#### **Demographic Questions**

13) What races or ethnicities do you identify with? Select all that apply.
[] African American or Black [] White or Caucasian [] Asian or Pacific Islander [] Native American or Alaskan Native [] Latinx or Hispanic [] Prefer not to say [] Other
<b>14) What is your age?</b> [] Under 18 [] 25 – 49 [] 50 – 64 [] Prefer not to say [] 18 – 24 [] 35-49 [] 65 or older
15) What is your gender identity? [ ] Female [ ] Male [ ] Gender nonconforming or nonbinary [ ] Prefer not to say [ ] Other
16) Are you a Town of Chapel Hill resident? [] Yes [] No
17) What neighborhood or street do you reside on?
18) Please provide any additional comments below.
19) Please provide your email below if you want to receive updates on the project going forward.

# Please return completed surveys to:

Josh Mayo
405 Martin Luther King Jr. Blvd
Chapel Hill, NC 27514
jmayo@townofchapelhill.org



Thank you for taking our survey!
Your response is very important.

## **Town of Chapel Hill Wayfinding Strategy Survey**

### Welcome!

Have you wondered how to get from one place to another while walking or bicycling around Town? Do you think that connections between sidewalks, trails, and bike facilities could be more obvious? Through this project, the Town of Chapel Hill is working to make navigating better for you. By taking this quick survey, you are helping decide on the format and placement of future walking and biking signs for the Town of Chapel Hill.



You can learn more about the project at: <a href="https://www.townofchapelhill.org/government/departments-services/planning/transportation-planning/wayfinding">https://www.townofchapelhill.org/government/departments-services/planning/transportation-planning/wayfinding</a>

1) Where do you believe wayfinding signa	ge can have the greatest impact	(Select up to 3)
[] At the intersections of two or more trails [] Where a trail crosses a street	[] Where a street crosses a stree [] Along trail segments	[] Along street segments [] At key destinations
2) What are the most important destination = most important)	ons to show on wayfinding signs	Rank the options below, with
Libraries	Parks	Neighborhoods
Schools	Museums	Shopping Center
Greenway Trails Other	UNC Campus	Downtown
	tion, what type of destination do	
	information would be useful to s	
	information would be useful to s	

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## **Wayfinding Signage Types and Styles**

-		ge Types and ually use to find	•	around the regio	on? (Check all that	t apply):	
		cation (Google Ma omething interest	_	[] Printed maps		one for directions	
6) If Other v	was chosen f	or the above qu	estion, wha	at other tool(s) o	do you use?		
5) ml	<b>.</b>	C C 1:					
7) There are	e four key ty	pes of wayfindir	ig signage s	shown below. ( <i>R</i>	Rank them with 1 = mo	ost important)	
		Ø₩	West Side Shared Use Path  Destination	<i>₫</i> ₹0	TO Downtown		
		TO Downtown	← Destination  Downtown →	TO High School	Use Sidewalk		
	8						
		A	В	C	D		
		A			<b>D</b>		
		Route	Decision		Supplementa		
		Confirmation Signs	Signs	Signs	Information Signs	l	
8) Which of the below types of decision signs do you prefer? (Check only one below)							
		A T	di	A A	AS A		
		West Side Shared Use Path		est Side d Use Path	West Side Shared Use Path		
		↑ Destination	↑ Des	stination .7 mi	↑ Destination 参 Smin		
		<b>←</b> Destination	<b>←</b> Des	stination 1.0 mi.	Destination		
		[ ] A	[	] B	[ ] C		

) Which of the trail map styles below do you prefer? Plea
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Trail Network Name

[] Along the trail

Why do you prefer the above selected map style?	

Trail Name

12) How important are the following	Least Important	Less Important	Neutral	Important	Very Important
A functional wayfinding system					
A design that reflects the unique character of the Town of Chapel Hill					
A design that reflects the unique character of your neighborhood trail or route					
Attractiveness of signs					
Signs that can be fabricated at low-cost					
Make it easier for users to walk, bike, and use transit in the region					

[] Where a trail crosses a street

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