

**NEWS RELEASE**

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The Woodlands Township pilots innovative wayfinding signage for pathways

THE WOODLANDS, TEXAS (May 12, 2023) – The Woodlands Township recently launched a pilot program to help residents and visitors in navigating the community’s 220 miles of hiking, biking and jogging trails and pathways.

Under the direction of the Board of Directors and the Pedestrian and Bicycle Master Plan, the Township Parks and Recreation Department has installed 24 QR code signs throughout the Village of Grogan’s Mill. While traversing the pathways, users can use their smartphone to scan the QR code signage, which links to the Parks and Pathways Map, helping to identify their location on the pathway system.

“It is always exciting to enhance our Township amenities, especially ones that will help the community for years to come,” Director of Parks and Recreation John McGowan said. “The QR code signage along the pathways will assist residents and visitors as they enjoy the outdoors.”

The initial phase of the program allows staff to track the frequency of the QR code scans. The Woodlands Township is partnering with Bike The Woodlands Coalition in the development and implementation of the program.

“Bike The Woodlands Coalition is delighted to work with The Woodlands Township on this project,” said Tricia Monticello Kievlan, board president of Bike The Woodlands Coalition. “The pathway system is one of the most distinctive and beloved elements of our community, and this wayfinding program is a welcome addition. Whether you’re a longtime resident or you’re new to The Woodlands, it’s a big help to be able to scan a QR code to find your location and more easily find your way to the nearest park, shopping center or other local landmark.”

The pilot phase of the program is slated to continue for several months with plans to expand the QR code signage throughout The Woodlands later this year or early in 2024.

For more information about The Woodlands Township’s Parks and Pathways, please visit www.thewoodlandstowship-tx.gov/pathwaymap or email recreation@thewoodlandstowship-tx.gov.



The Woodlands Township recently launched a pilot program featuring QR code signage to assist with navigation on the community's 220 miles of pathways and trails. Pedestrians and cyclists can use the signage to access the Parks and Pathways Map while enjoying the outdoors.