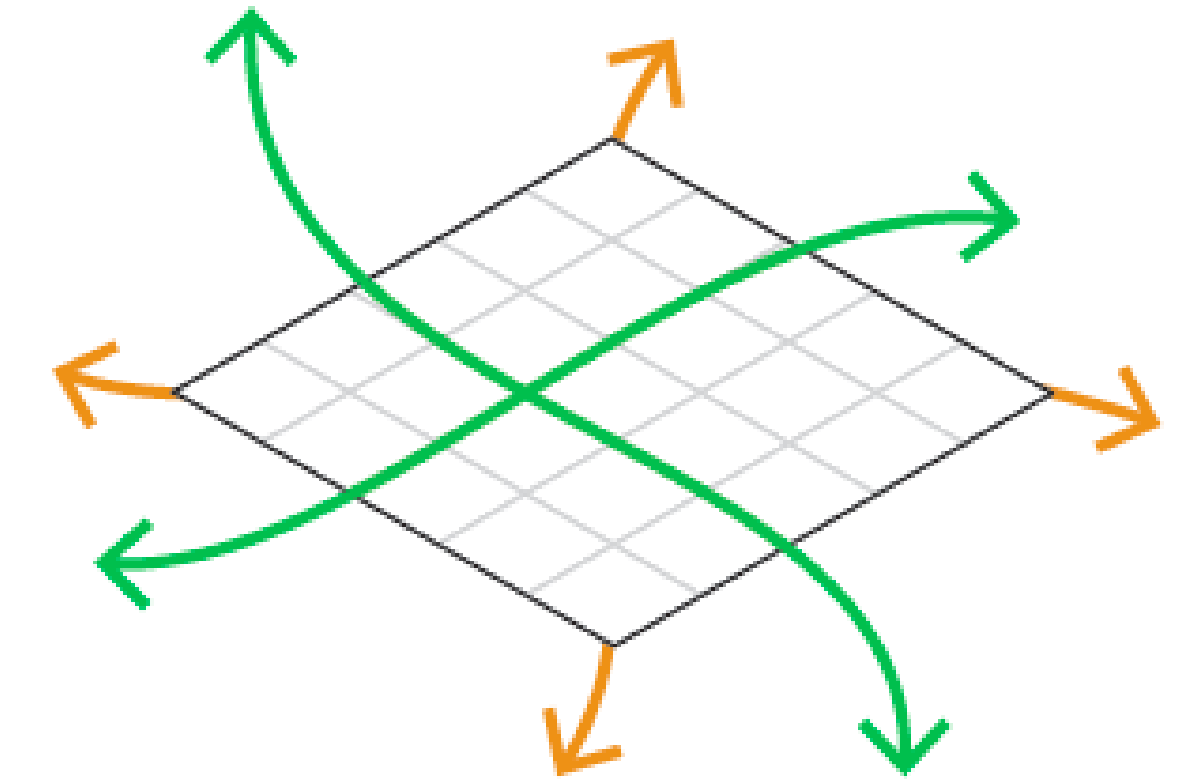
Arrival and transfer



At intersections



At and within hotspots



Trails and corridors

Orientate and plan

- _Overview map
- _Transfer maps

Navigate and connect

- _Directions
- _Area map
- _Overview map

Find and discover

- _Destination map
- _Directory
- _Interpretation

Follow and play

- _Route map
- _Overview map
- _Activity information

Downtown Wayfinding project

| | |
|-------------|---------------------------------------|
| July 2018 | Stakeholder design development update |
| Oct 2018 | Content generation workshop |
| Jan 2019 | User testing – NHL All Star game |
| June 2019 | Stakeholder design development update |
| Aug 2019 | User testing – Comic Con |
| Feb 2020 | Master base map complete |
| Feb 2021 | Pilot RFP |
| Summer 2021 | Pilot delivery and installation |

Stakeholder workshops



Stakeholder Participation

Private Sector Participants:

Knight Foundation
SPUR
San Jose Downtown Association
Team San Jose
Walk San Jose
California Walks
Friends of CalTrain
Silicon Valley Bicycle Coalition
Ride ESSJ
Bike Party
Notre Dame High School

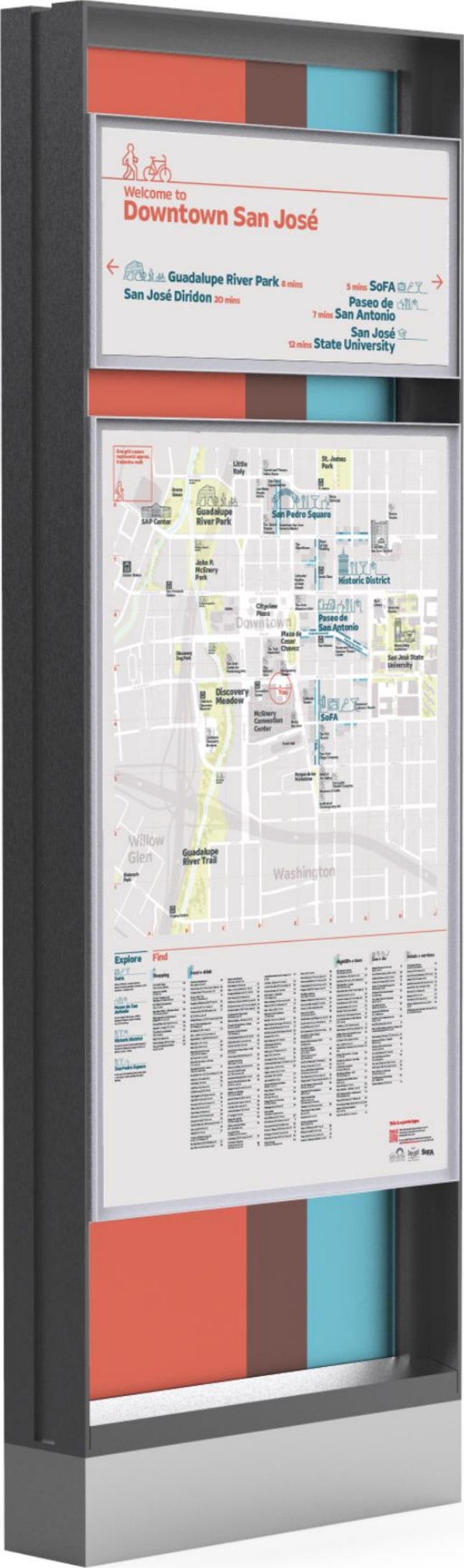
Public Sector Participants:

Valley Transportation Authority
Metropolitan Transportation Authority
San Jose State University
City Staff from
Parks, Recreation & Neighborhood
Services
Transportation
Public Works
Planning, Building & Code Enforcement

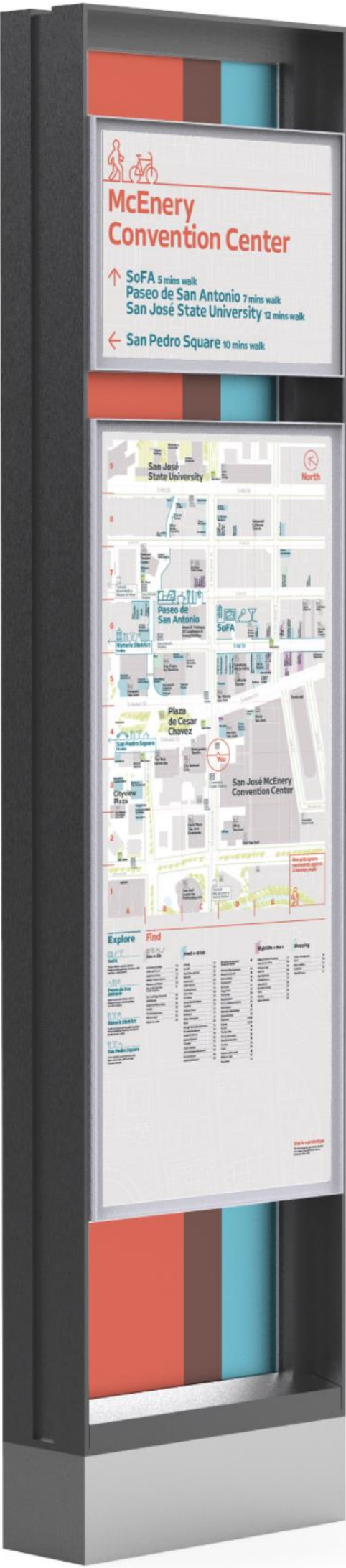
User testing



Arrival Totem



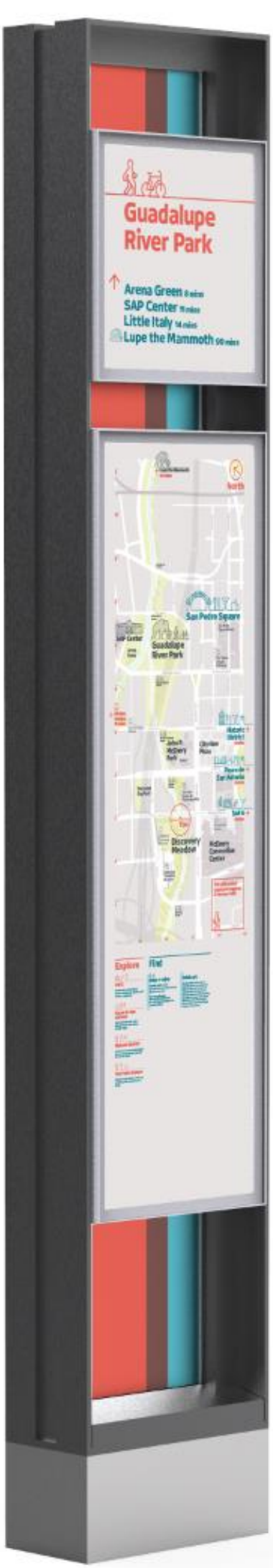
Mesh Totem



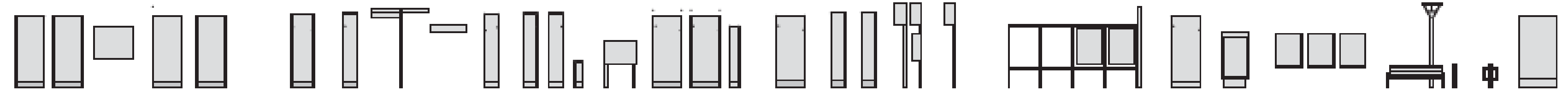
Hotspot Totem



Trail Totem



Wayfinding system

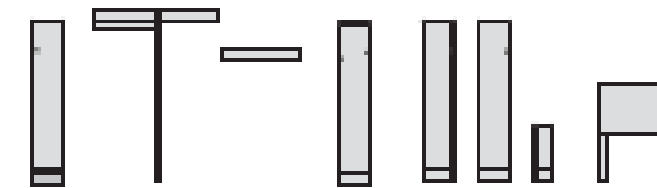


What can CoSJ do alone?

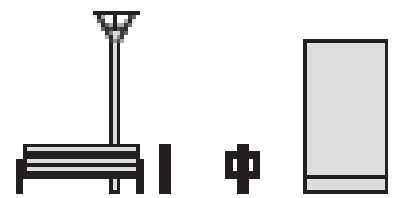
Core component



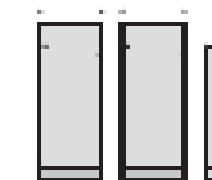
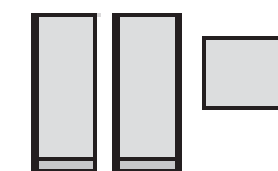
Extended range



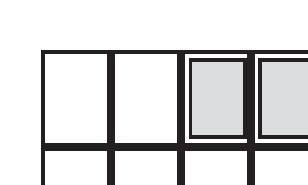
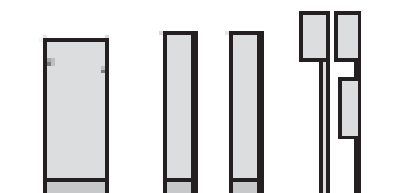
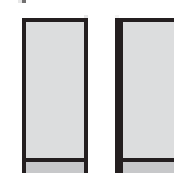
Complimentary range



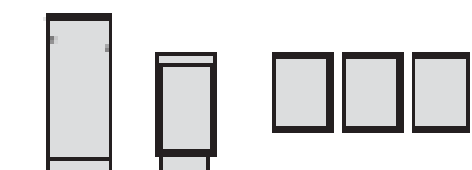
What can CoSJ do with local partners?

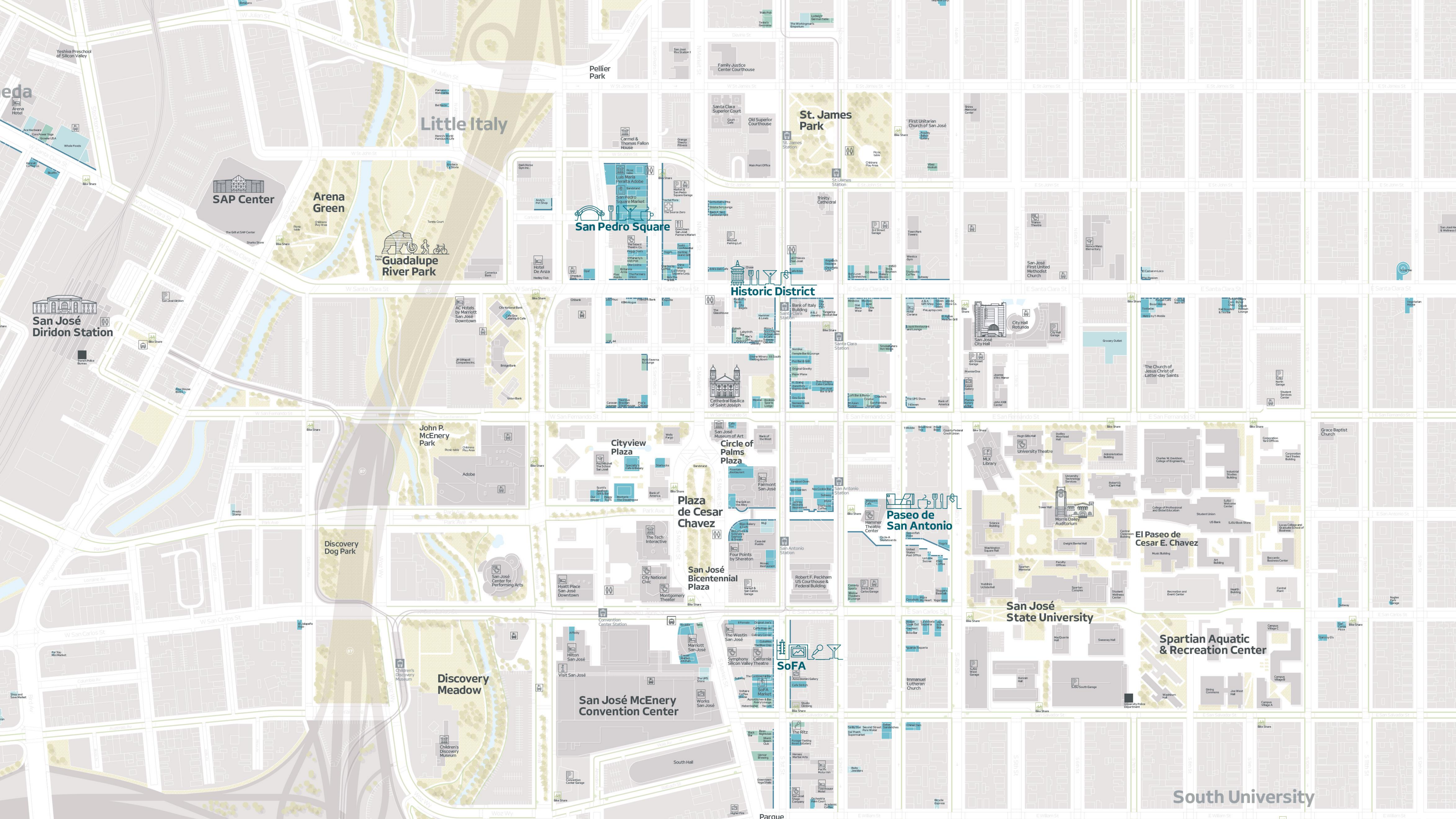


What can CoSJ do with County partners (VTA)?



What can CoSJ do with Regional partners (MTC)?





Little Italy

SAP Center

Arena Green

Guadalupe River Park

San Pedro Square

St. James Park

Historic District

San José Diridon Station

John P. McEnergy Park

Cityview Plaza

Plaza de Cesar Chavez

San José Bicentennial Plaza

Circle of Palms Plaza

Paseo de San Antonio

San José State University

Spartan Aquatic & Recreation Center

South University

San José McEnery Convention Center

Discovery Meadow

SoFA



Next Steps

| | |
|-------------|---------------------------------|
| March 2021 | Release RFP |
| June 2021 | Award Contract |
| Summer 2021 | Pilot delivery and installation |