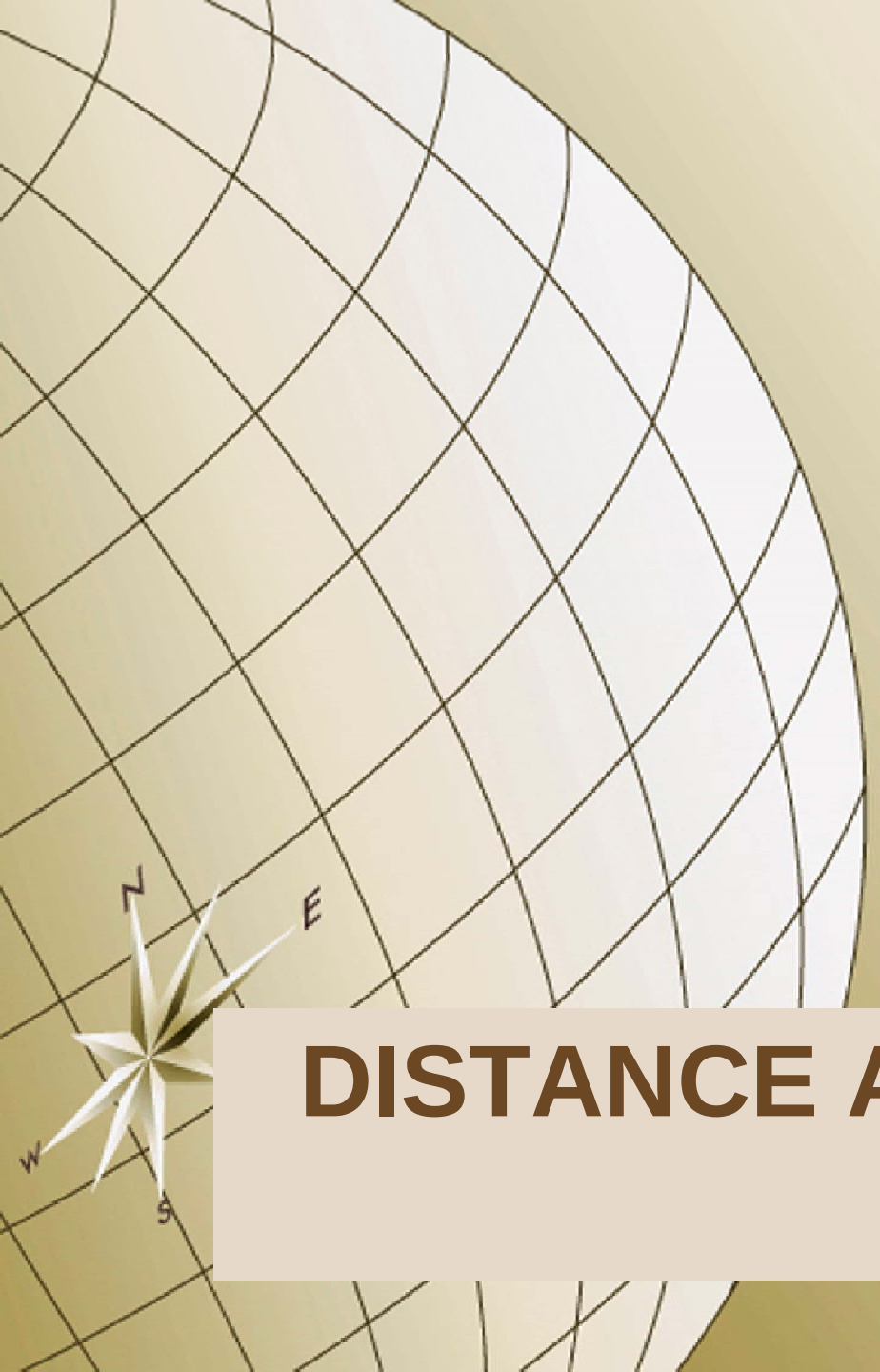

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DISTANCE AND WAYFINDING SIGNAGE

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- The findings and conclusions are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention

Background and Purpose

- To assess the effect of wayfinding and incremental distance markings on trail traffic in Southern Nevada
- Long term follow up on promotional media campaign on urban trail traffic in Southern Nevada

Study Design

- Quasi-experimental
  - Pre/post
  - 6 study trails
  - 4 controls
- Data collected in
  - Fall 2011
  - Fall 2012

Way Finding Signage

Asphalt Marking

Lower Las Vegas Wash Trail

Upper Las Vegas Wash Trail

Concrete Marking

Lower Las Vegas Wash Trail

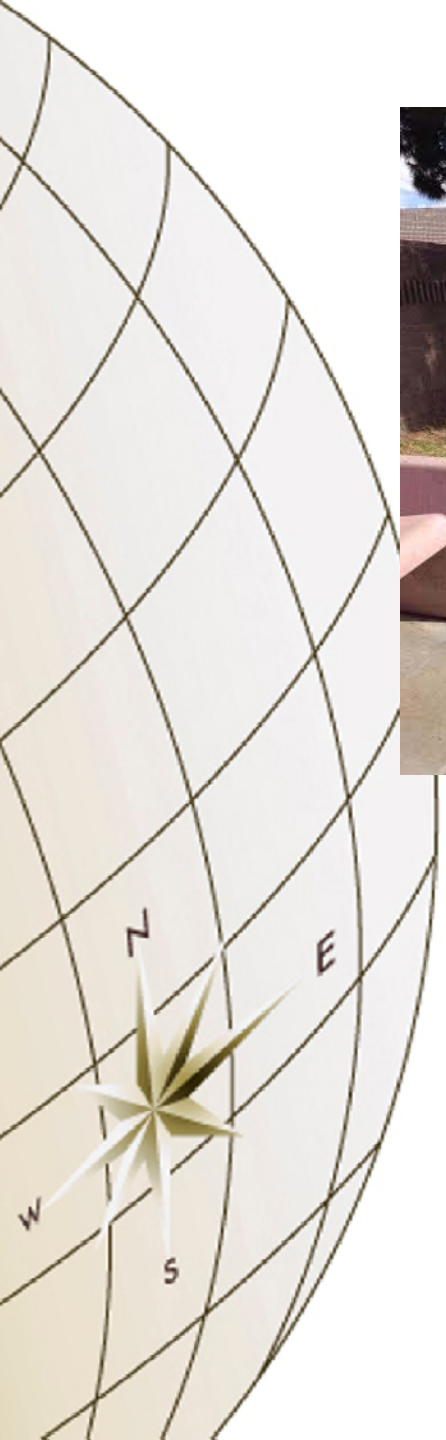
Upper Las Vegas Wash Trail

Data collection methods

- 10 urban trails in Las Vegas area
- Study trails nominated by local jurisdictions to receive signage
- Control trails selected to match setting, neighborhood as closely as possible
  - Limited pool of control trails

Infrared sensors

- TrafX Infrared Trail Counter
  - www.trafx.net
- Near a major access point
- At one point on each trail for 1 week
  - Pre and post
  - 168 hours each period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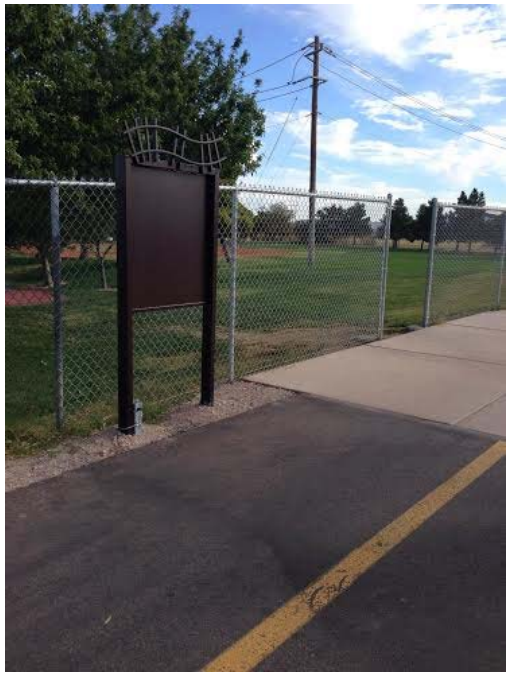

Auditing period

- 2 hours per trail per observation period
- Record individuals and groups
- Reconcile at end of week
- Repeat data collection as needed
  - Less than 5% repeated

Results

	Fall 2011	Fall 2012	Sig.
Study	79.38 users/day	106.95 users/day	P<0.01
Control	112.00 users/day	146.82 users/day	P<0.01

- Non-parametric
- Wilcoxon signed-rank test
- No significant difference between groups

Discussion

- Significant increase in trail traffic
  - Media campaign Spring 2012
- No significant effect from signage changes
  - Too soon?
- No relationship with trail amenities
  - Landscaping and lighting

Lessons learned

- Trip length
  - Single sensor on each trail may not capture users who increase trip length
  - Consider
    - Intercept surveys
    - Multiple sensors per trail
- Sensor placement
  - Hidden in plain sight

Questions