

LAKE TAHOE PADDLE ACCESS STRATEGY AND NON-MOTORIZED WAYFINDING SYMBOLOGY

Lake Tahoe Basin

FINAL REPORT

August 2011

DESIGNWORKSHOP

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INTRODUCTION AND PROJECT BACKGROUND

Introduction

Graphic images often function as pictorial illustrations of a universally recognizable concept. Representatives of public land agencies, private landowners and other organizations from around the Lake Tahoe region participated in a design effort to create graphic images intended to communicate specifically with kayakers, paddle boarders, canoeists and other non-motorized boaters. A menu of three graphic images resulted from this process and are recommended for further evaluation and selection. This report summarizes the design and selection process that lead to the recommended images.

Project Background

In response to the growing rate of non-motorized paddle sports, the “Lake Tahoe Non-Motorized Boat Working Group” (Working Group) formed to study, understand, and recommend strategies that specifically address the needs of this user group. The Working Group prepared the Lake Tahoe Non-Motorized Boating Framework (or “Framework”) in 2010 documenting the results of the group’s study. Among the recommendations, the Working Group identified improving access and regulatory information available to paddlers as a desirable outcome, and specific goals for comprehensive signage that could support non-motorized boating at Lake Tahoe. These goals for public access signage are to:

1. Provide better direction to and identification of public launch and landing sites (wayfinding);
2. Improve quality of the experience by directing users to the routes that match their abilities and expectations (public access);
3. Improve the safety of the experience;
4. Reduce conflicts with other lake and landward uses (public/private coordination); and
5. Resource stewardship.

In response to the goals developed by the Framework process, the California Tahoe Conservancy (Conservancy) allocated retainer funds for Design Workshop to work with a Steering Committee to develop four graphic images specifically designed to improve access and regulatory information available to non-motorized boaters. The Lake Tahoe Paddle Access Strategy and Non-Motorized Wayfinding Symbolology project results from this effort.

The Framework also identifies specific goals and clarifies elements not addressed by the project. These are: developing text for signs, designing interpretive signs, designing sign types or styles and determining sign locations. Implementation or development of these elements will occur within a future and separate process.



Figure 1: “Word Cloud” of words from Framework introduction

Supporting Documents, Research, and Related Projects

A number of supporting documents provided background information for this project. As previously mentioned, the Lake Tahoe Non-Motorized Boating Framework provided the basis for this project and background for the purpose and use of the graphic. Local signage programs that provided context for the project are:

- The Lake Tahoe South Shore Chamber of Commerce Wayfinding Project;
- The Lake Tahoe Recreation Sign Guidelines;
- The North Lake Tahoe Resort Association Regional Wayfinding Signage Program; and
- The Tahoe Regional Planning Agency “Tahoe Keeper” graphic image.

Examples of statewide and national access signage programs and best practices were researched and presented to the Steering Committee to provide graphic sign context and examples. The Legal, Regulatory and Design Context chapter describes the programs, listed below, and their associated graphic designs.

- Buffalo Bayou, Houston, Texas
- Carson City, Nevada
- Fox River Water Trail, Wisconsin
- Iowa Water Trail Sign Manual
- Lower Columbia River Water Trail
- Michigan Heritage Water Trail
- National Park Service Symbols
- New York City Water Trail
- Ontario Canada
- Siuslaw Water Trail, Oregon
- Three Rivers Water Trail, Pennsylvania

The Legal, Regulatory and Design Context chapter also discusses regulatory sign and graphic content.

Project Products

The project scope requires the Steering Committee to select four graphic image options that address all defined needs. (As noted in Chapter Two, the process resulted in strong preference for three options; thus the project concludes with those three options being chosen.) The design team produced the following specific products to assist in the development, selection and final recommendation of the three selected graphic options:

- Project Workshop,
- Graphic Image Preference Ranking, and
- On-line Survey.

A description of these products occurs in subsequent chapters of this report.

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PROJECT PROCESS

Project Process

Steering Committee Formation and Representation

An eleven-member Steering Committee of representatives from agencies and organizations within the Tahoe basin formed in January 2011. Committee membership, shown in Table 1, represented a broad spectrum of public and private landowners and recreation providers. Each agency or organization received and accepted the invitation requesting Steering Committee participation. Refer to Appendix for the Steering Committee letter of invitation.

Table 1: *Steering Committee Members*

| AGENCY | MEMBER |
|---------------------------------------------------------------|--------------------------|
| California State Parks | Susan Grove |
| California Tahoe Conservancy | Sue Rae Irelan |
| Lake Front Property Owners Association | Jan Brisco |
| Lake Tahoe South Shore Chamber of Commerce Wayfinding Project | Steve Noll for B. Gorman |
| Nevada State Parks | Peter Maholland |
| North Lake Tahoe Resort Association Wayfinding Program | Ron Treabess |
| Paddle community - Lake Tahoe Water Trail Team | Jeff Miner |
| United States Forest Service | Daniel Cressy |
| TRPA | Jeff Cowen |
| Incline Village Visitor Center | Bill Hoffman |
| Strategic Marketing Group (SMG) | Jenn Gleckman |

Steering Committee Role and Meeting Schedule

Informed with background documentation, graphic design assistance and facilitation provided by the consultants, the Steering Committee's role included identifying and selecting the preferred four graphic images. This process specifically required the identification, needs and uses of a uniform graphic image; selection of four image options for uses such as access, interpretive, regulatory signs; providing feedback as to how the image options would be utilized; and assisting in the design of a public workshop. To complete this process the Committee participated in the following meetings. The first three meetings were held at the Design Workshop office conference room, and the final meeting was held in a room at the Tahoe City Rideout Community Center.

- Meeting 1 – Tuesday, February 15, 2011, 9 am to 11 am
- Meeting 2 – Tuesday, March 10, 2011, 9 am to 11 am
- Meeting 3 – April 5, 2011, 1 pm to 3 pm
- Meeting 4 – June 21, 2011, 1 pm to 2 pm

Additionally, a small subcommittee participated in a telephone conference on April 28, 2011 to assist the consultants in planning for the project workshop, and majority of the Committee attended the project workshop on Tuesday, May 24, from 1 pm to 3 pm.

Steering Committee Meeting Outcomes

Specific goals and outcomes were identified for each Steering Committee meeting. In brief, the Committee reviewed national, state and local sign programs and graphic examples; reviewed examples of existing signage around the Basin; reviewed use & implementation sideboards; and developed 16 options that were narrowed and refined to six initial options. The six options were presented internally to each agency or organization's board or management group to identify "fatal flaws" and provide awareness of the project. Committee members attended a project workshop, participated in preference ranking of the graphic images, and considered the workshop and on-line survey results to formulate their final recommendations.

The following summarizes each meeting's stated outcomes and results. For detailed agendas, Power Point Presentations, attendance records and meeting notes refer to Appendix.

Meeting 1

Meeting 1 Outcomes: An understanding of the project goal, the Steering Committee role, an agreed to schedule, introduction of current sign efforts (wayfinding) and existing code standards.

In addition to the stated outcomes, the Committee agreed to adopt the meeting ground rules proposed by the consultants. They reviewed a detailed presentation on basic signage principles and examples of wayfinding signage programs and graphic symbols used throughout the country. The design team presented information detailing the Tahoe sign context that included updates on current wayfinding programs and existing sign codes. A discussion related to the needs assessment ensued with numerous comments recorded for that product.

Meeting 2

Meeting 2 Outcomes: A clear understanding of the needs to be addressed by the image. An understanding of how the image might be used in coordination with existing wayfinding, interpretive, and informational materials to convey the intended message to paddlers. Identified the types of graphic images preferred.

The Steering Committee confirmed the project image's desired needs. The Committee reviewed a presentation of example graphics and existing signage from around the Tahoe basin, and suggested design principles. The Committee posted their responses on the "Sticky Wall" to the following headers as part of a brainstorming exercise.

- What does the graphic need to accomplish?
- What the graphic should/should not look like?
- How will the graphic be used and implemented? (What are the challenges and how to address?)

See the needs assessment portion of this report for a detailed description of the exercise results.

Meeting 3

Meeting 3 Outcomes: Reviewed graphic image options and symbology elements based on the needs identified in meeting two and conducted a preference ranking of the graphic images to select top four choices.

During this meeting the consultants presented the Committee with six galleries and sixteen graphic images, including individual symbol elements based on the stated purpose and desired needs previously recorded.

The consultants led the group through two preference ranking exercises to narrow the six galleries and sixteen graphic images to the Committee's top four choices. In each of the three exercises Committee members used "sticky dots". In exercise one, each Committee member selected their top four choices from the 16 images. During the second exercise the Committee members first used eight (8) purple dots and selected their top eight choices. Next, the Committee narrowed the results of the top choices from one of the second exercise (those that had four or more dots) to their top four choices. All of these results are reported in Graphic Options and Preference Ranking chapter of this report. The Committee briefly discussed the workshop attendee list and format.

Meeting 4

Meeting 4 Outcomes: Finalized ranking process. Provided any final comments/recommendations for options. Incorporated survey results.

The consultants summarized the results from both the Workshop and the on-line survey. The Committee discussed the preferences and determined that three options would move forward. The project team documented recommendations for future design changes and described the potential process that might be used to approve and implement a final preferred graphic.

Fatal Flaw/Critical Issue Review

On April 19, 2011, the Steering Committee received a Project Update packet that included six revised images based on Meeting 3 feedback and a Power Point presentation. Committee members reviewed the project design components within their various agencies to provide feedback and identify any “fatal flaws” with a response deadline of May 12, 2011. There were no critical issues or fatal flaws reported by Steering Committee representatives. General comments received via email from the agencies are provided in Appendix.

Workshop and Outreach

Workshop Outcomes: Ranked preferences of graphic options. Responded to specific questions of graphic design characteristics. Gave feedback on uses of the graphic.

A project workshop was conducted on May 24, 2011 from 1 to 3 pm in the Tahoe Regional Planning Agency conference rooms. A wide range of interest groups received invitations to participate in the workshop (see in Appendix for a complete listing). During the workshop planning process, the consultants and Steering Committee determined that sending invitations to a broad range of interest groups representing the paddling community, public and private landowners, business interests, and recreation providers would be an effective means to gather feedback regarding preference and use of the images. A total of 49 contacts received invitations.

An additional pre-workshop review package was distributed to local governments and public landowners requesting interagency review and comment, similar to the “fatal flaw” review requested of the Steering Committee.

Of the 15 participants that attended, nine of those were from the Steering Committee and six from the general invitation list.

The goal of the workshop was to present the project background and the six image options selected by the Steering Committee, with the express goal to narrow the graphic image options from six to four. Workshop participants engaged in three exercises designed to narrow the options and garner additional feedback on uses of the graphic. Digital preference ranking technology was utilized during Exercises One and Two. This technique was available and was chosen for the advantages such as:

- Anonymous voting,
- Interactive,
- Results displayed in seconds within the Power Point presentation,
- Transparent and immediate, and
- Useful for preference ranking.

PROJECT PROCESS

For the exercises, each participant received a hand held keypad and as a group responded individually to specific questions asked regarding the graphic options. The preference ranking results of the workshop are summarized in the Graphic Options and Preference Ranking chapter.

On-Line Survey

Immediately following the project workshop, an on-line survey designed on the website SurveyMonkey (www.surveymonkey.com) was opened to the public. The survey duplicated the preference ranking questions asked of workshop participants and provided an additional method to gather comment and feedback from a wide range of interests. The survey remained open between May 24 through June 19. Each agency and organization invited to the workshop and Steering Committee members received a link to the survey (<https://www.surveymonkey.com/s/88PNNLP>). The design team requested Committee members to distribute the link to other interested parties and contacts. See the Graphic Options and Preference Ranking chapter for results of the survey.

Selection, vetting and agency approval of final graphic image will be determined through a future and separate process, further described in the Next Steps chapter.

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PURPOSE, USE AND NEEDS ASSESSMENT

Purpose and Use of Graphic Image

The primary purpose for the non-motorized graphic image is to communicate a wide variety of information to non-motorized boaters through the use of one image utilized in a number of ways. For example, littoral public land managers may use the graphic image to communicate information to boaters through a variety of signage and outreach messaging. Specific purposes identified for the graphic image through this process include:

- Provide directional signage to public launch and landing sites – welcome paddlers to Tahoe,
- Provide paddle route information – let people know about the opportunities available,
- Improve safety of the experience – alert users of opportunities and hazards,
- Reduce conflicts with lake and landward uses – clarify what are public versus private facilities,
- Convey that access comes with responsibility, and
- Some needs such as stewardship would be addressed with the use of the graphic and not by the symbol itself.

Appropriate uses of the graphic image in signage and other messaging have been considered from two perspectives. First, the Toolkit for Support presented in the Framework identified numerous elements and strategies that would rely on a universally recognized graphic image. Second, input from the Steering Committee, comments from workshop participants and responses from an on-line survey responded to and expanded on concepts presented in the Toolkit. A summary of each information source is presented below.

Uses from the Non-Motorized Boating Framework Elements: Toolkit for Support

Facility/Amenities/Wayfinding

Capital Improvements

- Upgrade public access signs at beach entrances to reflect launching opportunity.
- Develop coordinated wayfinding program and install markers visible from the water to identify public sites. May include signs, buoys, or other features to identify waypoints. Coordinate lake-side and land-side markers with the developing Regional wayfinding program.

Management/ Operational

- Add information to all agency websites concerning suitable facilities and route segments. Include information important to paddlers related to site amenities as well as general site restrictions (time of use, dog policies, fees, etc.).

Education/Outreach

- Develop coordinated promotional/ educational message about facilities and route segments.
- Develop route-specific interpretive information for use at launch sites, on outreach material, and on the web to enhance the user experience.

Safety

Capital Improvements

- Develop coordinated signage identified by the safety program – for use at non-motorized launch sites.

PURPOSE, USE AND NEEDS ASSESSMENT

Public/Private Coordination

Capital Improvements

- Develop and implement signage program so paddlers know the location of public lands.
- Increase information at launch sites concerning land ownership in the nearby route segments, highlighting the location of public landing opportunities.

Resource Stewardship

Capital Improvements

- Increase interpretive information at launching sites and near sensitive resources related to appropriate access in habitat areas.

Summary of Uses Identified by the Steering Committee, Project Workshop Participants and On-Line Survey

Directional Signage (Launch/ Landing)

- Identify available facilities such as restrooms, picnic, parking and allowable uses.
- Identify safe public/legal launch/land site.

Paddle Route Information

- Where am I, how far to my destination? What are the nearby points of interest? What are the GPS coordinates? Where do I get help, information or support?
- Convey stewardship, protect fragile resources and environmental thresholds.
- Identify where boaters can land and to protect private lake front properties.

Reduce Conflicts

- Communicate “Access comes with responsibility”. This includes protecting sensitive species, respecting private property, and being aware of allowable launching and landing sites.
- Consider use of the image. Graphic may be used on existing or new sign infrastructure such as wayfinding signs, and used within a hierarchy signs used to convey levels of available facilities.
- Clarify public versus private areas. This is public – “come here”. Identify public facilities.

Safety

- Where can I go if I'm in trouble? How do I recognize warning signs e.g., water temperature, and get emergency information?
- Warn of “Danger! Not Here!” and watch for ski boats close to shore based on sign location.

General

- Be flexible on how it is added to existing signage.
- Be Tahoe-specific.

Implemented in the Following Applications:

- In the same manner that international symbols are used.
- For public/private partnerships and in marketing.
- Through electronic, downloaded information such as “apps”.

- In a hierarchy of signs that convey and communicate levels of environmental information, and other support facility information such as swimming, boating, photo point, etc. Adding different colors or numbers can communicate different types of information. The image may be used on road signs, buoys, informational and interpretive signs.
- On signed buoy's that warn to watch out for motorboats, and on signs below the water surface near a buoy. Avoid over-signing.
- With different shapes, colors and styles such as a silhouette, in a paddle shape, etc.

Needs Assessment

The Steering Committee confirmed specific information needs that the graphic should convey and identified desired graphic elements that the image should contain. Design Workshop used this needs assessment to develop a set of six galleries and total of 16 graphic options. The Steering Committee reviewed, refined and then narrowed the graphics to six initial options. The basic points identified in the needs assessment are:

- Be a multi-purpose symbol, e.g. access, safety, wayfinding, interpretive, regulatory, and available infrastructure.
- Convey multiple activities – “Hey non-motorized boaters, this information is for you!”
- Convey what is available for boaters and information specific to non-motorized boats.
- Address winter access (inclusive of restroom facilities).
- Identify land ownership where you can be versus where you can't be.
- Convey messages in a positive manner.
- Be easily understood, clearly seen at different sizes by a variety of users.
- Identify minimum infrastructure associated with each sign.
- Infer multiple facilities available to the user when they see the symbol (e.g. parking, loading/unloading area, restrooms, boat lockers, etc.).
- Be usable on a map at launch points to show public/private opportunities in a simple way and convey land ownership in a positive manner.
- Be flexible in how the image will be used.
- Meet different image needs within park/public areas (internal) versus along the road (external)?
- Convey the message and identify a “class of land” distinct from a trailer boat launch. There are more places to launch non-motorized boats than motorized.
- Recognize the inference of use with the use of symbols used currently.
- Be usable for advanced messaging.
- Recognize California State Parks prefers an image that conveys hand launch (no parks have trailer launches).
- Be usable for internal sign usage (e.g. water trail guide) and for external signage (wayfinding).
- Have flexibility to allow land managers to respond to individual site and user conditions.

4

LEGAL, REGULATORY AND DESIGN CONTEXT

Legal, Regulatory and Design Context

Introduction

To aid in the design of new graphic options for Lake Tahoe Non-motorized Wayfinding Symbolology project, the project team conducted background research to provide context for the Steering Committee in determining the final four graphic options. Sources researched included existing regulations for signage design and approval within the Basin; various existing recreation wayfinding signage programs within the basin; other graphics used both within the United States and abroad; the North and South Shore Wayfinding Sign Programs (in progress); and best practice design principles regarding sign graphics. This chapter briefly reviews this background research.

Existing Legal and Regulatory Context

The following regulations/standards/guidelines were reviewed and considered during the graphic option design process.

1. The National and California Manual of Uniform Traffic Control Devices (MUTCD and CaMUTCD) and Nevada's supplement to the National MUTCD
2. The Lake Tahoe Recreation Sign Guidelines
3. The United States Forest Service (USFS) Sign Regulations
4. The California State Parks Sign Handbook (1973, latest revision 1992, reprinted 2004)
5. The Tahoe Regional Planning Agency Code of Ordinances including Chapter 26: Signs, Chapter 30: Design Standards, and the Shorezone Chapters (50-56)

This section briefly outlines the current regulations and standards that apply to the project context, whether the final chosen graphics are compatible with these regulations, and whether the images will require an approval process.

National MUTCD & CaMUTCD & Nevada Sign Supplement (California Department of Transportation and Nevada Department of Transportation regulations)

Current Regulations/Standards:

- Canoeing sign, kayak, and hand and boat launch signs are allowed when facilities are within 3 miles of the highway (the regulations state which symbols are allowed based on available facilities)
- Symbols include nationally approved symbols
- Specifies size and color (white on brown)
- Mirror images of symbols may be used where the reverse image will better convey the message
- Four symbols are allowed per sign (symbols below the name)
- MUTCD Sections for Wayfinding (2D.50), Sign Symbols (Chapter 2M), and Trailblazing (2J.09)

Compatibility and Approval Process:

The Nevada Department of Transportation (NDOT) follows the regulations and standards in the federal MUTCD, in conjunction with the Nevada Sign Supplement. The MUTCD currently has approved symbols for kayaking, canoeing, launching and landing of small hand crafts. Obtaining approval for a new Tahoe specific non-motorized boating symbol/graphic requires consultation with NDOT's Traffic Operations Division who ultimately has final approval for the graphic's use on signage along NDOT regulated roadways. NDOT staff indicated it is unlikely that an update of the MUTCD would occur for this purpose and that the process for approval would be informal in nature. Staff indicated that sending a letter to the Director of the Traffic Operations Division that outlines the desire to use a Tahoe

LEGAL, REGULATORY AND DESIGN CONTEXT

specific symbol and details the location points that these symbols would be used along NDOT regulated roadways would be a sufficient start to an approval process.

The California Department of Transportation (Caltrans) follows the regulations and standards in the California MUTCD which often mirrors the MUTCD and adds more specific California standards in many instances. This document also contains the approved symbols discussed above. According to the Caltrans website, the California Traffic Control Devices Committee (CTCDC) is the body by which Caltrans fulfills its obligation to consult with local agencies and the public, before adopting rules and regulations prescribing uniform standards and specifications for all official traffic control devices used in California. Section 1A.10 of the California MUTCD (available at www.dot.ca.gov/hq/traffops/signtech/mutcdsupp/ca_mutcd2010.htm) outlines the process by which a new or experimental traffic control device may be requested. Any new Tahoe specific symbols for non-motorized boating require review through the CTCDC and may require further approval by other bodies once the request is received and reviewed. Further information can be obtained through the Committee's Executive Secretary, Devinder Singh.

Lake Tahoe Recreation Sign Guidelines

Current Regulations and Standards

- Size varies (based on audience & speed of travel) from 2" for hiking trails, 12"-18" for waterways, and 8"-18" for roadway
- Brown and white image recommended for recreation points of interest
- Tahoe Logo to be incorporated
- Use of international symbols to depict opportunities (USFS Recreation Symbols)
- Sign materials and shapes specified

Compatibility and Approval Process

To update the Lake Tahoe Recreation Sign Guidelines and incorporate a new Tahoe specific non-motorized boating symbol/graphic requires review and approval from the Tahoe Regional Planning Agency (TRPA). The symbol itself may meet the basic color and size standards; however, the list of approved symbols requires updating. TRPA is responsible for updating the Guidelines. Submitting a Regional Plan amendment application begins the process for review and approval of the requested changes. TRPA is currently in the process of updating their Regional Plan and at this time, amendments such as this may only be considered if they are staff initiated.

USFS Sign Regulations: Sign and Poster Guidelines for the Forest Service, December 2005, and USDA Sign Installation Guide, March 2010

Current Regulations and Standards

- Refers to MUTCD, USFS Guidelines, and California and Nevada State Park Guidelines
- Allows for symbol signing only when more effective than conventional word message
- Allows symbols per approved list
- Allows, generally, no more than four symbols mounted and no more than three symbols across per single sign assembly

Compatibility and Approval Process

The Sign and Poster Guidelines for the Forest Service Section 3.B.4.1 states the "Use of other recreation symbols shall be approved by Washington Office Engineering."

California State Parks & Nevada State Parks: California State Parks Recreation Sign Handbook (1973), as Amended

Current Regulations and Standards

- Allows symbols per approved list
- Uses recreation symbols brown and white in color
- Restricts symbols to locations where a word message would normally be used
- Discourages use of symbols to symbolize the obvious, encourages symbols that establish distinctions between facilities/activities
- According to the TRPA Code of Ordinances, Chapter 26, Section 26.7.B, both California and Nevada refer to the California State Parks Recreation Sign Handbook (1973), as amended. Recently, Nevada State Parks has drafted sign guidelines that are specific to Nevada State Parks. These guidelines will be implemented in the near future and the existing memorandum of understanding with TRPA will be modified to refer to the new guidelines. Currently the draft guidelines indicate that use of a modified image or sign would require approval of the Park Supervisor and Chief of Planning and Development.

Compatibility and Approval Process

California State Parks has indicated it is likely the final graphic images recommended by the Committee will comply with their standards if it is the correct color (brown background with white graphic), thickness, and size (7" x 7", 12" x 12", or 18" x 18", depending on placement) (Susan Grove, personal comments, June 2011).

TRPA Code of Ordinances, Chapter 26, 30 and 50-55

Current Regulations and Standards

- Refers to MUTCD, USFS, California and Nevada State Park Regulations, and the Lake Tahoe Recreation Sign Guidelines
- Recreation sign design must meet provisions outlined in TRPA's Code of Ordinances, Chapters 26: Signs
- TRPA Code Section 26.1.E Recreation Sign Guidelines states that, "The Lake Tahoe Recreation Sign Guidelines shall apply to the entire Lake Tahoe Region"
- TRPA Code Sections 30.15 Scenic Quality Review in the Shoreland outlines standards relating to size, color, and visible mass of the signage, in relation to a potential sign project. Chapter 30 does not apply in relation to the initial approval of adding the proposed Tahoe specific graphic image/symbol to the menu of recreation symbol options. The Shorezone Chapters 50-55, particularly Chapter 51 Permissible and Accessory Uses in the Shorezone and Lakezone, and Chapter 55 Development Standards in the Backshore (Subsection 55.4) outline what uses are allowed within the Backshore of Lake Tahoe, and the requirements related to development of structures within the backshore. However, like Chapter 30, the Shorezone ordinances do not specifically apply in relation to the initial approval of the proposed graphic images.

Compatibility and Approval Process

It is likely that an amendment to the TRPA Code of Ordinances can be avoided by amending the Recreation Sign Guidelines as discussed above. If an amendment to the Code is required, TRPA requires a Regional Plan amendment application to be submitted for review and approval. Please note that as with the Recreation Sign Guidelines amendment discussed above, any amendment to the Regional Plan must be staff initiated at this time.

Existing Recreational Signage within the Basin

February 5, 2011, the design team conducted a pictorial survey representing a selection of existing recreation signs that are located around the Lake Tahoe Basin. The Steering Committee reviewed these images as well as graphic examples from other non-motorized boating access/wayfinding signage programs.

The pictorial survey of existing signage documented that there currently are no signs indicating where paddlers can either launch or land. Highway signage typically included symbols for swimming and/or boat launching. The symbol was either used on a highway sign or on a facility sign. For example, Sand Harbor included a swimming symbol and North Tahoe Beach includes a lake access symbol. Other facilities, such as Camp Richardson Resort did not have a symbol for water-related activities, and Zephyr Cove Resort did not use any symbols.

Overall, the lack of signage and inconsistent use of symbols makes it difficult for users to recognize where appropriate access points are located around the lake. Concerns with existing signage include the following:

- Locations with good access have no indication from the highway that beach launching is available (Commons Beach, Nevada Beach, e.g.);
- Locations with no visible access to the water from the highway have no indication that beach launching is available (Baldwin Beach, Sugar Pine/Erhman Mansion, e.g.);
- Developed sites with a lot of activities and signage do not indicate beach launching opportunities (Zephyr Cove, Camp Richardson, e.g.);
- Launching/landing sites are located between private parcels, making it difficult to know where you can land when viewing the beach from the water (Kaspian Pier, Chambers public beach, Speedboat beach, William Kent beach, e.g.);
- Launching/landing sites include areas of Tahoe Yellow Cress. User does not know where to land to reduce impacts (Sugar Pine Park/General Creek beach, Upper Truckee Marsh, e.g.); and
- Locations with high levels of public activity appear accessible when they may be off limits for hard bottom boats (Sand Harbor's swim beach and diver's cove).



Existing Highway Signage for Nevada Beach



Existing Highway Signage for Cave Rock



Existing Highway Signage for Sand Harbor



Existing Highway Signage for Lake Forest Boat Launch



Existing Facility Signage for Camp Richardson Resort



Existing Boat Launch Rules at Cave Rock



Existing Highway Signage for Kings Beach



Existing Internal Directional Signage at Kings Beach



Existing Facility Signage for North Tahoe Beach



Existing Highway Signage for Pope Beach



Existing Facility Signage for Sand Harbor



Existing Facility Signage for Zephyr Cove Resort

Other Non-motorized Boating Access/Wayfinding Signage and Graphics

The design team conducted on-line research to determine the types of non-motorized boating access signage being used within the United States and abroad. The team evaluated the following programs websites and other digital materials, such as sign handbooks and maps.

New York City Water Trail

<http://www.nycgovparks.org/facilities/kayak>

The kayak symbol is used to depict launch sites throughout New York City for kayaks or other like vessels (canoes, paddle boards, e.g.).



New York City Water Trail Symbols



Ontario Water Trail Symbol

Ontario, Canada

<http://www.ontariotrailsmap.com/ontariotrails.html?cat=3&icon=canoeing.png>

This somewhat generic boater is used in the interactive maps on the Ontario Trails Maps.

It depicts the location of paddle friendly rivers, the length of the river and the degree of difficulty.

Legend of Map Symbols



Michigan Heritage Water Trails Symbols

Michigan Heritage Water Trails

<http://www.wmich.edu/glcms/watertrails/>

Michigan uses more universal symbols on their on-line maps and signage.

Siuslaw Water Trail, Oregon

<http://www.siuslawwatertrail.com/>

The maps of the Siuslaw Water Trail contain a number of symbols and logos. They use the generic Forest Service canoe symbol on their on-line maps to denote access points, but they use a specific logo and then a more graphic kayaker on the face of the map.



Siuslaw Water Trail Logo



Siuslaw Water Trail Map



Siuslaw Water Trail Logo On-Line Map

Lower Columbia River Water Trail

<http://www.columbiawatertrail.org/watertrail?filter0%5B%5D=launch&filter1%5B%5D=The+Gorge>

The Lower Columbia River Water Trail uses a generic boater/kayaker on their on-line maps similar to the one used in Ontario, Canada.



Lower Columbia River Water Trail On-Line Map

Fox River Water Trail, WI:

<http://www.friendsofthefox.org/friendsofthefox/community++projects/water+trail+portage+project.asp>

The Friends of the Fox program received design assistance from the Rivers & Trails Program of the National Park Service (NPS), Wisconsin Field Office (Milwaukee). According to their website, the NPS's Sign Program staff in Harper's Ferry, Virginia, agreed to collaborate with graphic design interns from the University of Cincinnati to develop two new signs, a canoe launch and a portage trail. The NPS added these signs to their collection to be used by both the national parks and general public.



National Park Service New Graphics and Map Symbols Used First on Fox River Water Trail

Buffalo Bayou, Houston, TX

http://www.buffalobayou.org/pdf/Canoekayak_postcard.pdf

Buffalo Bayou uses crossed paddles to depict the location of their boat launches.

Iowa Water Trail Sign Manual, Iowa

<http://www.iowadnr.gov/riverprograms/damsafety.html>

The Iowa Water Trail Sign Manual uses a generic boater/kayaker graphic along with other text to denote access locations, and/or distance to access points.



Buffalo Bayou Symbol and Map

Three Rivers Water Trail, Pennsylvania

http://www.fish.state.pa.us/watertrails/three_rivers/three-guide-map.pdf

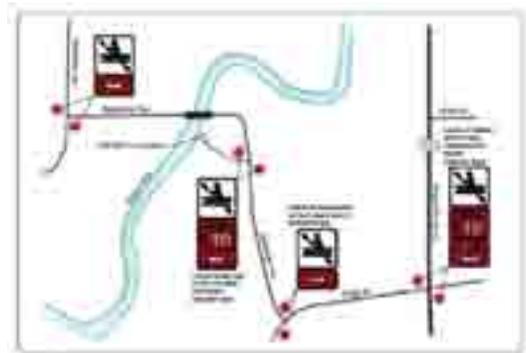
The sign takes on the form of a paddle. The form is visible from a distance while messages remain small.



Three Rivers Water Trail Interpretive Signage



Three Rivers Water Trail Signage



Iowa Water Trail Sign Manual Graphics

Carson City, NV

<http://www.carson.org/Index.aspx?page=1963>

Carson City uses an “A” for access and a “D” for Dam on their map. They have a separate logo/brand for the water trail.

National Park Service Pictographs

<http://www.nps.gov/hfc/carto/map-symbols.htm>

The NPS uses an array of pictographs for boating access. The pictographs generally portray a canoe or a raft, rather than other non-motorized watercrafts.

United States Forest Service Pictographs

http://www.woodproductsigns.com/FS_SignsSymbols.pdf

The USFS pictographs for boating and lake access are limited in scope, and although they do have a non-motorized watercraft, the canoe image may have limited appeal to the various other crafts available today (e.g. kayaks, paddle boards, etc.). These symbols also lack Tahoe specificity.

Other Water Trail Logos and Sign Examples

During the research phase, the design team discussed whether the graphic should be a “symbol”, similar to the USFS and NPS recreation symbols, or more of a logo style graphic. Based on this research, and input from the Steering Committee, this study concludes that overly detailed illustrations and logos are not effective when conveying information—especially at long distances.

Tahoe Keepers Program

The Tahoe Keeper’s program promotes stewardship through the provisions of the inspection/decontamination process. Becoming a “Tahoe Keeper” signifies that each participant is trained to inspect and decontaminate their own boat(s) and commits to helping keep Tahoe’s waters free from aquatic invasive species.

The hat in the graphic was inspired by the hat inspectors will be wearing, and the image was designed to be inclusive of all water bodies within the basin. The idea of coordinating the Tahoe Keeper program with the Non-Motorized Watercraft Wayfinding Program to create momentum for both purposes was discussed and the Committee expressed concern that the hat may specifically convey “enforcement”. The Committee felt that if the Tahoe Keepers becomes associated less with stewardship and more with regulations, it could negatively impact the use/perception of the wayfinding graphic image. However, the Tahoe Keeper stewardship message is strong and the two images could be complementary. The Committee also commented that the hat is important safety gear when paddling in the basin, and that it is a good contrast to the helmet in the fast water boating symbol examples. However, the Committee also questioned whether the image of the hat makes the images Tahoe specific.



Carson River Aquatic Trail Map and Logo



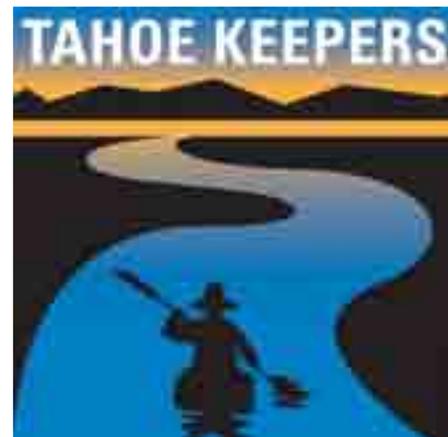
National Park Service Pictographs



USFS Pictographs for Boating and Lake Access



Other Water Trail Logos and Sign Examples



Tahoe Keepers Logo

North and South Shore Wayfinding Programs in Progress

North Lake Tahoe Wayfinding Sign Program

Steering Committee member Ron Treabess provided the Committee with the background and current activities relating to the North Lake Tahoe Wayfinding Sign Program. Design phase details include:

- Up to 3 symbols allowed per line – fewer symbols allowed with more characters in text line;
- Recreation symbols have brown backgrounds with a white image; and
- Up to 4 destinations allowed to be listed per sign.

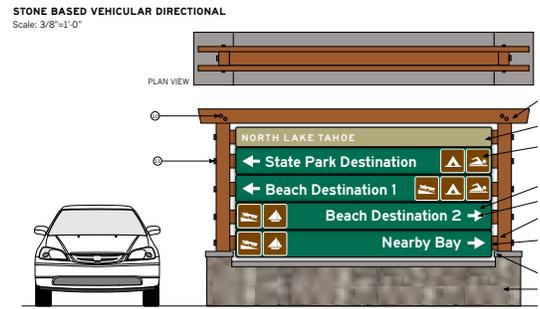
A new non-motorized boating symbol may be compatible with the signage designed to date. Whether the new symbol is used on any given sign would be determined by the priority/hierarchy of the recreation activity compared with the other recreation activity symbols placed on the sign.

South Lake Tahoe Wayfinding Project

The Lake Tahoe South Shore Chamber initiated the South Lake Tahoe wayfinding sign program in 2007. According to the City staff report, Caltrans does not typically approve “wayfinding” signs. But after four years of working with them to develop criteria that would meet the highway and safety standards, Caltrans agreed to approve some of the proposed signs. They indicated that wayfinding signs directing travelers to authorized destinations may be approved provided the signs are either brown, green or blue; meet specific font, spacing and lettering style standards and are built to Caltrans sign specifications. The signs utilized a combination of text and symbols. Use of Caltrans standards for fonts, spacing, and lettering limited content and required a number of revision and modification cycles with Caltrans to gain approval.



North Lake Tahoe Wayfinding



North Lake Tahoe Wayfinding



New South Lake Tahoe Wayfinding Sign

Principles of Effective Wayfinding and Signage

The consultants presented a range of best practice design principles regarding sign graphics. These principles represent the basis from which all successful wayfinding and signage are created. Project specific design principles and criteria build off these standards to ensure the development of a consistent message and family of thought.

- Signage should be a coordinated and controlled system.
- Consistent cues should be established immediately. If you have seen one sign, you have essentially seen them all.
- Wayfinding is not just traditional signs. Ideally, layers of information should be provided including maps, brochures, websites, SmartPhone Apps, human interface, etc.
- Design should be a balance of distinctiveness and personality-yet blend in with the context.
- Symbols, when used, should be bold, clear and distill the graphic image to the most basic form.
- Wayfinding and signage should be inclusive of a broader audience including a wide range of ages and languages.
- Color cannot be relied upon solely for differentiation. There is a significant population of people who are color blind.



Example of a Consistent Family of Signage



Examples of Effective Graphic Symbols Designed for the Internet: Facebook & RSS Feed Icons

Project Specific Design Principles and Criteria

Based on discussions with the Steering Committee, best practices for signage design, and highway signage criteria the project team developed six principles for the symbol's design. To determine the criteria, they reviewed examples of existing symbols and discussed which elements the steering committee liked and disliked to gain a better understanding of what type of graphic components should and should not be included.

- Symbol image should be universally and immediately recognizable by the public and primary intended audience.
- Symbol should be viewable from a minimum of 40 feet. (The team tested a symbol sized 11"x11" and it was viewable from 40 feet.)
- Symbol should be functional for vehicles (if used on major way-finding signs).
- Overly detailed or illustrative imagery should be avoided.
- Color can be used, but should not be solely depended on for differentiation.
- Symbol should be usable in a variety of applications (signs, maps, websites, etc.).
- Symbol should be simple and not overly detailed, but not too chunky and child-like.
- Symbol should represent a wide variety of non-motorized users (not just kayak).
- Symbol should be memorable and Tahoe specific.
- Symbol should incorporate a human element.



Symbols Presented for a Discussion on Likes/ Dislikes

5

GRAPHIC OPTIONS AND PREFERENCE RANKING

Graphic Options and Preference Ranking

Introduction

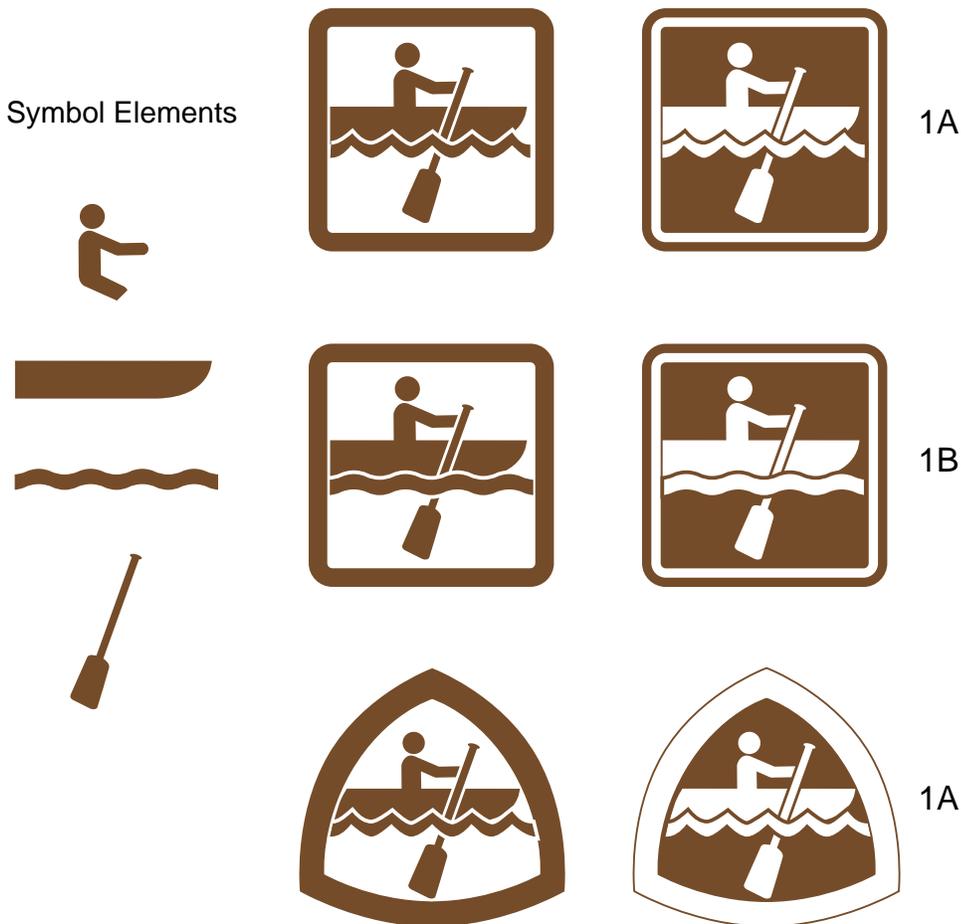
The consultants developed sixteen graphic images, organized into six galleries based on the graphic elements used. Committee members reviewed and discussed the graphics and selected six symbols to be revised, to be presented and ranked at the workshop, and to be posted on-line as part of a public user-preference survey. Each option was shown using the standard highway recreational sign colors of brown and white in a rounded square format. A rounded triangle sign shape provided an alternative configuration and was used because of its connotation with trail signage. The Committee reviewed the graphics in both formats to visualize how it might be used in different applications.

Original Sixteen Graphic Options

Option 1 Gallery

Option 1 gallery included two options – Option 1A and Option 1B. Symbol elements included a person, a boat, a paddle, and water. The Committee preferred the larger choppy water symbol as compared to the smaller curvy line. They did not like the square paddle and were concerned about using a boat in the graphic. During the different preference ranking exercises, neither Option 1A nor Option 1B received a significant number of votes. Subsequently, they were not presented at the workshop or on-line survey.

Tahoe Paddle Access Symbol OPTION 1 GALLERY



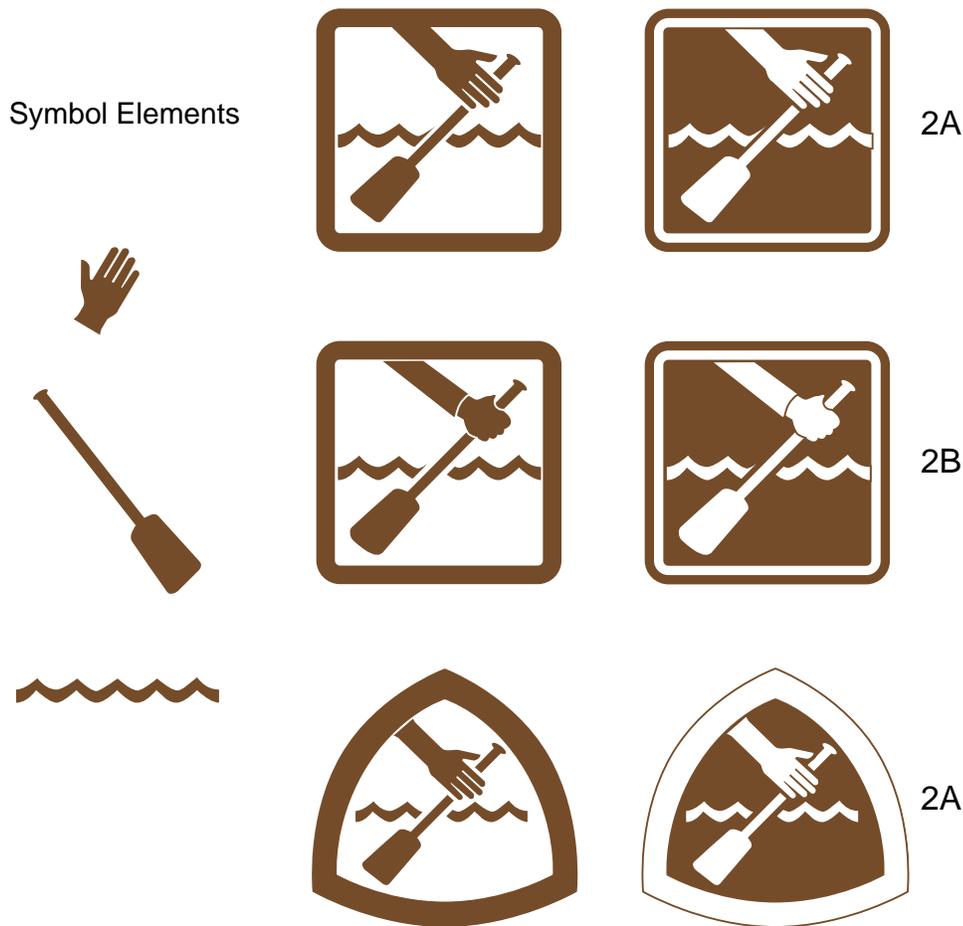
Option 1 Gallery

GRAPHIC OPTIONS AND PREFERENCE RANKING

Option 2 Gallery

Option 2 gallery included two options – Option 2A and 2B. Symbol elements included a hand, a paddle, and water. The Committee noted that the open hand style was more friendly as the fist appeared aggressive. The scale of the paddle to the hand makes it difficult to distinguish what the sign represents. For example, a Committee member commented that the paddle could be a butter churn. During the different preference ranking exercises, Option 2B did not receive any votes. Option 2A received only a few votes. Overall, the Committee determined the options in Gallery 2 should not be presented at the workshop or on-line survey. The Committee felt the graphics needed to have more than just a hand to represent the “human” element.

Tahoe Paddle Access Symbol OPTION 2 GALLERY



Option 2 Gallery

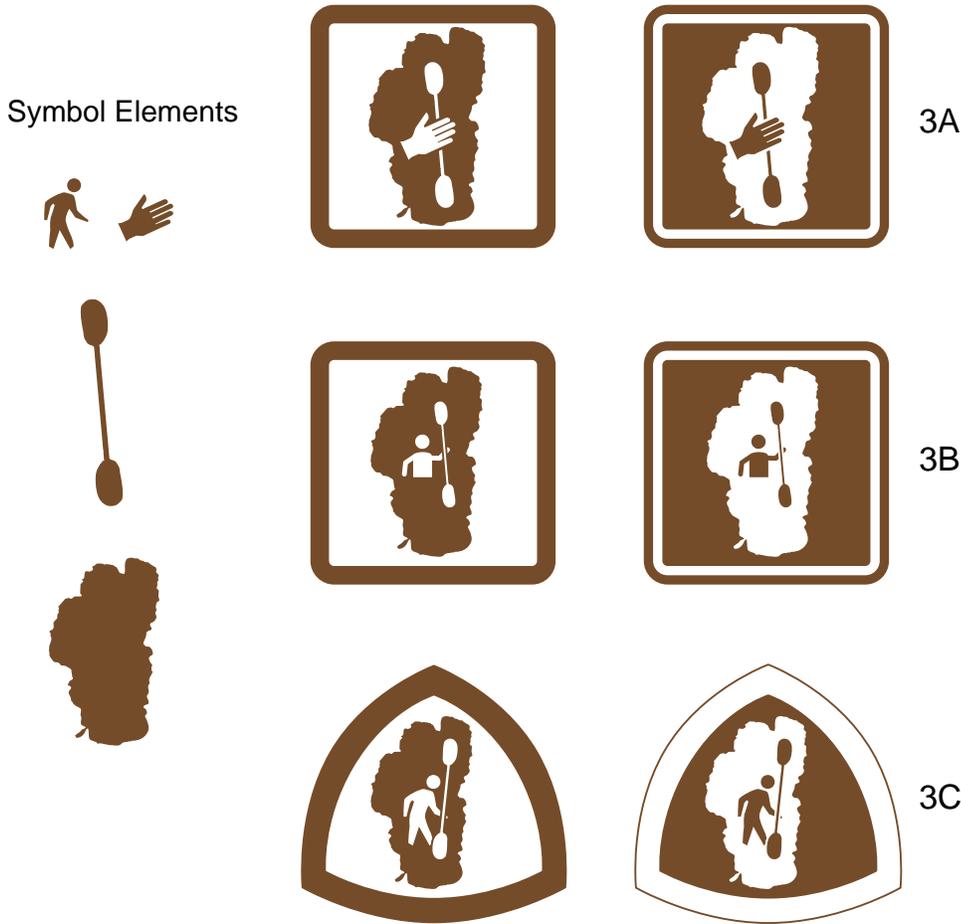
Option 3 Gallery

Option 3 gallery included three options – Option 3A, 3B, and 3C. Symbol elements included a hand or a human figure, a paddle, and Lake Tahoe’s outline. The Committee agreed that the Lake’s shape was recognizable, but needed to be simplified as it might not read from 40 feet and it might not be immediately recognizable by visitors. Although the hand was simple, the scale of the hand and paddle made the graphic more difficult to understand. The human figure was desirable, especially if it was more upright rather than hunched. During ranking exercises Option 3B received very few votes. Option 3A and 3C received a moderate amount of votes and the Committee determined that with modifications they could be presented as an option at the workshop or on-line survey.

The Committee recommended the following modifications to Options 3A and 3c.

- Adjust the scale of the hand and paddle.
- Simplify the lake shape.
- Use an upright figure and adjust the scale of the figure and the paddle.

Tahoe Paddle Access Symbol
OPTION 3 GALLERY



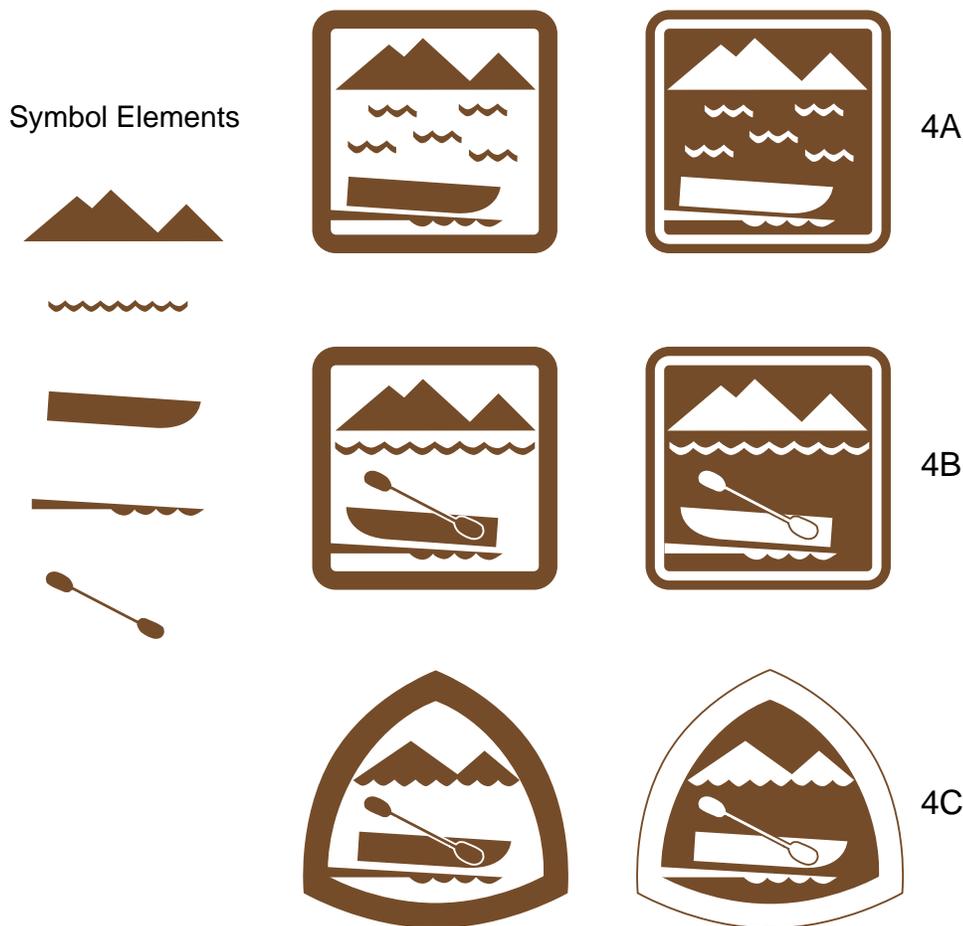
Option 3 Gallery

GRAPHIC OPTIONS AND PREFERENCE RANKING

Option 4 Gallery

Option 4 gallery included three options – Option 4A, 4B, and 4C. Symbol elements included mountains, water, a boat, and a paddle. Overall the Options were the least preferred. The Committee liked the simplicity of the water and mountains in Option 4C, but had concern with the use of a boat in the graphic. They commented that it was important to include a human element within the graphic like a hand or person. Prior to going through the preference ranking exercises it was determined that the Option 4 Gallery would be eliminated and not considered as it was unanimously the least preferred.

Tahoe Paddle Access Symbol OPTION 4 GALLERY



Option 4 Gallery

Option 5 Gallery

Option 5 gallery included three options – Option 5A, 5B, and 5C. Symbol elements included a figure in a boat, mountains, and water. The options related to the Tahoe Keeper’s logo and were more illustrative than the standard international symbols. Although the Committee felt these options were successful, they were concerned that the hat may specifically convey “enforcement” since it was related to the Tahoe Keepers program and they didn’t want the access image to be associated with enforcement. However, another view was that the strength of the Tahoe Keeper stewardship message could be complementary and imply stewardship for paddlers. The committee noted that the hat is important safety gear when paddling in the basin, and it is a good contrast to the helmet in the fast water boating symbol examples.

During ranking exercises Options 5C received the most votes. The Committee liked the paddle shape the most of all the options. Option 5A was also highly preferred and Option 5B received an average number of votes but was not selected to move forward and be presented as an option at the workshop or on-line survey. The Committee recommended the following modifications for Option 5A and 5C:

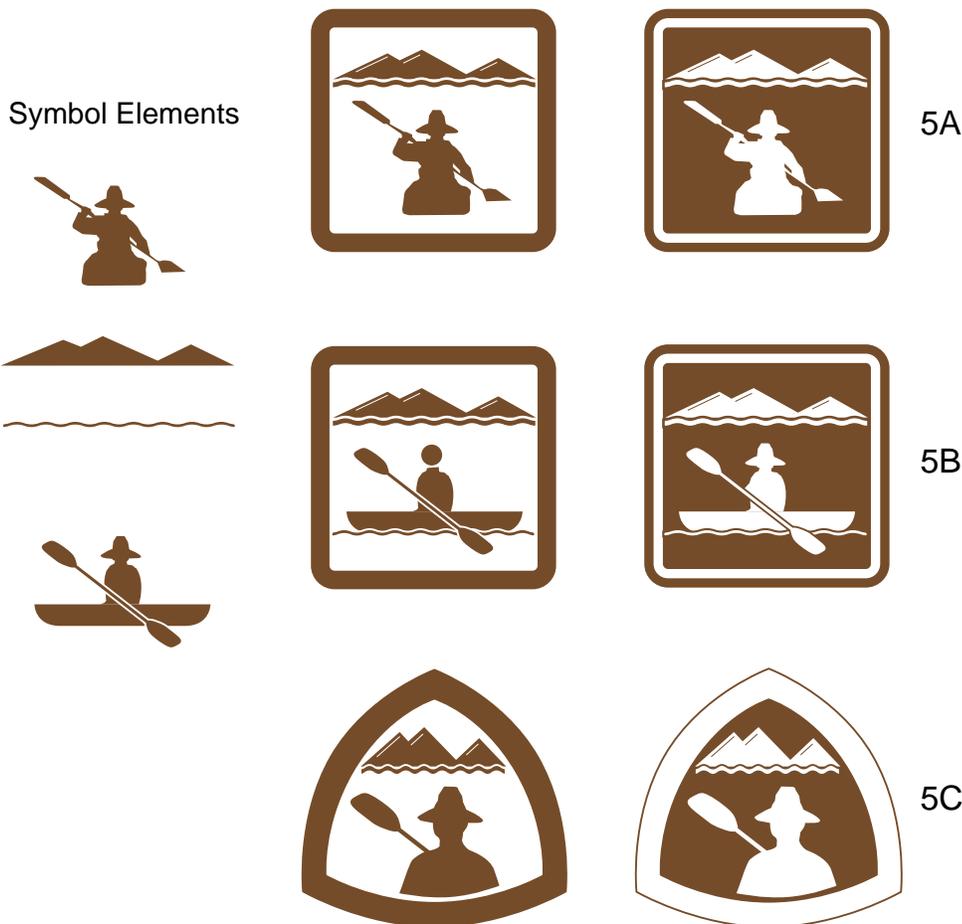
Option 5A Recommendations

- Use a hybrid of 5A and 5B to create body silhouette in a boat, as it is not clear that the figure is in a boat. Incorporate a water line at the bottom of the boat and paddle.

Option 5C Recommendations

- Change the mountains to be less steep in profile. Use the mountain and water line from Option 4A and 4C.

Tahoe Paddle Access Symbol
OPTION 5 GALLERY



Option 5 Gallery

GRAPHIC OPTIONS AND PREFERENCE RANKING

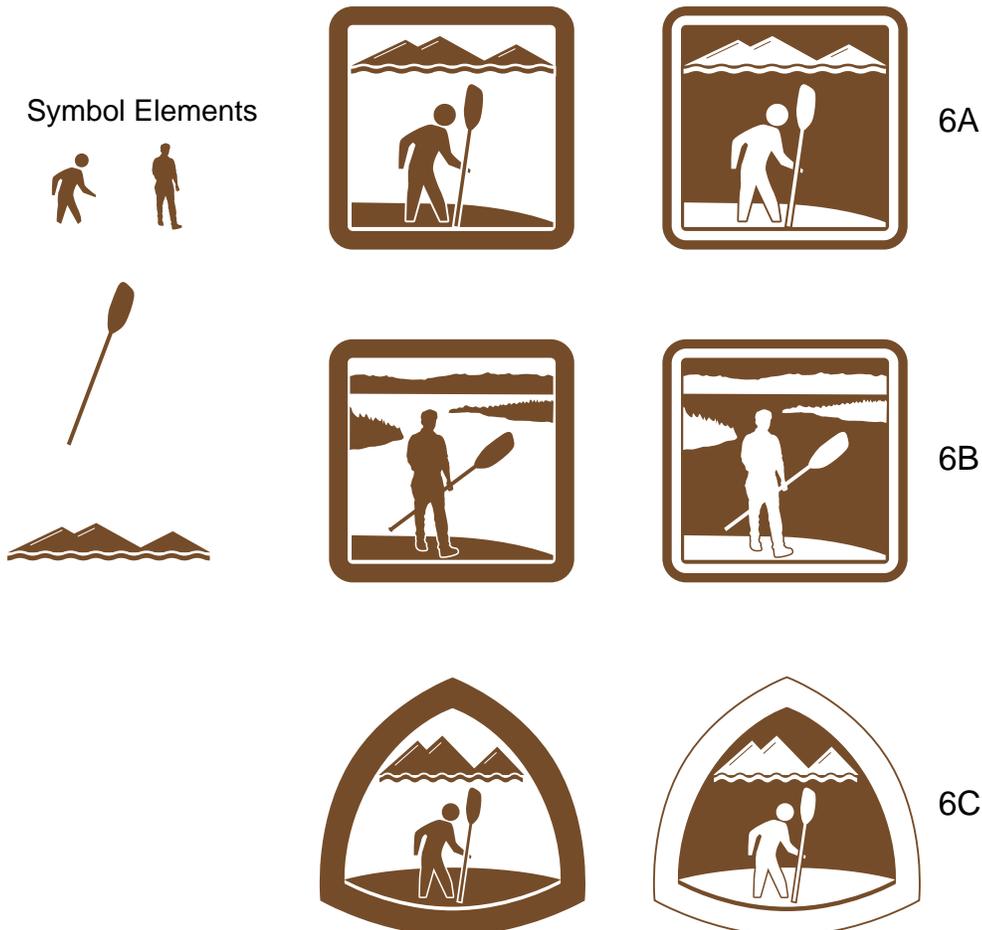
Option 6 Gallery

Option 6 gallery included three options – Option 6A, 6B, and 6C. Symbol elements included a figure (both the international style and a more stylized form), a paddle, mountains, and water. Committee members preferred the relative scale of paddle and human figure in these options over other options. Even though they liked the more stylized human figure than the international style, the stylized figure appeared too masculine. Similar to Option 3C, a more upright human figure was desired for Options 6A and 6C. The peninsulas on Option 6B offered a variation on the scenery and related to Emerald Bay.

During ranking exercises Options 6A, 6B, and 6C each received votes. Option 6B ranked highest of the three options with 6A and 6C receiving a similar number of votes. The Committee determined 6B and a combination of 6A/6C would move forward and be presented as an option at the workshop or on-line survey with the following modifications:

- Replace the figure with a straightened, more stylized figure that is simple and gender-neutral;
- Pull back the peninsulas so that it isn't too place specific and detailed;
- Consider adding the Tahoe Keepers hat on the figure; and
- Keep the feet orientation of Option 6B as it is the best of all the options.

Tahoe Paddle Access Symbol OPTION 6 GALLERY



Option 6 Gallery

Selected Options

The Committee was led through two preference ranking exercises to narrow the six galleries and sixteen graphic images to the Committee’s top choices. Six final graphics were selected to move forward. Prior to selecting, the Committee removed Gallery 4 from consideration. During the first exercise Committee members selected their top four images. Top vote getters included 5C, 6B, 5A, and 3A. During the second exercise the Committee members were first each given eight purple dots and asked to select their top eight choices. Next the Committee were narrowed the results of the top eight choices to their top four choices. Top ranking options included 5C, 6B, 5A, 3C, and 3A. The results of the rankings are shown in bold color font in the following table.

Table 2: Steering Committee Preference Ranking Exercise Results

| GALLERY | OPTION | EXERCISE 1 (SELECT TOP 4) | EXERCISE 2A VOTES (8 PURPLE DOTS) | EXERCISE 2B VOTES (4 ORANGE DOTS) |
|-----------|--------|------------------------------|--------------------------------------|--------------------------------------|
| Gallery 1 | 1A | 2 | 3 | 0 |
| | 1B | 0 | 0 | 0 |
| Gallery 2 | 2A | 2 | 4 | 2 |
| | 2B | 0 | 0 | 0 |
| Gallery 3 | 3A | 3 | 5 | 3 |
| | 3B | 1 | 2 | 0 |
| | 3C | 2 | 4 | 4 |
| Gallery 4 | 4A | 0 | 0 | 0 |
| | 4B | 0 | 0 | 0 |
| | 4C | 0 | 0 | 0 |
| Gallery 5 | 5A | 3 | 5 | 4 |
| | 5B | 1 | 4 | 0 |
| | 5C | 7 | 7 | 7 |
| Gallery 6 | 6A | 2 | 4 | 1 |
| | 6B | 5 | 6 | 5 |
| | 6C | 0 | 4 | 2 |

Six Revised Options

The consultants used the Committee’s feedback and revised the six selected options. The final six options were presented at the workshop and on-line to gain public input and rank the preference of the images.



GRAPHIC OPTIONS AND PREFERENCE RANKING

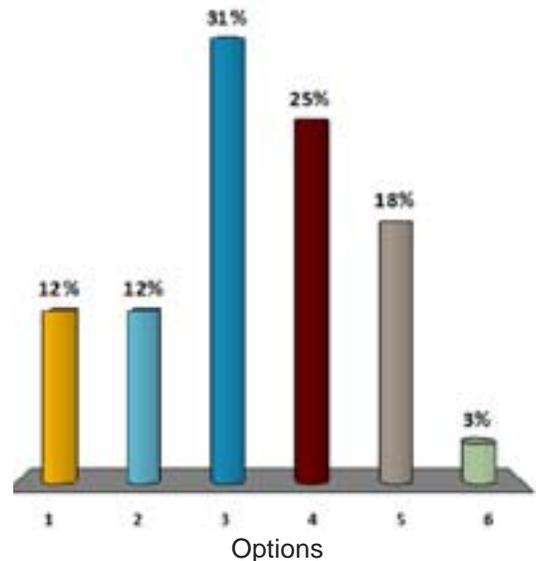
Workshop Preference Ranking

The six revised options were presented as part of a project workshop on May 24, 2011 from 1 pm to 3 pm in the Tahoe Regional Planning Agency conference rooms. A wide range of interest groups received invitations to participate in the workshop (see in Appendix for a complete listing). The goal of the workshop was to present the project background and the six image options selected by the Steering Committee, with the express goal to narrow the graphic image options from six to four. Workshop participants engaged in digital preference exercises designed to narrow the options and garner additional feedback on uses of the graphic.

The bar graphs to the side, below and following page illustrate the attendee's responses. Participants entered their top choices and the results show the weighted results based on their responses and how high they ranked their individual preferences. Because the results are weighted, the total percentages shown may exceed 100%. Yet the results reflect the proportional preference of the options.

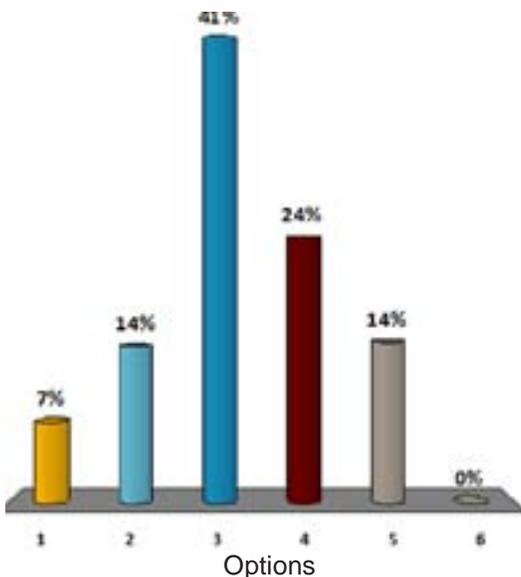
The preference ranking results of the workshop showed a clear preference for Option 3. Options 4 and 3 also ranked highly.

Question 1



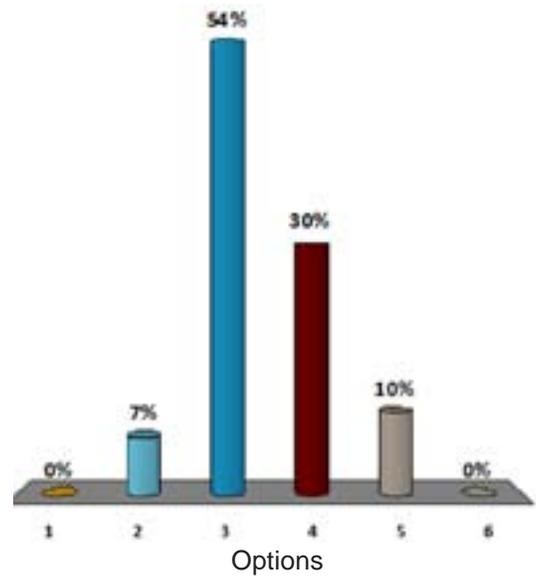
Results of Question 1: Choose your 3 preferred graphic options. (first to last)

Question 2



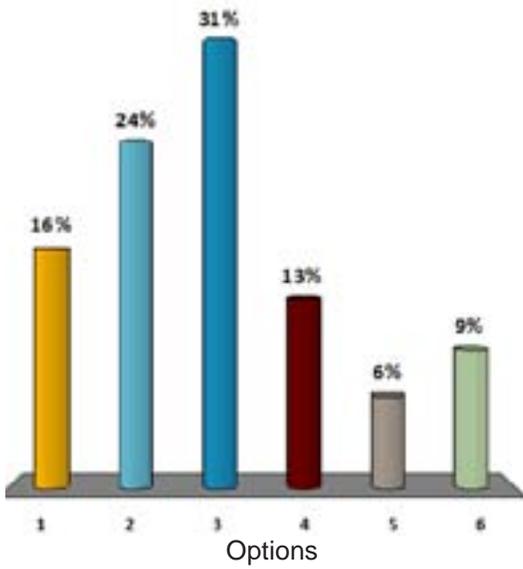
Results of Question 2: Choose 2 graphics that best convey paddle access information. (first to last)

Question 3



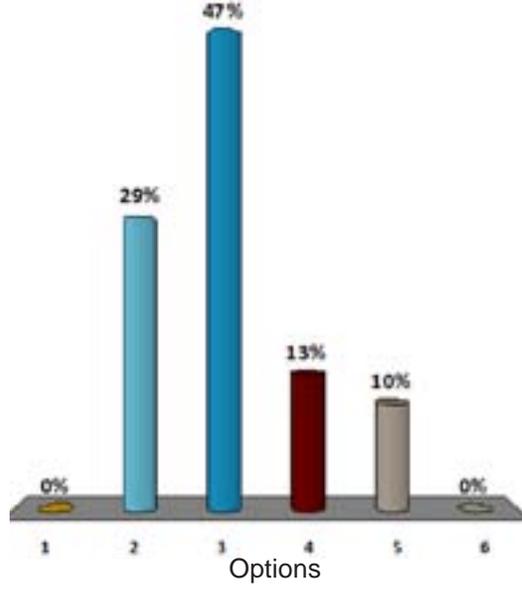
Results of Question 3: Choose 2 graphics that are most easily recognizable/understood. (first to last)

Question 4



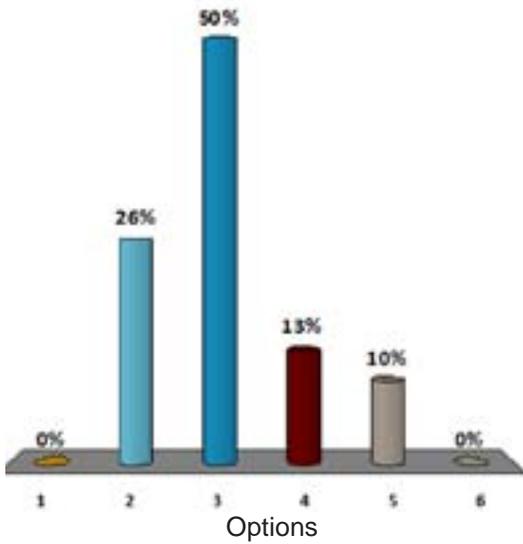
Results of Question 4: Choose 2 images that are most memorable and representative of Tahoe? (first to last)

Question 5



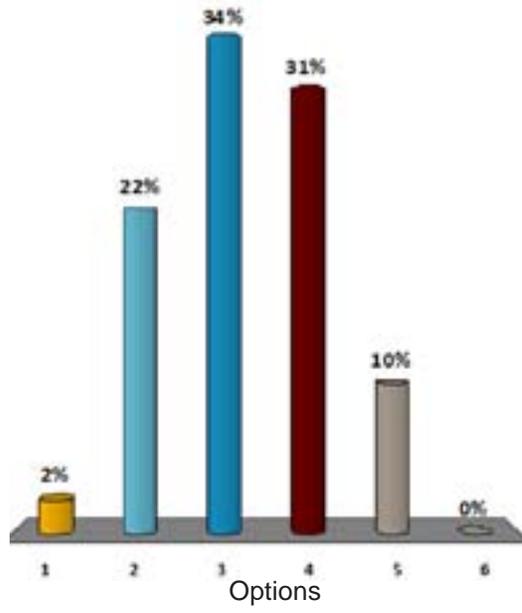
Results of Question 5: Choose 2 graphics that can be best incorporated into other media. (first to last)

Question 6



Results of Question 6: Choose 2 graphics that best meet the project goals and design criteria. (first to last)

Question 7



Results of Question 7: Choose your 3 preferred graphic choices. (first to last)

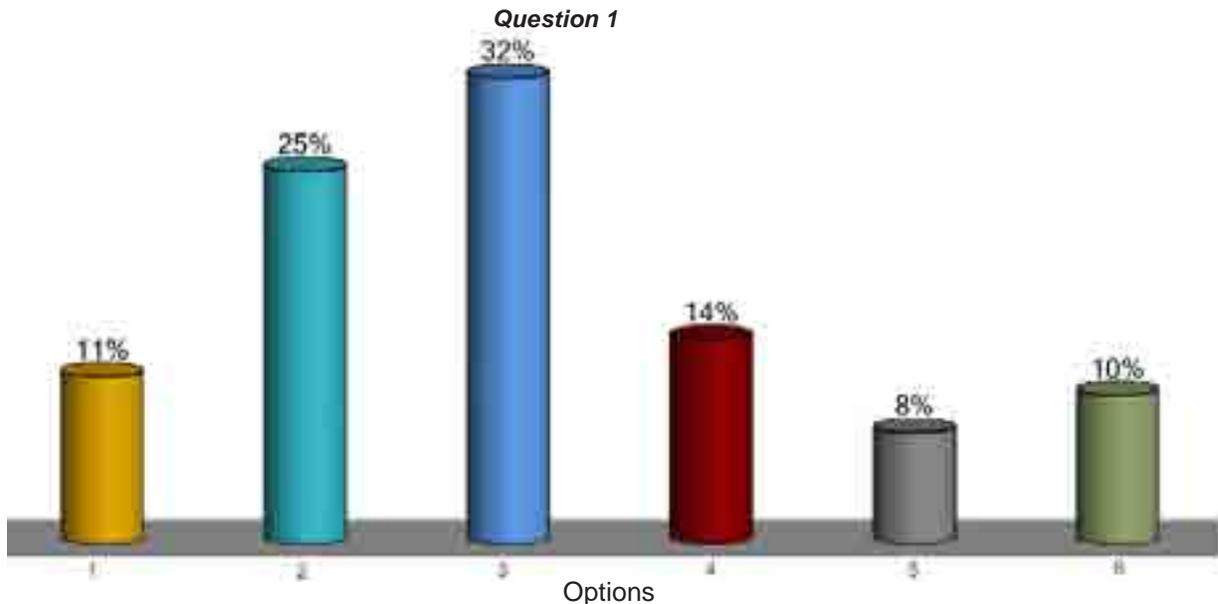
GRAPHIC OPTIONS AND PREFERENCE RANKING

On-Line Preference Ranking

Immediately following the project workshop, an on-line survey designed on the website SurveyMonkey (www.surveymonkey.com) was opened to the public. The survey duplicated the preference ranking questions asked of workshop participants, except for the Tahoe specific question, which was erroneously left out, and provided an additional method to gather comment and feedback from a wide range of interests. The survey remained open between May 24 through June 19. Each agency and organization invited to the workshop and Steering Committee members received a link to the survey (<https://www.surveymonkey.com/s/88PNNLP>). The design team requested that Committee members distribute the link to other interested parties and contacts. Forty-three people took the survey which could only be completed once for every computer which accessed the site.

The following bar graphs illustrate the responses. Participants entered their top choices and the results show the weighted results based on their responses and how high they ranked their individual preferences. Participants had the option to provide comments after each question and after the entire survey. Informative comments are shown. (Refer to Appendix for all comments.)

Similar to the workshop, the preference ranking results of the on-line survey showed a clear preference for Option 3. Participants also preferred Options 4 and 2 without a significant difference of preference between the two options.

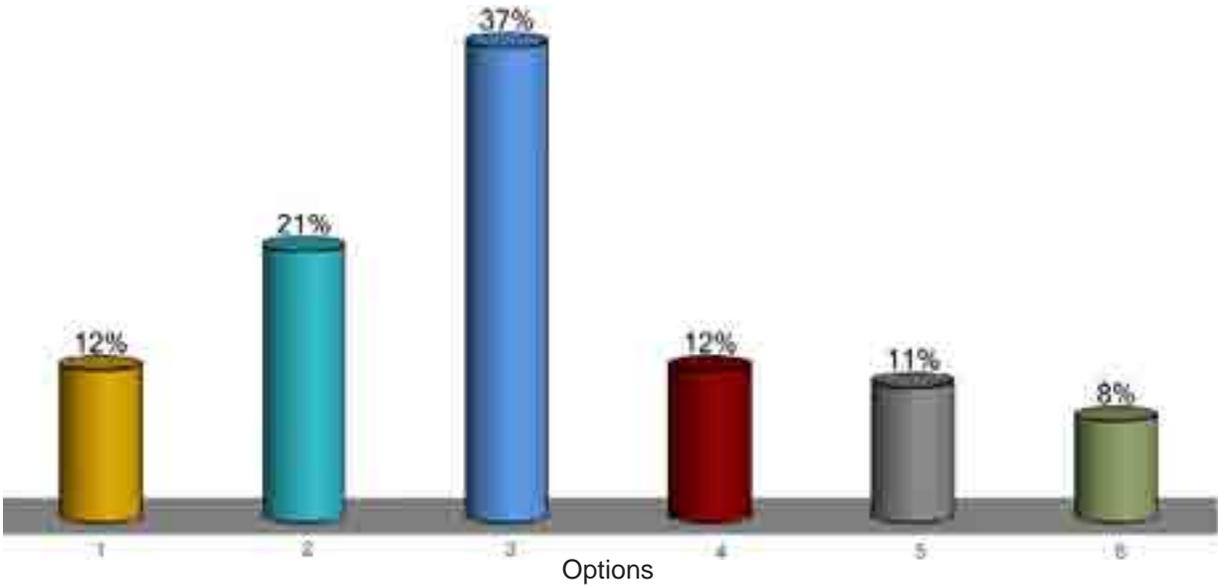


Results of Question 1: Choose your 3 preferred graphic options. (first to last)

Comments:

- Simple, clean
- The Lake Tahoe outline is very important and a, hopefully obvious, paddler entering the lake.
- Number 5 has potential but he seems a little forlorn the way he's holding the paddle.
- Wish there was another option depicting a boat rather than just a figure holding a paddle, which is somewhat meaningless without a boat to use a paddle with.
- Large paddle graphic...not too busy...easily conveys meaning. ...not kayak specific. Avoid Lake Tahoe graphic as it omits other popular area lakes Fallen Leaf, Echo, Spooner. Option 4 does this best.
- Put the Tallac "cross" on the mountain to make it "Tahoe" specific. Make figure unisex.
- Option 1 and 2 would just look like Tahoe from a distance. The paddle part not noticeable.
- I might like Option 6 better than Option 3 if you lost the hat. That goes for all answers below. The hat is very gender specific looking.
- Option 4 is the easiest and quickest to recognize when driving in a car but it does not convey anything special about Lake Tahoe. It could be a generic paddling access sign at any lake in the mountains anywhere. Option 2 with the outline of Lake Tahoe clearly communicates that this sign is associated with some feature unique to Lake Tahoe (like the Lake Tahoe Water Trail). My only comment about Option 2 is that the paddle should be redone so that it does not look like a Q-Tip.

Question 2

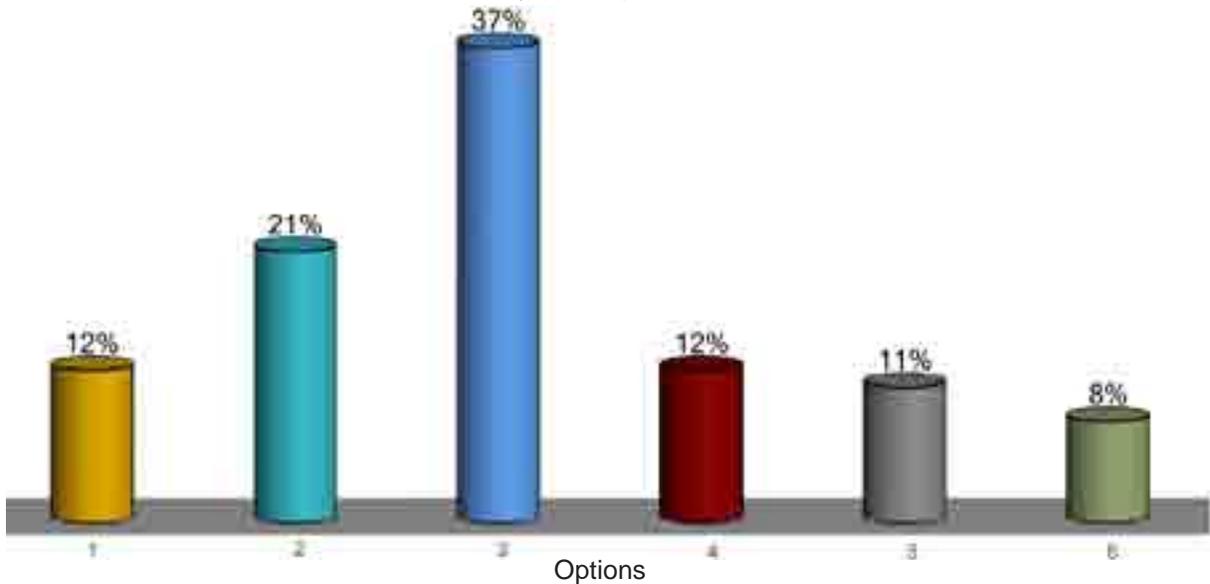


Results of Question 2: Choose 2 graphics that best convey paddle access information. (first to last)

Comments:

- Simple, clean.
- Again, the paddler is “in the lake” and this conveys info is available here at the location of this sign.
- Option 1 and 2 convey paddle information, but the image is difficult to make out from a distance or in small print.

Question 3

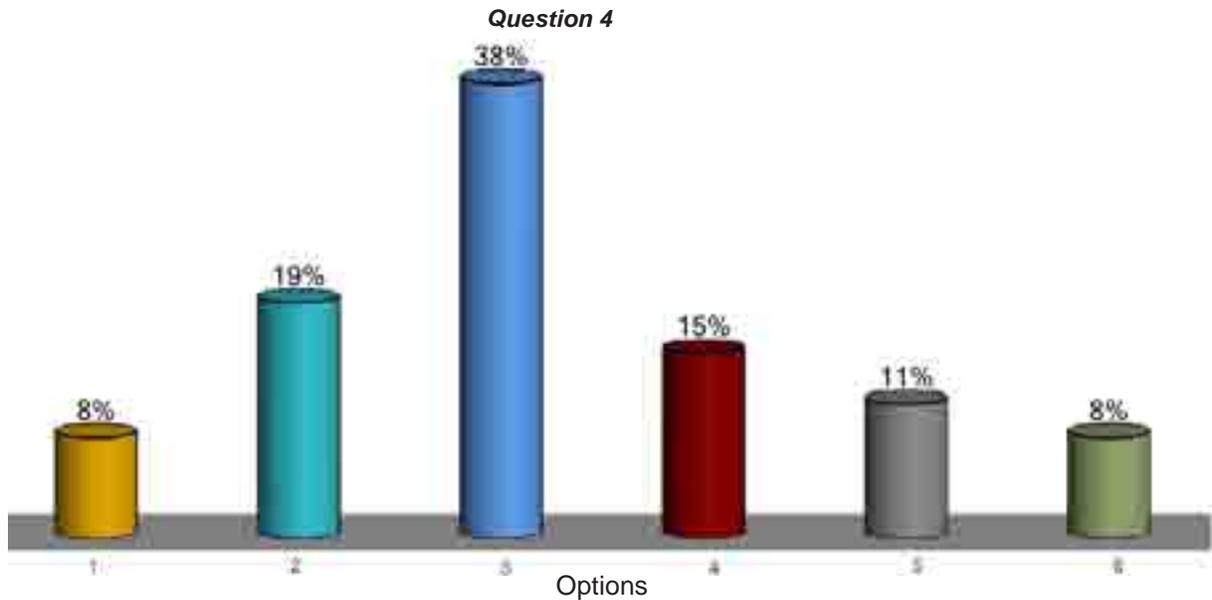


Results of Question 3: Choose 2 graphics that are most easily recognizable/understood. (first to last)

Comments:

- Lake Tahoe, a person, a paddle. nothing confusing about the intent.
- None convey all that was explained in the first slide.
- I am basing my choices on the assumption that you want me to identify signs that will be unique to Lake Tahoe and not used anywhere else.

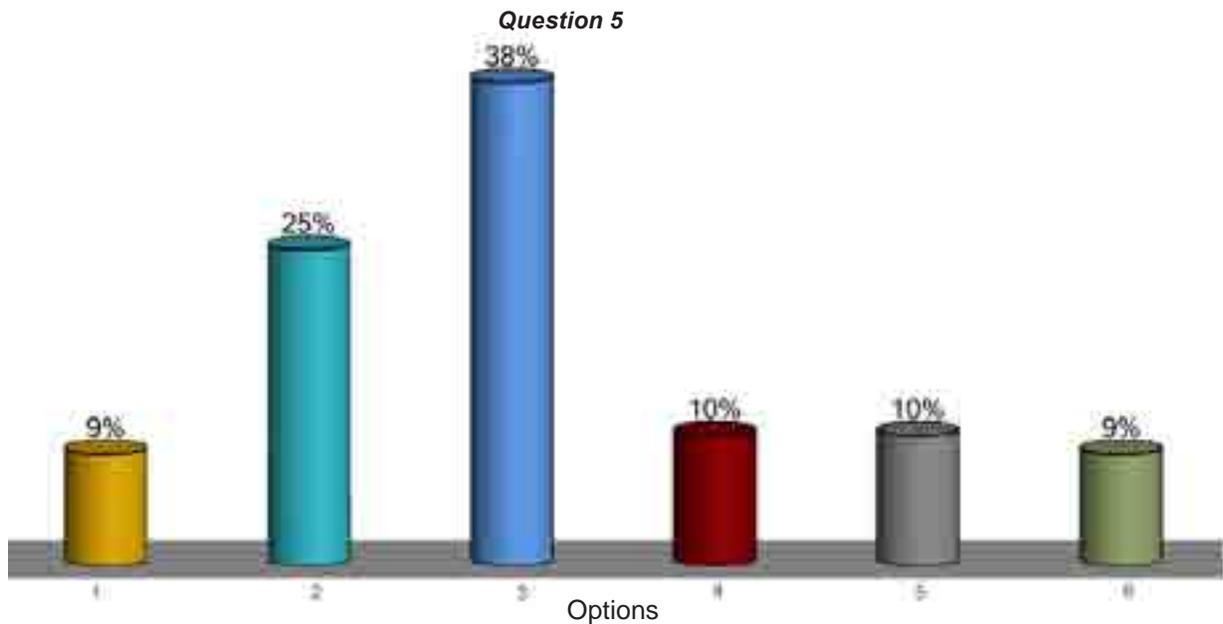
GRAPHIC OPTIONS AND PREFERENCE RANKING



Results of Question 4: Choose 2 graphics that can be best incorporated into other media. (first to last)

Comments:

- Consistency, as mentioned, in all media.
- On the road sign types where the symbol is small, only options 3 and 4 provide symbols large enough to be readily discerned by a passing motorist. But without a boat in the picture, the paddle rising from the person's shoulder in 4 may be a mystery object to many.
- Again...large, simple graphic.
- Smaller images may be hard to discern in some media, e.g. maps.
- I think the human figures should be consistent. However, I would prefer they be non-gender specific. The figure with the hat looks like a man.

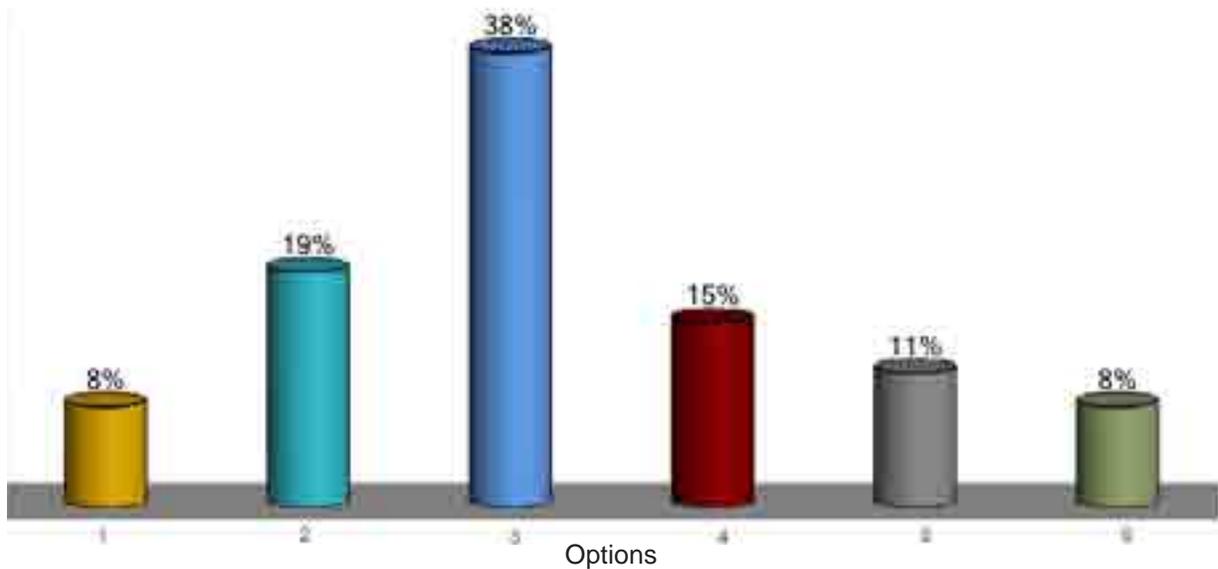


Results of Question 5: Choose 2 graphics that best meet the project goals and design criteria. (first to last)

Comments:

- Small image of option 2 from the first section on chest, large on back? Or LTWA logo on chest and large opt. 2 on back.
- The Lake Tahoe image is unique, but difficult to make out.
- Tahoe specific is not readable as lake shape.

Question 6



Results of Question 6: Choose your 3 preferred graphic choices. (first to last)

Comments:

- Colors are good!
- After some thought, paddling might not always be at Lake Tahoe, there might be some paddlers that might want to go to Fallen Leaf or other nearby locations, so I think #3 suits all locations. Also, I do like #1 and #2 with the paddle but the paddle sign might (be) too small when it is on a road sign or printed on something. How about just a watercraft image with a paddle type of design so there is less detail when it is posted in public places. There seems to be a lot of detail in all 6 options for a sign that should be simple and understood at a quick glance. All the others are bold and more simple.
- I think the lake outline should be included, but I like the image of a person in a kayak.

Additional Comments

The final on-line survey question asked participants how they thought the graphic might be used in the Tahoe Basin. They were also given the opportunity to list any additional thoughts, comments, and ideas as shown below.

- The “No Paddle Access” sign should be the international symbol of the image surrounded by red with a diagonal red line across the image.
- Identify launch sites.
- Universal recognition and Tahoe specific might prove to be mutually exclusive. I’d err on the side of universal recognition, which I deem more important.
- I think your on it – but of course to point out access points from highway 89/50 and other main roads.
- Add to LTBC bike maps as many cyclists are also paddlers. Brochures at Explore Tahoe, C of C’s, kayak /SUP retailers/renters.
- For signage.
- Road signs and visitor maps.
- Add “Tahoe Water Trail” text to create souvenir items.
- I think it’s a good idea. But don’t forget, paddle boards are popular and have a different type paddle.
- To direct paddlers to access sites/launch areas.

6

STEERING COMMITTEE RECOMMENDATIONS

Steering Committee Recommendations

Selection of Graphic Images

Throughout the graphic design process a diverse collection of information was compiled and presented to the Steering Committee for consideration. Combined with design criteria determined by the Steering Committee, this information provided an initial basis for design of the graphic image and includes:

- An overview of legal and regulatory contexts;
- An overview of sign programs in use throughout the country; and
- An initial menu of 16 graphic options.

The Committee's final recommendation was informed by results of the workshop and the on-line survey. Three images emerged as the top choices during the final selection process and were Option 3 as the first choice and Options 2 & 4, equally preferred.

Recommended Options



Option 3



Option 2



Option 4

The Committee recommended that additional modifications be made to the three images before the Conservancy makes a final selection. These changes were:

- Remove the hat from Options 3 and 4;
- Change the paddle shape in Option 2 to make it less round (less Q-tip like); and
- Modify the figure in Options 3 & 4 to be less masculine.

7

NEXT STEPS FOR USE OF GRAPHIC IMAGE

Next Steps for Use of Graphic Image

Approval Process

As discussed in the Introduction, the scope for this project involved developing a menu of four graphic options designed to meet the needs for non-motorized boating access and wayfinding within the Tahoe Basin as outlined in the Framework. The preference ranking process completed by the Steering Committee strongly favored three images, as identified in the Steering Committee Recommendation chapter. The next steps in the process required narrowing the final options to a single image and submitting to various agencies for approval. The Steering Committee recommended the following sequencing for use and approval of the graphic image.

1. The Conservancy will narrow the three images to one image. The Conservancy will revise the image based on committee comments, continue to coordinate with the members of the Steering Committee and work with NDOT and Caltrans to ensure the final image is “approvable”. The Conservancy will carry the final design revision comments through review and present a single proposed alternative suitable for consultation with agencies that must approve widespread use.
2. The Conservancy will identify one representative to work with NDOT and Caltrans to identify the “approvable” image.
3. Internal and agency approval will be the final step, possibly coordinated through a memorandum of understanding process where each agency would agree to approve the image.
4. Funding for demonstration of the image on a commercial sign could be applied for through California Boating and Waterways and/or tourist occupancy tax.
5. The Conservancy’s goal is to install demonstration signs by the Summer of 2012.

Other Agencies

Many agencies utilize symbology presented in the Federal Highways Administration’s MUTCD for various public recreation uses. Other federal and statewide agencies maintain processes that allow local substitutions, based on specific criteria. As the goals of this process include creating a Tahoe-specific image, each of the following agencies must approve use of the proposed image for its widest possible use.

- TRPA
- USFS
- California and Nevada State Parks
- Caltrans and NDOT

This report identified initial contact outcomes with all these agencies. Specific amendments and approval processes required of each agency prior to use of the proposed image were discussed in the Legal, Regulatory and Design Context chapter. In summary, each menu of options considered contains images with potential for approval from all agencies. The design team recommends a single entity coordinate approval processes for Caltrans and NDOT. Each individual recreation entity could then pursue approval within its decision-making authority.

Approval for use of a Tahoe-specific image in some of the applications identified in the Framework may require amendments to adopted codes, plans, or policies. If so, these actions will conform to public notice and evaluation processes as required by CEQA, NEPA, or other relevant laws.

Other Issues

The design team contacted the National Park Service about whether use of the rounded triangle sign shape was proprietary to the National Park Service or if the shape of the sign could be utilized for signs containing the paddle access graphic. The Park Service responded that the rounded triangle sign shape is universally utilized and can be used for other sign purposes. It is not limited to Park Service use. However, the Federal Register notice related to the National Recreation Trail shield and designation does appear to address that unique image. National Recreation Trail is a special designation by the Park Service and the final chosen paddle access graphic image should not imitate the image and likeness of the National Recreation Trail logo.