



Bicycle & Pedestrian Advisory Committee Meeting

Item No. 7C, Report 25-801

Wayfinding & Install Way-finding Signs

August 25, 2025

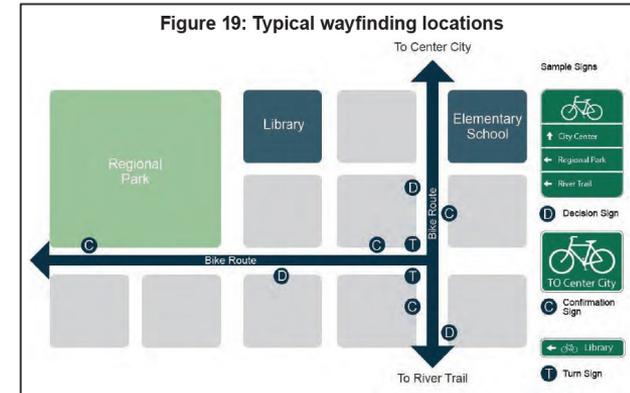
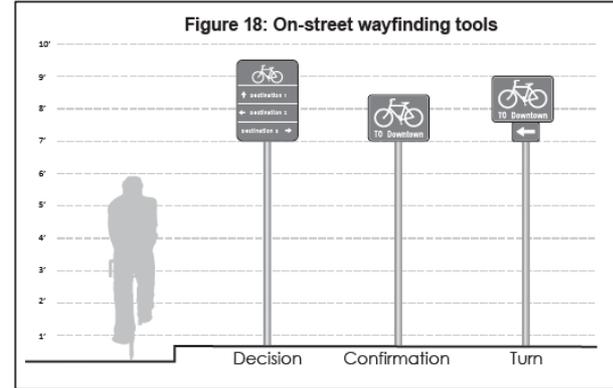


Background

- BPAC Member Kratz requested a discussion on Wayfinding
- Discussion topics include:
 - Install wayfinding signs per the recommendations of the BPAC Wayfinding Subcommittee
 - Physical signs are needed throughout the city:
 - Old Quad (near Santa Clara University, Caltrain Station, and Franklin Mall/Downtown)
 - San Tomas Aquino Creek Trail
 - Cross town routes connecting to adjacent cities

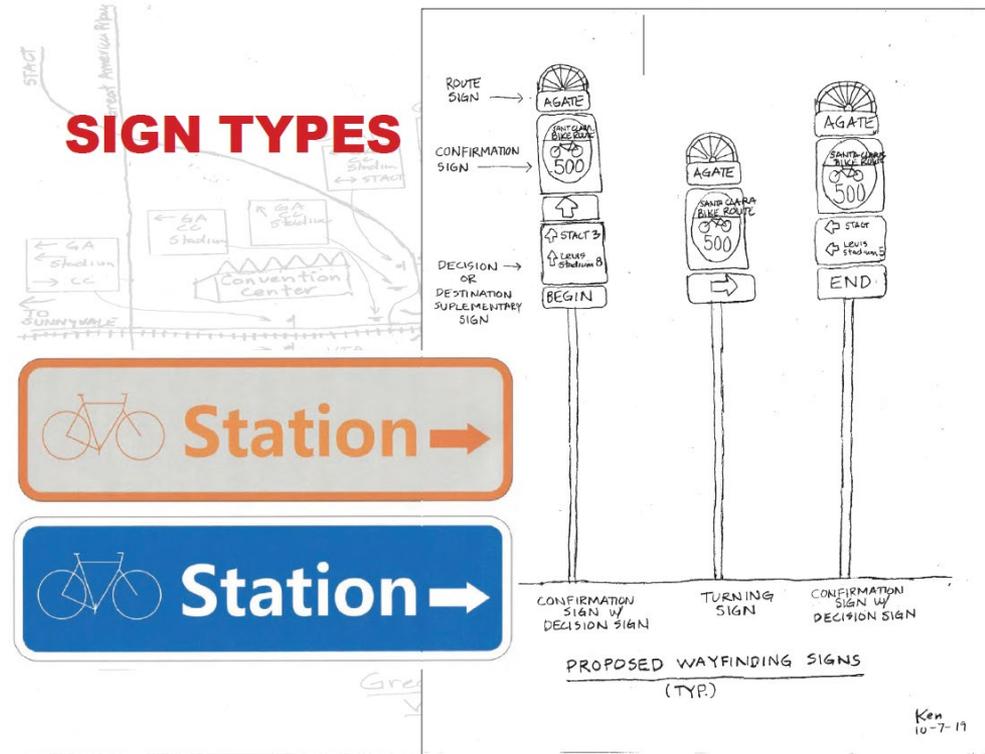
Discussion

- City of Santa Clara Bicycle Plan Update 2018
 - Support facilities, such as wayfinding signage, to complete the City's bicycling network
 - Objective 3.A - Increase bicycle mode share to 5% by 2026
 - Policy 3.A.2 - Develop a city-wide bicycle wayfinding system that directs bicycle riders to:
 - Schools
 - Commercial centers
 - Libraries
 - Government facilities
 - Parks



Discussion

- Wayfinding Subcommittee Recommendations
 - Routes
 - Mini Routes near Transit
 - Cabrillo Route
 - San Tomas Aquino Route
 - Agate Route (future Class IIIB Route)
 - Monroe Route
 - Tasman Route
 - Sign Types and Placement
 - Potential Funding Sources





Discussion

- Future Project
 - Santa Clara Adopted Biennial Capital Improvement Project for FY 24/25 and FY 25/26
 - Proj. No. 1269 – Bicycle Route Wayfinding Phase I (unfunded)
 - On November 5, 2024, Santa Clara voters approved ballot Measure I, the Public Facilities and Infrastructure Bond Measure. The General Obligation Bond Expenditure Plan includes \$400 million for infrastructure needs, including \$300,000 for Bicycle Wayfinding. Wayfinding project will begin when funding becomes available.
 - Future project team will evaluate Santa Clara Bicycle Plan Update 2018 and Wayfinding Subcommittee recommendations to incorporate into the design as appropriate



FY 2024/25 and FY 2025/26

Adopted Biennial Capital Improvement Program Budget



UNFUNDED PROJECTS TRANSPORTATION

1269 - Bicycle Route Wayfinding - Phase I					
FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28	FY 2028/29	Five-Year CIP Total
-	\$100,000	\$200,000	-	-	\$300,000

The City's Bicycle Plan Update 2018 (Plan) was approved by City Council in September 2019 and includes six objectives supported by 22 proposed policies. One of these goals is to increase bicycle mode share to five percent by 2026. To support this goal, the Plan includes Policy 3.A.2, which is to develop a city-wide bicycle way-finding system providing access to various City destinations such as schools, commercial centers, libraries, government facilities, and parks. At the September 2019 Bicycle and Pedestrian Advisory Committee (BPAC), BPAC members formed a BPAC subcommittee to investigate and provide a proposal to the full BPAC and staff on how an initial way-finding program could be completed in short order. At the October 2019 BPAC meeting, the subcommittee provided a full presentation on proposed way-finding routes, preliminary cost estimates, and draft designs. This project would utilize the BPAC's work and with consultant assistance, complete final designs, community outreach for a City-wide Bicycle Route Wayfinding Program. Additionally, Phase I would include implementation along priority routes in Santa Clara. The entire project is currently unfunded.