

Amanda Schomaker
Madison County Transit
(618) 797-4600

MCT LAUNCHES SYSTEM-WIDE WAYFINDING PROJECT FOR MCT TRAILS

Mont Junction in Glen Carbon Serves as Test Site for New Wayfinding Signage

GRANITE CITY, IL., March 23, 2021... With the first weekend of spring ushering in sunny days and warmer temperatures, Madison County Transit (MCT) is kicking off peak trail season by launching a system-wide wayfinding project for its extensive MCT Trails bikeway system. To improve the usability of the trails for both residents and visitors, MCT has developed a series of wayfinding signs to be installed before a trail intersection, at the intersection, and after the turn has been made. MCT refers to trail intersections as “junctions,” a nod to the rail corridors on which the MCT Trails are constructed.

Before deploying wayfinding signage throughout the entire MCT Trails system, MCT decided to install signs at a single test site and are encouraging trail users to visit the location and provide feedback. After a few months of collecting comments about the new signs, MCT will make adjustments and will then implement the signage throughout the rest of the MCT Trails system.

Wayfinding signs were installed last week at the first test site, “Mont Junction,” the intersection of the MCT Goshen Trail and the MCT Ronald J. Foster Heritage Trail in Glen Carbon. The site is named after the historic Mont settlement which was located near present-day Old Troy Road. This intersection was chosen because it allows for the application of several sign designs. Other named junctions include: “Edwardsville Junction,” where the MCT Nature, Nickel Plate and Goshen Trails all converge at Plum Street in Edwardsville and “Troy Junction” where the MCT Goshen and Schoolhouse Trails meet near Troy. Visitors can comment on the wayfinding signage by pointing their smart phone’s camera at the QR code located on the signs. Doing so will direct users to a survey. Constructive feedback on the design and effectiveness of the wayfinding signage is welcomed.

“The goal of this wayfinding project is to help trailgoers navigate the MCT Trails system, especially those areas where trails intersect,” said MCT Managing Director SJ Morrison. “Through this initiative along with the new tree and bench program, the recent beautification project, and our upcoming trail expansions, MCT is building momentum in our efforts to enhance the MCT Trails experience.”

Spanning more than 135 miles and connecting twenty communities, the ten bikeways in the MCT Trails system form one of the most extensive and interconnected trail networks in the country. Developed, owned, and maintained by MCT, the scenic MCT Trails have transformed Madison County, Illinois into a haven for bicyclists, runners, walkers, and nature lovers. Located on former rail corridors, these Class I bikeways are separated from the road and feature 48 bridges and 22 tunnels.

In addition to the MCT Trails wayfinding project, MCT is also developing new online content which will be accessible from the sign’s QR codes. This content will provide natural, cultural, and historic information as well as information about nearby amenities and destinations. For more information about the MCT Trails or any of MCT’s services, call 618-797-INFO (4636), e-mail info@mct.org or visit www.mct.org.

Madison County Transit (MCT) provides multi-modal transportation services for Madison County, Illinois. MCT operates a fixed-route bus service, connecting to MetroLink; express weekday commuter service directly to and from downtown St. Louis; and seasonal express service to the Muny. For elderly and disabled residents who are unable to use the fixed-route buses, MCT provides complementary door to door service. MCT is also responsible for the construction and maintenance of more than 135 miles of bikeways that comprise the MCT Trails system, as well as overseeing RideFinders, the St. Louis region’s carpooling and vanpooling program.

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