

Wayfinding Sign Social Media Campaign

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Wayfinding Plan Goals

Regional Bicycle and Pedestrian Wayfinding Plan for Monterey County

Transportation Alternative

Cohesive Signage System

Explore Local Communities

Clear Navigation Tools





Public Engagement Process
 Wayfinding Plan Advisory Committee

Sign Topper Design



COLOR



GREEN/WHITE

Campaign Goals

Inform Public of New Signage Installation

Build Long-Term Recognition

Showcase Featured Routes & Landmarks

Encourage Engagement #FindYourWayMRY

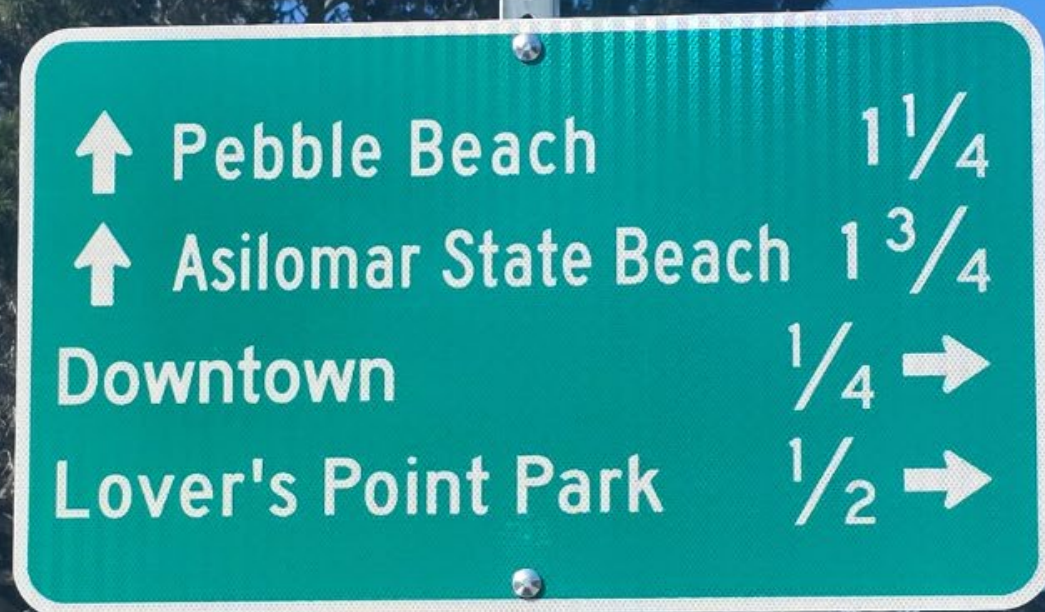


Have You Seen The Signs?

March – Increase Awareness



HAVE YOU SEEN
THE SIGNS?



MONTEREY COUNTY

PACIFIC GROVE

¿YA VISTE
LAS
SEÑALES?



CONDADO DE MONTEREY

GREENFIELD



this is your sign

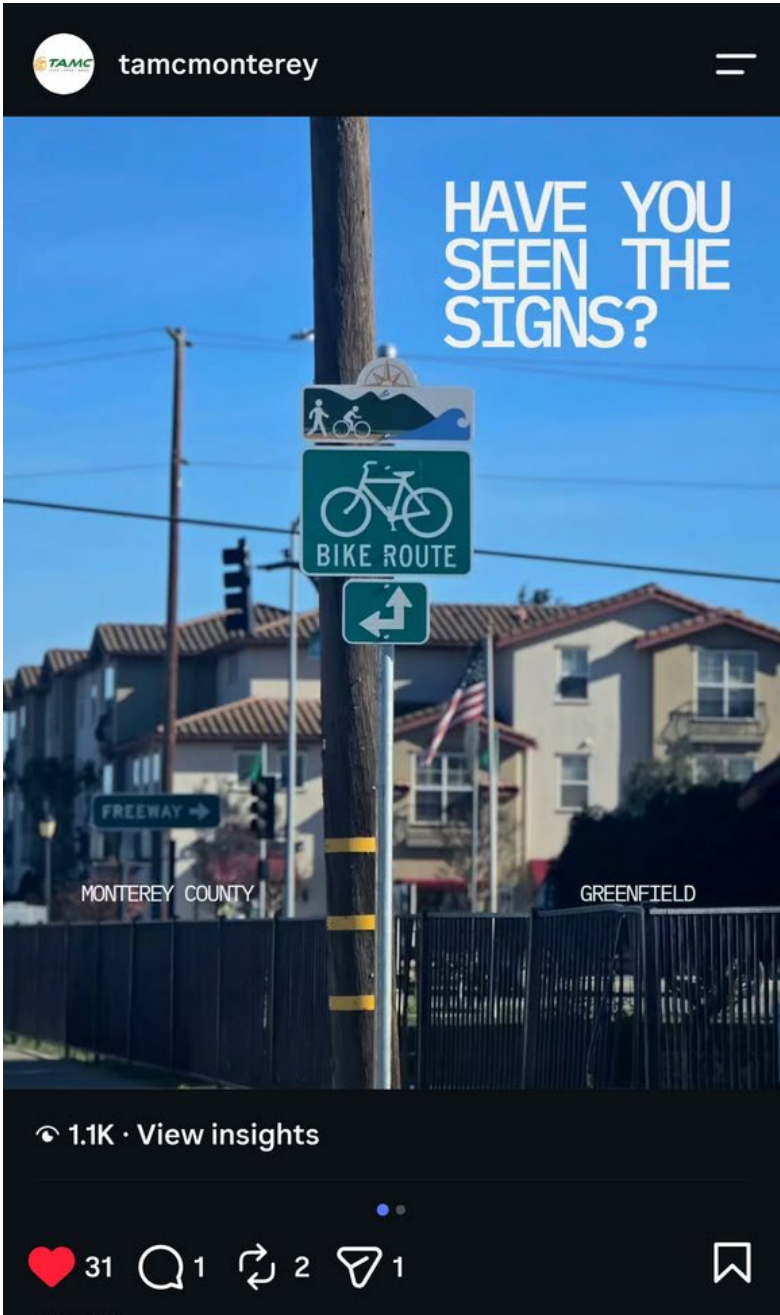


you, me on the right path?





Social Media Performance



Views: 1,115



Views: 878



Views: 565

Social Media Audience

Instagram @tamcmonterey

Age	25-34 Years old	19%
	35 -44 Years old	31%
	45 -54 Years old	23%

Location	Salinas	18%
	Monterey	9.4%
	y Marina	6.3%

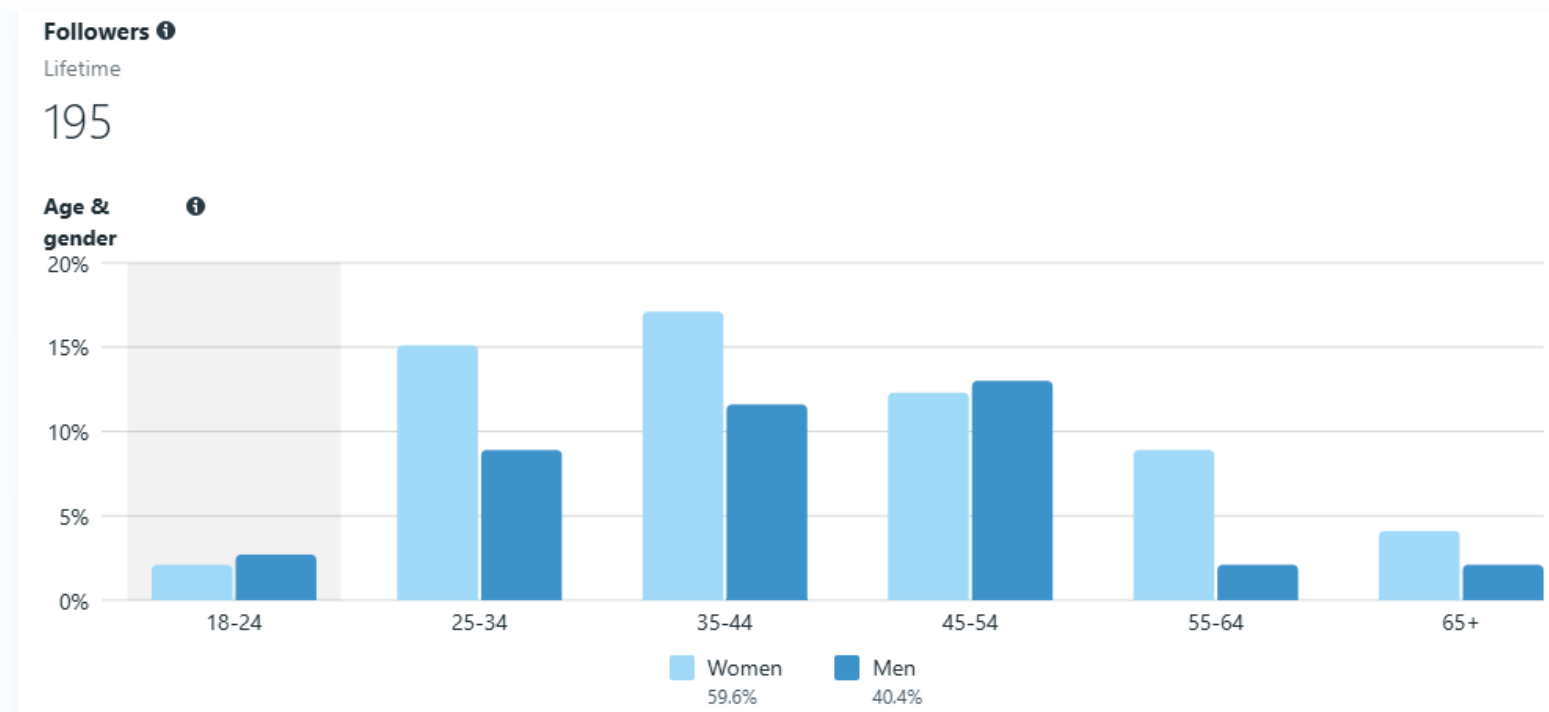
Gender



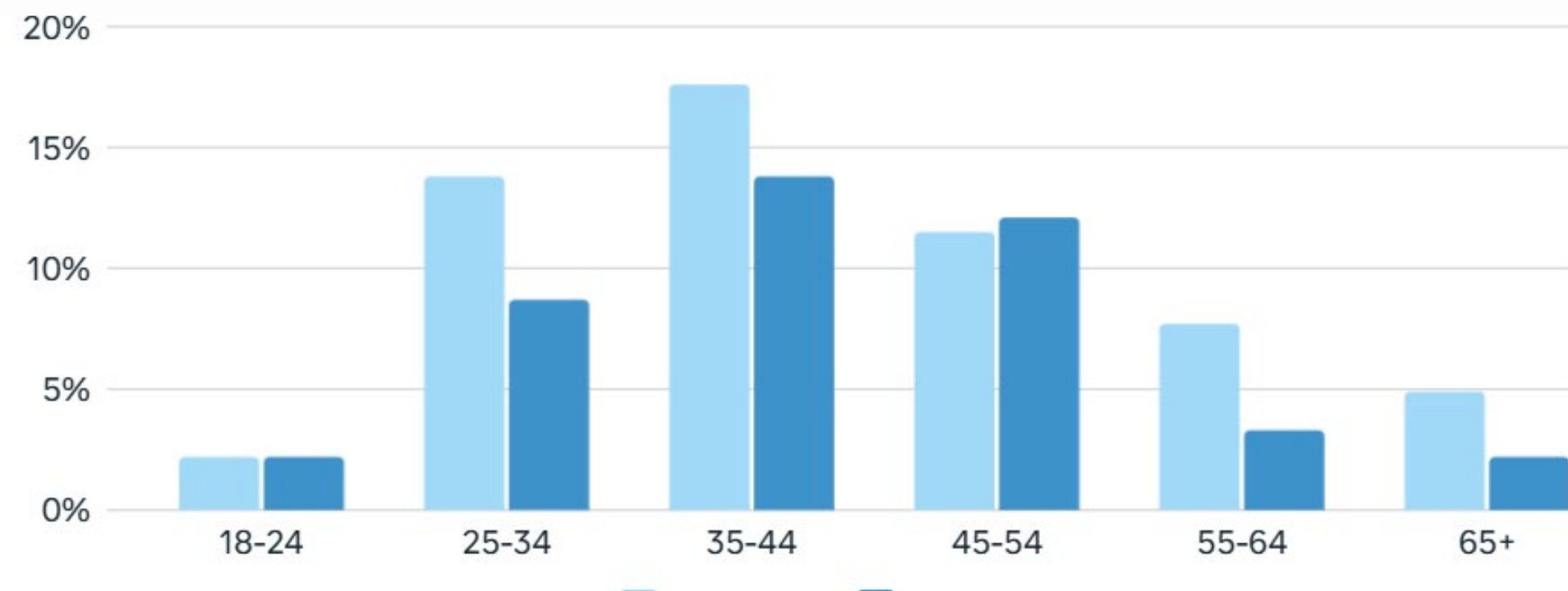
Male (42%)



Female (58%)



195 Followers



256 Followers

Community Response



See Monterey

March 26 · 🌐

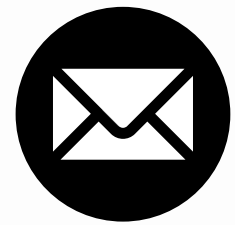
Find your way to scenic strolls and beautiful bike rides 🌊🚴

Park near the coast and follow the bike and pedestrian wayfinding signs to nearby trails, waterfront paths and viewpoints. Many routes are connected, making it easy to walk between stops, grab a coffee or lunch along the way and keep exploring without needing to move your car.

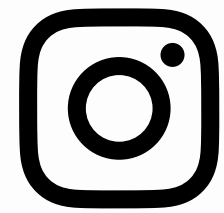
To learn more go to: [Transportation Agency for Monterey County](#) and get out and explore Monterey County!

[#findyourwayMRY](#) See less

Thank You!



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@tamcmonterey

#FindYourWayMRY

