



SAN BENITO COUNTY AGENDA ITEM TRANSMITTAL FORM

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Christian
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Item Number: 6.c

MEETING DATE: **01/28/2026**

DEPARTMENT:

AGENDA ITEM PREPARER: Gracie Rodriguez

SUBJECT:

Discussion and direction on a tourism wayfinding plan for the county, including consideration of a strategy to implement consistent signage throughout the county to guide visitors to attractions and points of interest.

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

Discuss and provide input on a proposed strategy for placing consistent, branded signage throughout the county to guide visitors to key attractions, points of interest, and tourism-related destinations. The goal is to improve wayfinding, enhance visitor experience, and create a cohesive visual identity for county tourism.

Discussion Points:

- **Priority Locations:** Identify high-traffic areas and major entry points where signage is most needed (e.g., highways, downtown corridors, popular attractions).
- **Design Standards:** Consider branding elements, color schemes, and materials to ensure consistency and durability.
- **Funding & Partnerships:** Explore potential funding sources, grants, and collaboration with local

businesses or municipalities.

STAFF RECOMMENDATION:

Discussion and direction on a tourism wayfinding plan for the county, including consideration of a strategy to implement consistent signage throughout the county to guide visitors to attractions and points of interest.

ATTACHMENTS: