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COUNTY EXECUTIVE OFFICER:
Esperanza Colio Warren

COUNTY COUNSEL:
Gregory P Priamos

CLERK OF THE BOARD:
Vanessa Delgado

**Agenda Item
Regular Meeting of the
Board of Supervisors
Tuesday, March 24, 2026**

Item Number: 2.4

MEETING DATE: 03/24/2026
DEPARTMENT: BOARD OF SUPERVISORS
AGENDA ITEM PREPARER: Vanessa Delgado
DEPT HEAD/DIRECTOR: Esperanza Colio Warren

SUBJECT:

BOARD OF SUPERVISORS

1. Receive a presentation on Countywide Wayfinding; and
2. Conduct a workshop discussion on Countywide Wayfinding and provide directions to staff regarding next steps.

SBC FILE NUMBER: 156

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

This item is being presented to the Board of Supervisors as a recommendation from the Tourism Advisory Committee for discussion regarding countywide wayfinding in San Benito County.

San Benito County is rich in natural beauty, agricultural heritage, historic communities, and outdoor recreation opportunities. However, visitors and residents alike often have trouble navigating the County's civic facilities, parks, historic sites, and recreational destinations due to a lack of a coordinated wayfinding system.

This workshop is intended to introduce the concept of Countywide Wayfinding, present best practices, identify challenges and opportunities unique to San Benito County, and seek Board direction on how staff should proceed. No formal action to adopt a way-finding plan or to allocate funding is currently requested.

Wayfinding is more than signage. It is a coordinated system of visual cues, information, and storytelling

that helps people understand where they are, where they want to go, and what places matter. Counties across California increasingly use wayfinding as a placemaking tool that supports tourism, local economies, and public access to services.

Currently, wayfinding within San Benito County has developed incrementally. Signage varies widely in appearance, messaging, and quality, and many destinations of interest are not clearly identified or promoted. As the County continues to grow and attract visitors, a more intentional and cohesive approach to wayfinding may help residents and visitors alike experience the County more fully.

The purpose of this workshop is to:

- Introduce the Board to the principles and benefits of a coordinated wayfinding system.
- Identify key issues, constraints, and opportunities, highlighting community and visitor destinations specific to San Benito County; and
- Receive Board direction on priorities, partnerships, and implementation strategies.

FISCAL IMPACT:

No fiscal impact with this discussion; however planning and implementation may require allocation of funding in the future.

STAFF RECOMMENDATION:

1. Receive a presentation on Countywide Wayfinding
2. Conduct a workshop on Countywide Wayfinding and provide directions to staff regarding next steps.

ATTACHMENTS:

[Agenda Fact Sheet -Wayfinding](#)

[County Wayfinding Workshop Presentation](#)

[Sample - Monterey County Wayfinding Plan](#)

[Sample - Ventura County - Bicycle Wayfinding Plan](#)

[Sample - Butte County Wayfinding Signage](#)

[Sample - Butte County Wayfinding Masterplan](#)

[Sample - City of Belmont Signage Wayfinding Program](#)