



---

## July Board Cycle

**Milwaukee County Parks**

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: June 17, 2020  
To: Marcelia Nicholson, Chairwoman, County Board of Supervisors  
From: Guy Smith, Executive Director, Milwaukee County Parks  
Subject: **Oak Leaf Trail Wayfinding Project Update (INFO)**

### Issue

An informational report related to a wayfinding sign campaign for the Oak Leaf Trail

### Background

While the 125-mile Oak Leaf Trail is a beloved community asset, it can be confusing for people to navigate, especially for new users. Milwaukee County Parks and the City of Milwaukee partnered and received a \$152,000 Wisconsin Department of Transportation grant in 2014 to develop a wayfinding sign plan to help people navigate the bike network and explore more trails confidently in both the City and County of Milwaukee. The plan is underway and pilot wayfinding signage is being designed in June and will be installed in July along the Lakefront and in Lincoln Park, Meaux Park, and Lincoln Creek Parkway.

A consultant hired under the grant has spearheaded a public process that has led to the creation of a sign “family” for both Milwaukee County and City of Milwaukee trails and on-street bikeways. Through the public input process over 2000 people provided input, including 1,992 submitted online surveys, over 50 people at 2 public meetings, and 119 people participating in intercept surveys in Gordon and Kosciuszko Parks. User preferences and input helped shape the designs of the signs, the destinations listed on them, and the icons for various amenities. Parks has approximately \$27,000 in donations for signage installation and is planning to have 10-15 miles of trail fully signed this summer.



### Signs and Markings for Shared-Use Path Segments of the Oak Leaf Trail (OLT)



#### Recommendation

No recommendation, report for informational purposes only.

Prepared By: Jessica Wineberg, Trails Coordinator, Milwaukee County Parks

Approved By: Guy Smith, Executive Director, Milwaukee County Parks

#### Copy

- David Crowley, County Executive
- Mary Jo Meyers, Chief of Staff, County Executive's Office
- Sheldon Wasserman, Parks, Energy & Environment Chair, Supervisor District 3
- Steven Shea, Parks, Energy & Environment Committee Vice-Chair, Supervisor District 8
- Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7
- Sylvia Ortiz-Velez, Parks, Energy & Environment Committee Member, Supervisor District 12
- Liz Sumner, Parks, Energy & Environment Committee Member, Supervisor District 1



- Kelly Bablitch, Chief of Staff, County Board
- Julie Landry, Director, Department of Administrative Services
- Joseph Lamers, Fiscal & Budget Director, DAS
- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Pam Mathews, Budget & Management Analyst, DAS-PSB

