

Ramsey County Parks System Signage Project 2021 Phase 1 Engagement Summary

Background

Ramsey County Parks & Recreation is rethinking signage throughout the park system and needs community input to help shape the direction of new signage that is user-friendly, accessible and welcoming.

Ramsey County parks have a variety of signs that include maps, directions and park or facility rules. Most signs are located near park and facility entrances, with others at destinations within the park.

The current signage plan only addresses wayfinding. It doesn't include other types of signs, communicating with people who speak languages other than English, signage design and placement standards, or updates to sign regulations.

This project will result in new standards for the full range of signage that will:

- Reflect the county's equity commitments.
- Be user friendly.
- Meet county needs and requirements.
- Be affordably maintained and updated.

Public Engagement

The public engagement for this project consists of two distinct rounds of engagement. The first round assesses current signage, users thoughts, and impacts utilizing in-person intercept surveys and online survey solicitation. Staff and surveyors asked the public park users several questions to gain information. The second round will use sample sign mock-ups created from the input received in round one for park users to provide additional feedback.

Engagement Objectives

1. Determine impact of sign on park users.
2. Determine what information is most desired by users.
3. Determine what is missing from existing signs.
4. Determine what people think would make the signs feel more welcoming.
5. Determine what people think about proposed new signs.

Engagement Round 1 Summary

In-person engagement was conducted at many locations across the Ramsey County park system, on different days of the week, and at different times to engage with as many different

people as possible. The online survey was sent out to the public through social media and county websites. Over 1,100 comments were received. The following represents the demographics of those who responded. Of the respondents, 2 identified as Native American or Indigenous, 19 as Asian or Pacific Islander, as Black or African American, 123 as White/Caucasian, and 4 generally as a person of color. Of the respondents, 5 identified as Hispanic/Latino/Latinx.

The questions that were utilized for engagement both in-person and online were organized and broken down into the following categories based on people's responses.

What is helpful about existing signs?

Easy to read.

The map.

Shows location ("you are here").

Color coded trails.

Icons and arrows.

Knowing where one is at.

Stating the rules.

Large size.

Many respondents said, "Don't read them".

How would you improve the sign itself, the contents, or the location?

Add distances of trail segments.

Add "you are here" to map; location indicator on post/sign.

Brighter colors, more contrast.

Icons for rules.

Larger maps on small trail post.

Make them simple and easy to read.

Multiple languages (suggested by single language speakers).

Sign locations should clearly face pedestrians.

QR codes.

How could signs make you feel more welcome here?

Say "welcome".

More color, brighter.

Icons, less words.

What other information would you like when you come here?

Emergency info.

Events and programs.

Social media.

Simple; less is more.

Park hours.

Thinking about current or future signs, what would you change to make these more effective to help others understand and follow the rules?

Icons or pictures rather than text.

Consistency.

Simple/short.

Encouraging/positive.

More than one throughout the park. Main sign and then small icon signs?

Get rid of "park ordinance in effect".