



ESTABLISHING AN INTEGRATED DESIGN FOR TRAFFIC INFORMATION SIGNAGE



Transportation system consists of various interlinked infrastructural elements and traffic flows. Traditionally, urban transport infrastructure is planned, developed and maintained by different public institutions and other bodies.

Therefore, information and communication about the transportation system becomes widely separated and unrelated with the direct interests of its users (in terms of convenience, safety, etc.). These problems should be solved by visual unification of the information signage. The latter should increase overall clarity and functionality of the urban transportation system by using intuitively simple, visually pleasing information design.

CONTEXT & CHALLENGES

The overall objective of this measure was to create guidelines for a clear and functional signage system. To support the development of this measure several events have been organized where foreign experts have been invited to present best practice solutions from Europe. This is in accordance with the principle of the SUMP procedure in Klaipeda.

The target groups for these events were residents, car drivers, public transport users,

cyclists/ and pedestrian group representatives, planners, representatives of the port authority and the general public (in total more than 60 people were involved). The aim of these events was to carry out a wide public participation process with co-creation character. Locals were introduced to different scenarios on different practices and experiences in other cities of Europe. Based on that procedure residents and stakeholders were asked about their opinion regarding the current mobility situation. They should suggest on how to improve the mobility situation in the city and to choose an appropriate scenario for the development.

With this approach the responsible authorities wanted to increase the general understanding of residents on effectiveness of implementation of integrated design for traffic information signage, in order to sustain the traffic flows between the City and Port.

Locals and specialists introduced to different solutions on how to establish an integrated design for traffic information signage observing in the media different scenarios

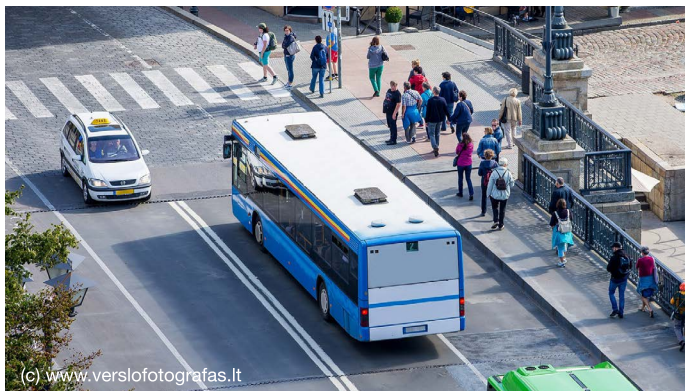
and experiences from different cities in Europe.

The main outcome of this measure was the design and production of a Brand Book which has been approved by the Commission of visual aesthetics and advertising.

This Brand Book acts now as "the guide" to improve the overall clarity and functionality and safety of the urban transportation system by using an intuitively simple, visually pleasing information design. It is expected to be revised every couple of years and if needed adopted to recent changes. The recommendations (signage) will be gradually implemented.



RESULTS - FINDINGS - LESSONS LEARNED



No.	Objective and target	Rating	Comment
1	Useful comments and suggestions made by citizens, leading to changes in design	★★	Suggestions of comments provided for recommended changes in order to sustain the efficiency of SUMP, which influences the establishing of an integrated design for traffic information signage in the city.
2	Useful comments and suggestions made by stakeholders, leading to changes in design	★★★	Suggestions of comments provided for recommended changes in order to sustain the efficiency of SUMP, which influences the establishing of an integrated design for traffic information signage in the city.
3	increased acceptance of the measure	★★★	Indicated in conducted survey on acceptance of the measure.
4	Increased awareness and knowledge of citizens on the subject	★★	Indicated in conducted survey on awareness and knowledge of citizens on the subject.
5	Increased public trust.	★	Public trust in the process of increasing.

NA = Not Assessed O = Not Achieved ★ = Substantially achieved (at least 50%) ★★ = Achieved in full ★★★ = Exceeded

Lesson learned: The approval of the Brand Book took at least one full year by inserting different recommendations from municipal experts.

CONTACT

City of Klaipeda

Email: info@klaipeda.lt

More info about CIVITAS PORTIS can be found on our website <http://civitas.eu/portis>

Imprint: All content and pictures were provided by the CIVITAS PORTIS project partners of Klaipeda. The content of this city factsheet does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the authors.