

SECTION 5:

IMPLEMENTATION GUIDELINES

The foundation for a successful implementation is built on these core ideas:

Strategic Scaled Roll-Outs

Users of the system need to be confident in the information, especially when following directional signs. Ensure users do not experience a drop-off of information within a journey by implementing the wayfinding system in complete paths from arrival to destination. This can be strategically scaled to fit within available funding.

Dedicated Wayfinding Coordinator

As the system grows, information needs will evolve beyond those identified in this report. The City can ensure future success and consistency in design and messaging by assigning dedicated wayfinding staff within various City agencies.

Commitment to Management and Maintenance

A well maintained system is more likely to be utilized, as it becomes the trusted source of information. The City must plan beyond funding for implementation and consider the means and methods for system upkeep.

Strategic Roll-out

The roll-out of any single tool can only be successful if it creates a complete path of travel

The success of the TOD Wayfinding program will rely on implementing a complete system of tools that will be effective regardless of how large or small of a geographic area it covers. In an ideal scenario, all of the rail stations would open at once and all of the tools would roll-out simultaneously in support of that event. However, this is not practical given the reality of constructing the rail project in phases, the timing and ownership of new development projects, and numerous coordination requirements with outside agencies and private land owners.

Instead, a phased approach is recommended that allows quick implementation of wayfinding tools that will have immediate impact on the transit user experience, followed by more supportive wayfinding information connecting riders to the neighborhoods. It is critical that any individual roll-out is orchestrated to be a complete system within itself so that users do not experience a drop-off of information. There is nothing worse than following a sign, only to lose the thread of information before reaching your destination.

It is not recommended for the City to depend on individual developer projects to implement wayfinding as one or two signs at a time. It will be necessary and critical for the City to spearhead the effort of rolling out select tools in one implementation run, very close to the time that the first rail stations open. This will create an overall skeleton network of essential sign locations that become familiar and expected within each neighborhood. Future property developers can then be required to expand wayfinding in their projects and be required to connect into a system that is already proven and relied upon. The City can also evaluate individual Capital Projects for opportunities to include more wayfinding signs.

When street improvement projects are undertaken by the City, it is important to evaluate the project area and consider expanding project boundaries in the interest of installing more wayfinding. In the example below, the required infrastructure project is a single block project area that doesn't require wayfinding. Including a specific Wayfinding Project Area that extends 1-2 blocks past the improvement area allows useful wayfinding signs to be included in the Capital Project.



EXAMPLE IMPLEMENTATION PILOT PROJECTS																							
<ul style="list-style-type: none"> ● First Roll-Out with First Station Opening ● Pre-Rail Roll-Out with Update at Station Opening ▲ First Roll-Out Pending Coordination with Other Agencies 	STATION GROUP 1								STATION GROUP 2														
	Kualakapi (East Kapolei)	Keone'ae (UH West O'ahu)	Honouliuli (Ho'opili)	Hō'ae'ae (West Loch)	Pouhala (Maipahu)	(Leeward CC)	Hālaniani	Waiawa (Pearl Highlands)	Kalaiao (Pearlridge)	Haliwa (Aloha Stadium)	Pearl Harbor Naval Base	HNL Airport	Lagoon Drive	Middle Street	Kalihi	Kāpalama	Wilei	Chinatown	Downtown	Civic Center	Kaka'ako	Ala Moana Center	
Information Hub																							
Freestanding (At Station)	●	●	●	●	●	●	●	●	●														
Transit Adjacent																							
Navigation and Exploration																							
On-Street Directional and Orientation near/into Station	●	●			●			●	●														
On-Street Directional and Orientation throughout Neighborhood																	●	●	●▲	●▲	●▲	●	
Vehicular Direction																							
Highway Signage	▲	▲					▲		▲														
Surface Road Trailblazers	●▲	●▲		●▲	●▲		●▲	●▲	●▲														
Digital Tools																							
Real-Time Transit App	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Transit Website																							
In-Building Digital Screens																							
Real-time Transit Integrated with On-Street Signs																							
Gamification / App Incentives																							

One possible approach for the initial roll-out could include a real-time transit app, information hubs at each rail station, and on-street navigation in destination-rich neighborhoods that connect to the Chinatown Pilot.

The chart above illustrates one possible approach to an initial roll-out. In this example, implementation efforts would include items that are critical to the information needs of rail users for the first stations that come on-line from East Kapolei to Aloha Stadium. To fit within realistic procurement processes and achievable budgets, this would be limited to static signage for Information Hubs at each station and vehicular trailblazing to Park & Ride / Kiss & Ride facilities.

The initial roll-out could also include neighborhood wayfinding signs in the urban core, from Chinatown to Ala Moana Center, where there is already established pedestrian pathways, a high concentration of destinations, and high foot traffic from both residents and tourists. While the rail is still several years away from opening in these neighborhoods, the roll-out would support other transportation modes and serve as proof-of-concept for additional sign types. It would also begin to form the network of pedestrian signs to be later updated with rail information.

The incorporation of real-time digital information through apps or installed digital signs is highly recommended, though requires more agency coordination and funding. At a minimum, the recommendations for improving TheBus app and providing connecting route information between TheBus and rail should be considered. Some such improvements could be initiated even before the first stations are on-line.

EXAMPLE IMPLEMENTATION PILOT PROJECTS — AGENCY COORDINATION**HIGHWAY SIGNAGE**

Wayfinding Tools	Coordination Tasks	Responsible Agencies
Vehicular Direction <ul style="list-style-type: none"> Highway Signage for Park & Ride Facilities Trailblazer Signage (State Roads) for Park & Ride and Kiss & Ride Facilities 	<ul style="list-style-type: none"> Coordination of existing Highway Signage to be revised / altered Coordination of locations and messaging of new Highway Signage to be added Coordination of locations and messaging of State Road Trailblazers Management/maintenance of signs on State Roads and Highways 	<ul style="list-style-type: none"> Department of Transportation Services (DTS) Hawai'i State Department of Transportation (HDOT) Department of Planning and Permitting (DPP) Honolulu Authority for Rapid Transportation (HART)

STATIC SIGNAGE

Wayfinding Tools	Coordination Tasks	Responsible Agencies
Static Signage at Rail Stations (Opening 2021) <ul style="list-style-type: none"> Information Hubs On-Street Directionals and/or Orientation Near/Into Transit Stations Trailblazer Signage (City Streets) for Park & Ride and Kiss & Ride Facilities Static Signage in Pilot Neighborhoods <ul style="list-style-type: none"> On-Street Directionals and/or Orientation throughout Neighborhood 	<ul style="list-style-type: none"> RFP for Sign Fabrication / Contracting of Fabrication Sign Fabrication Project Management Public Road ROW / Easement Verification and Relief Private Land/Developer Coordination Management / Maintenance and update requests for signage, once installed Coordination of locations and messaging of City Street Trailblazers 	<ul style="list-style-type: none"> Department of Transportation Services (DTS) Department of Planning and Permitting (DPP) Honolulu Authority for Rapid Transportation (HART) Hawai'i Community Development Association (HCDA) Department of Facility Maintenance (DFM)

MOBILE APPLICATION (If city-sponsored effort is considered)

Wayfinding Tools	Coordination Tasks	Responsible Agencies
Digital Tools <ul style="list-style-type: none"> Real-Time Transit App Transit Website 	<ul style="list-style-type: none"> App / Website Development Project Management Coordination of HOLO Card and Smartphone fare payment Management / Maintenance of Transit App/Website Coordination of various maps for App usage 	<ul style="list-style-type: none"> Department of Information Technology (DIT) Department of Planning and Permitting (DPP) Honolulu Authority for Rapid Transportation (HART) Department of Transportation Services (DTS) Climate Change, Sustainability, and Resiliency (CCSR)

The above table outlines coordination requirements related to implementing the suggested tools.

Beyond this initial roll-out, wayfinding tools need to be considered as each future TOD project is initiated. The project site plans would need to be reviewed for potential connection into the existing network of wayfinding signs. If such signs are possible, then they could become a requirement of that project's scope. If the project is being funded by a private developer, the signs could be required through the TOD Special District design requirements.

Wayfinding Project Management

Implementing a city-wide signage project that crosses over multiple neighborhoods, jurisdictions, and property lines is a massive undertaking. The process can be facilitated by having a dedicated wayfinding staff within the City that would have jurisdiction over all wayfinding signs deployed within TOD neighborhoods. This group would act as the liaison between City Departments and any entity that is seeking to implement wayfinding signs. They would control the approvals process for any new wayfinding signs and be responsible for ensuring conformance by all parties to the TOD Neighborhood Wayfinding Standards as well as City sign installation standards. Ideally, personnel making up this group would have experience working with DPP, DIT, and DTS and would hold job titles such as Design Director, Project Manager, and Digital Technology Developer.

The wayfinding staff's responsibilities could include:

For efforts other than those initiated by private developer projects

- Identify potential wayfinding implementation areas and potential funding sources
- Assemble and release construction RFP for such projects utilizing Wayfinding Master Plan recommendations and sign types
- Project Management through implementation effort

For projects initiated by third parties / private developers

- Review and Approve wayfinding sign plans submitted as part of the requirements of the TOD Special District
- Approve language / nomenclature for use on all signage, both static and digital
- Approve the use of (or modifications to) any Wayfinding Master Plan recommendations and sign types
- Facilitate DPP TRB review of wayfinding location plans and installation details when requests for signs are within the City ROW

For on-going efforts / maintenance of the system

- Manage / Update the Destination List for each Neighborhood
- Manage / Update the Neighborhood Master Map Artwork
- Provide artwork files and guidance to third-parties that request use of Standard Neighborhood Map
- Coordinate with DFM for maintenance of installed physical signs
- Coordinate with DTS for maintenance of wayfinding information distributed through City's API

Funding and System Maintenance

EXAMPLE SIGN TYPES— MANAGEMENT AND MAINTENANCE

BUDGET PROJECTION *		ANNUAL MAINTENANCE REQUIREMENTS **		
TYPICAL SIGN TYPE	INITIAL COST PER UNIT	FIRST 5 YEARS	YEARS 5–10	AFTER 10 YEARS
Post and Panel Signs	\$4000–\$6500	Annual Cleaning and repairs for vandalism (stickers and graffiti), paint touch-ups for general wear and tear, inspect welds and tighten fasteners.	Possible fading from sun exposure. Replacement signs may be needed. Quantity of repairs increases if not previously inspected and maintained.	Visible fading from sun exposure. Replacement signs required. Quantity of repairs increases if not previously inspected and maintained.
Signs Utilizing Existing Poles	\$1000–\$3500			
Pylons with Static and Digital Faces	\$20,000–\$50,000			
Pylons with Static Faces Only	\$5000–\$15,000			

* Figures are based on typical costs for pedestrian wayfinding programs and has not been weighted for on-island vs off-island fabrication.

** Based upon typical painted aluminum and vinyl signage. Actual maintenance requirements may vary based upon final fabrication methods.

Any initial roll-out will need to consider funding for fabrication and installation as well as for on-going management and maintenance. Further conversations are needed with the City and stakeholders to determine a feasible approach. The implementation strategy requires input and buy-in from the ultimate owner and manager of the system, whether this is an existing City department or a new department established to manage wayfinding roll-out and maintenance.

A wayfinding program is only as successful as the City's ability to maintain it. Old or damaged signs, graffiti, stickers, and other common issues can cause people to mistrust the information they are seeing. In order to ensure that the system is well maintained, a budget for annual cleaning and repairs should be established. A benchmark of 10%-15% of the initial program cost should be allocated annually for maintenance of static signs.

Maintenance could be structured as a shared cost between the City and stakeholders. Contributions to a maintenance fund from the various destinations could be a requirements for inclusion in the wayfinding program. This can be based on the quantity of appearances on signs, be equally distributed across all destinations regardless of quantity of appearances, or be a sliding scale based on a predetermined tiering system. The level of maintenance required by the design and materials of the signs will determine if the City should assign it to an internal department or if an outside contractor is required.

Some locations or sign types may be candidates for sponsorship, as discussed in Section 2 Coordination Considerations.