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# Regional Mapping & Wayfinding Project Update



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Regional Network Management Committee

February 9, 2024

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# Today's presentation

- **What is wayfinding**
  - Project context, schedule, and status; accessibility & equity
- **Core project elements**
  - New regional network identity, signage, and digital wayfinding
- **Next steps**
  - Prototype installation and public evaluation plan



# What is wayfinding: Wayfinding includes...



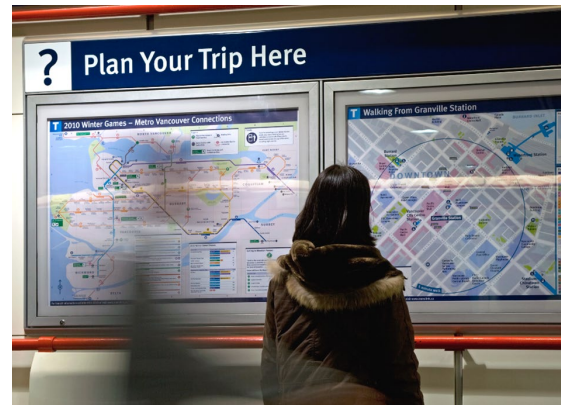
Identity



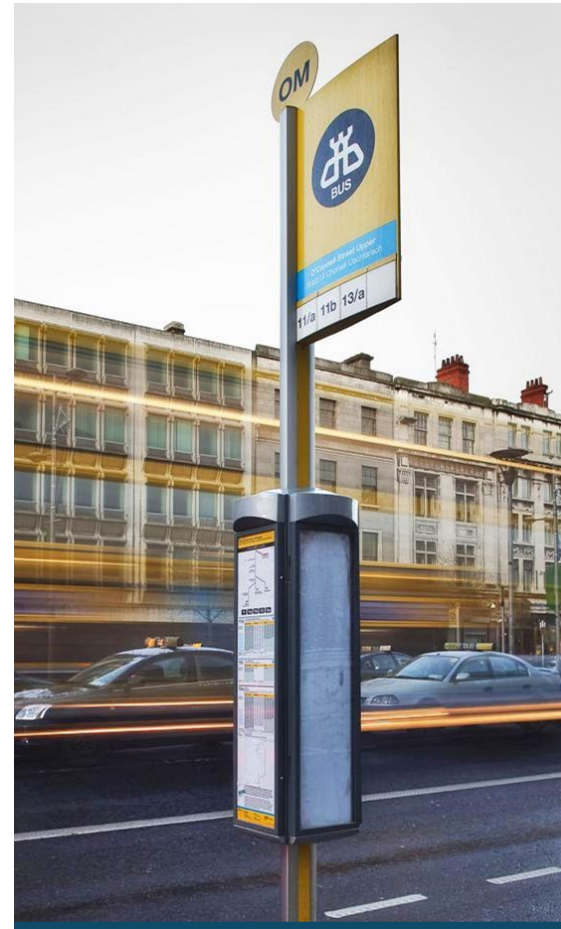
Directional signage



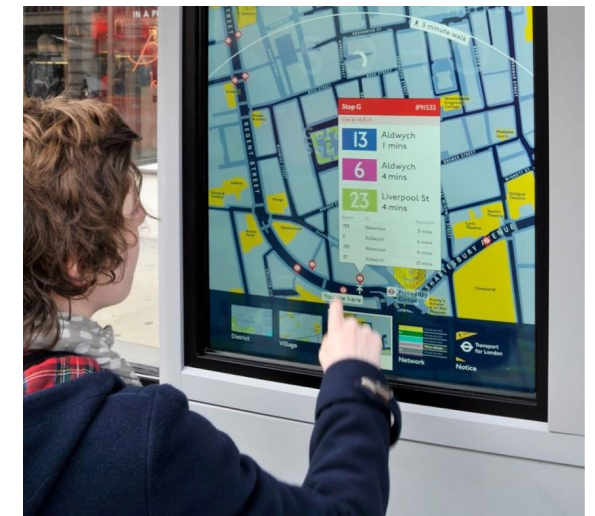
Accessibility



Maps



Information and schedules



Digital tools

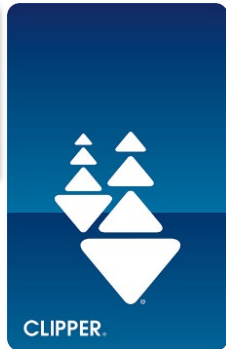
What is wayfinding:

# Part of the Transit Transformation Action Plan

## This project

### I. Fares and Payment

Simpler, consistent, and equitable fare and payment options.



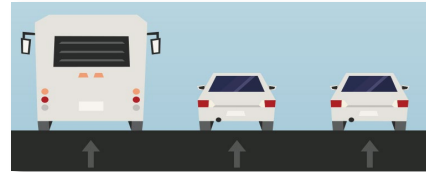
### II. Customer Information

Make transit easier to navigate and more convenient.



### III. Transit Network

Transit services managed as a unified, efficient, and reliable network.



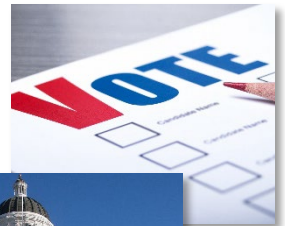
### IV. Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.



### V. Funding

Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.



What is wayfinding:

# Project goals & schedule

*Make transit journeys easier to understand to retain existing and attract new riders*

- **Better information for customers**
  - Dependable, predictable, and familiar
- **Better operations for transit providers**
  - Standard wayfinding parts, applications, and guidelines
- **Better outcomes for the region**
  - Health, equity, sustainability, and economic vitality

Phases 1 & 2  
**Project development, harmonization & business case**

Completed

- User research & outreach
- Regional map prototype
- Business case
- Map examples
- Tier development

Phase 3  
**System development**

Funded

**We are here**

- Regional standards
- Prototypes
- Pilot projects
- New mapping database

Phase 4+  
**Full implementation**

Unfunded

- Expand new wayfinding system regionwide

## What is wayfinding:

# Phase 3 iterative design process

### Wayfinding context

- Current practices
- Stakeholder needs

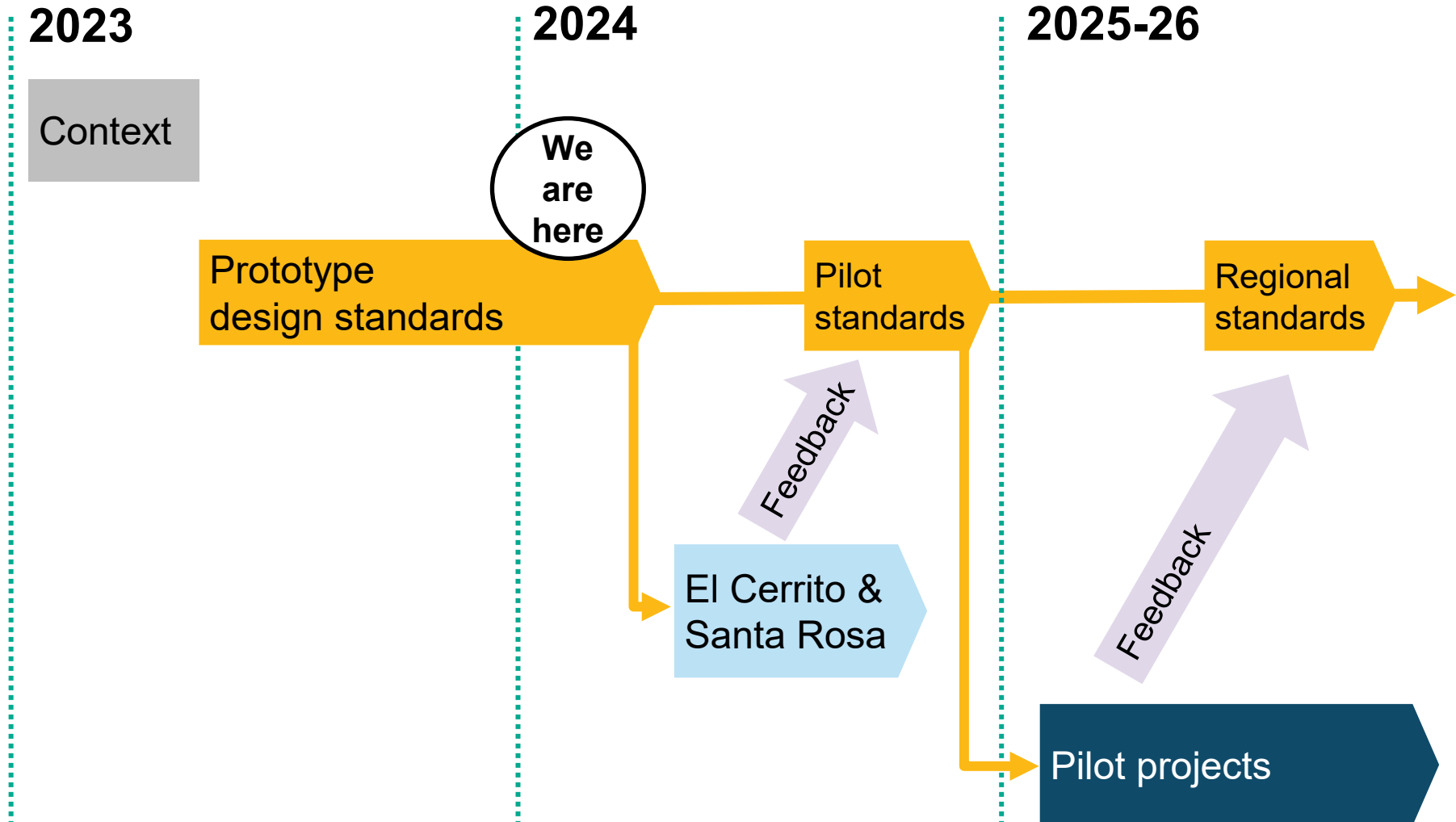
### Design standards

- Network identity
- Signage family

### Prototypes

- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station

### Pilot projects



What is wayfinding:

# Centering accessibility and equity

*Accessibility is a cornerstone of the new wayfinding system.*

## Project engagement with Equity Priority Communities (EPCs)

Four "co-creation" workshops held in spring 2023, including:

- Individuals with travel-limiting disabilities
- People of color
- Seniors
- Individuals with low income
- Individuals with low proficiency in English

## Key needs identified

- Better path directions to help riders find stops and destinations nearby
- More prominent bus route numbers and braille/tactile information at stops
- Information on available services at facilities such as restroom and elevators
- Digital should not replace print information

Core project elements:

# Prototype regional network identity

*"Network identity" is the "look and feel" of the regional transit system.*

## Developed for prototypes:

- A. Color palette
- B. Modal icons
- C. Hierarchy of information

## To be considered later:

- System symbol & name
- Tone of voice & narrative
- Audio elements

## Development and refinement

- Network identity should be memorable, evocative, and familiar for customers across the region
- Informed by input and feedback from public survey, focus groups, and transit agencies
- Will be evaluated with the prototypes and refined with public and transit agency feedback



Core project elements > prototype regional network identity:

# A. Color palette

*Inspired by the natural beauty of the Bay Area.*



**Golden Yellow**

**Sky Blue**

**Dark Blue**

Core project elements > prototype regional network identity:

# B. Modal icons

*Rail, bus, and ferry icons should be easily recognizable and serve as the primary transit system identifiers.*



TRAINS



ACE



BART



MUNI METRO



AMTRAK



SMART



VTA LIGHT RAIL



eBART



CALTRAIN



STREETCAR



BUSES



FERRIES



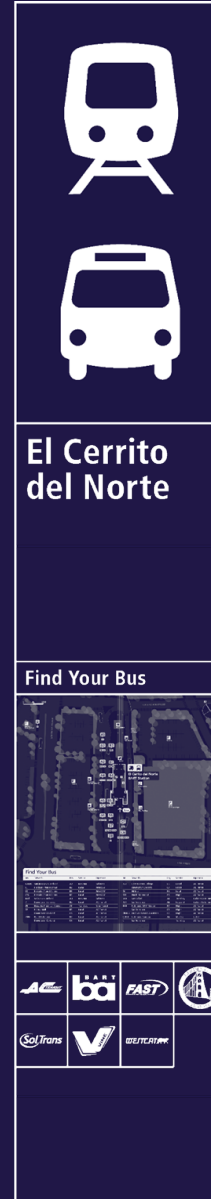
CABLE CAR



Core project elements > prototype regional network identity:

# C. Hierarchy of information

*Modal icons – rail, bus, or ferry – are the most important symbol, followed by individual transit agency logos.*



El Cerrito del Norte

Find Your Bus

AC ba EAST

Caltrans V DELTA

1

## #1: Transit modal icons

Visible from distance, identifies public bus, rail, or ferry services.

2

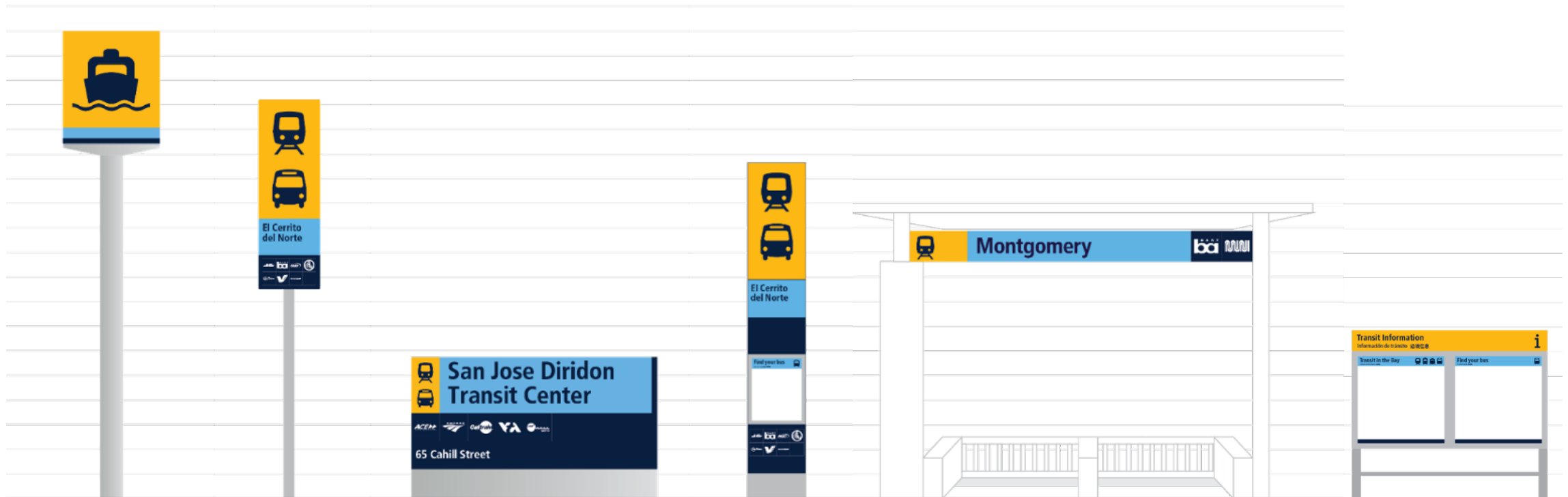
## #2: Transit agency logos

Indicate specific providers.



Core project elements:  
**New signage**

*The regional network identity creates a design language for prototype wayfinding signs.*



Vehicular  
Facility  
Beacon

Pedestrian  
Facility  
Beacon

Vehicular  
Entrance Marker

Entrance  
Monolith

Facility Entrance

System Info Unit



Core project elements > new signage:

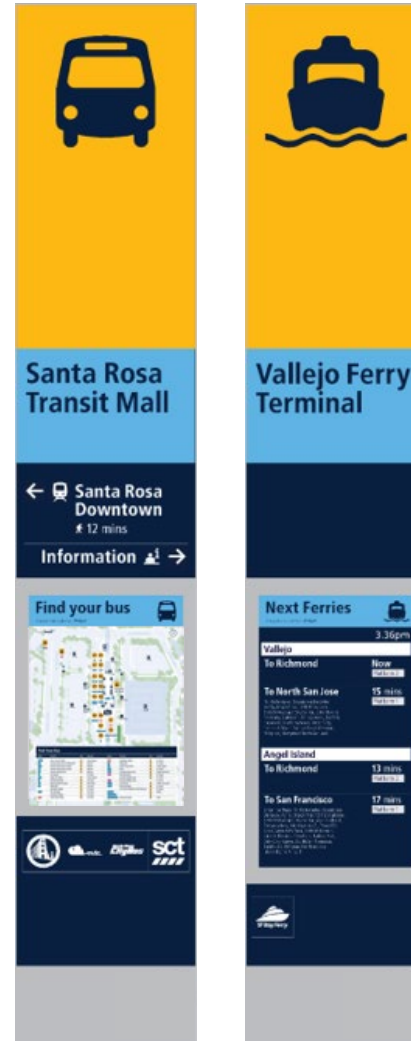
# A new sign type – Entrance Monoliths

The new Entrance Monolith sign type can accommodate up to three (3) transit modes in the sign's yellow 'beacon.'

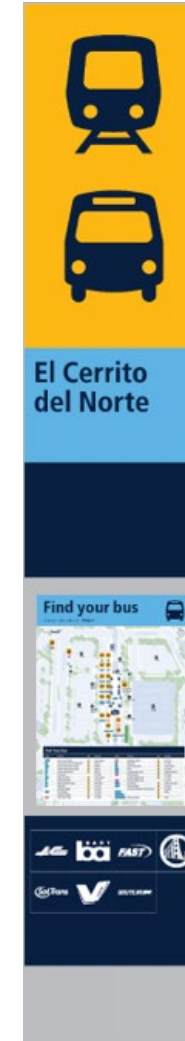
Transit service information is provided at the base of the sign at accessible heights.



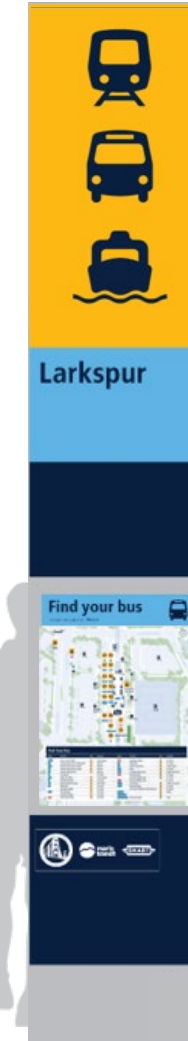
One mode



Two modes



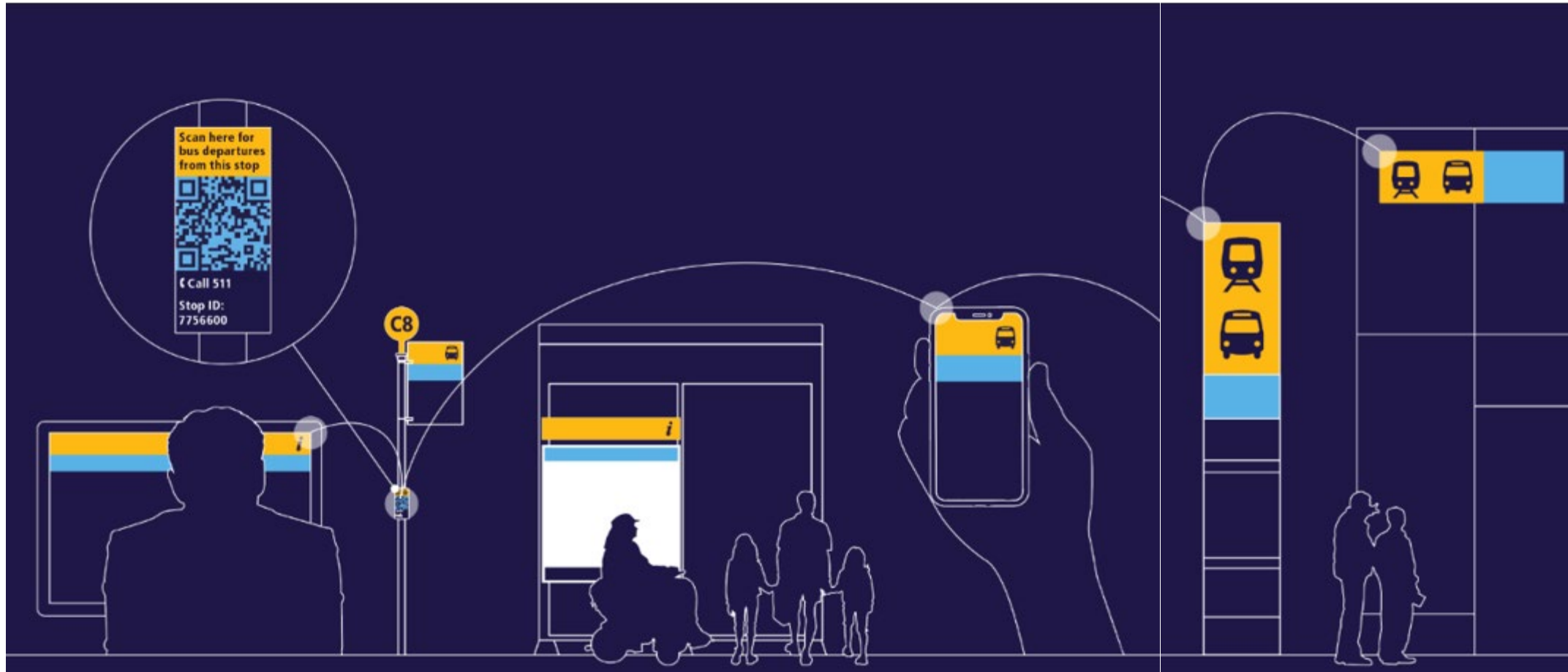
Three modes



Core project elements:

## Extended digital wayfinding

*A new QR code-based mobile web site will provide accessible real-time information consistent with each stop's signage and the regional network identity.*



Next steps:

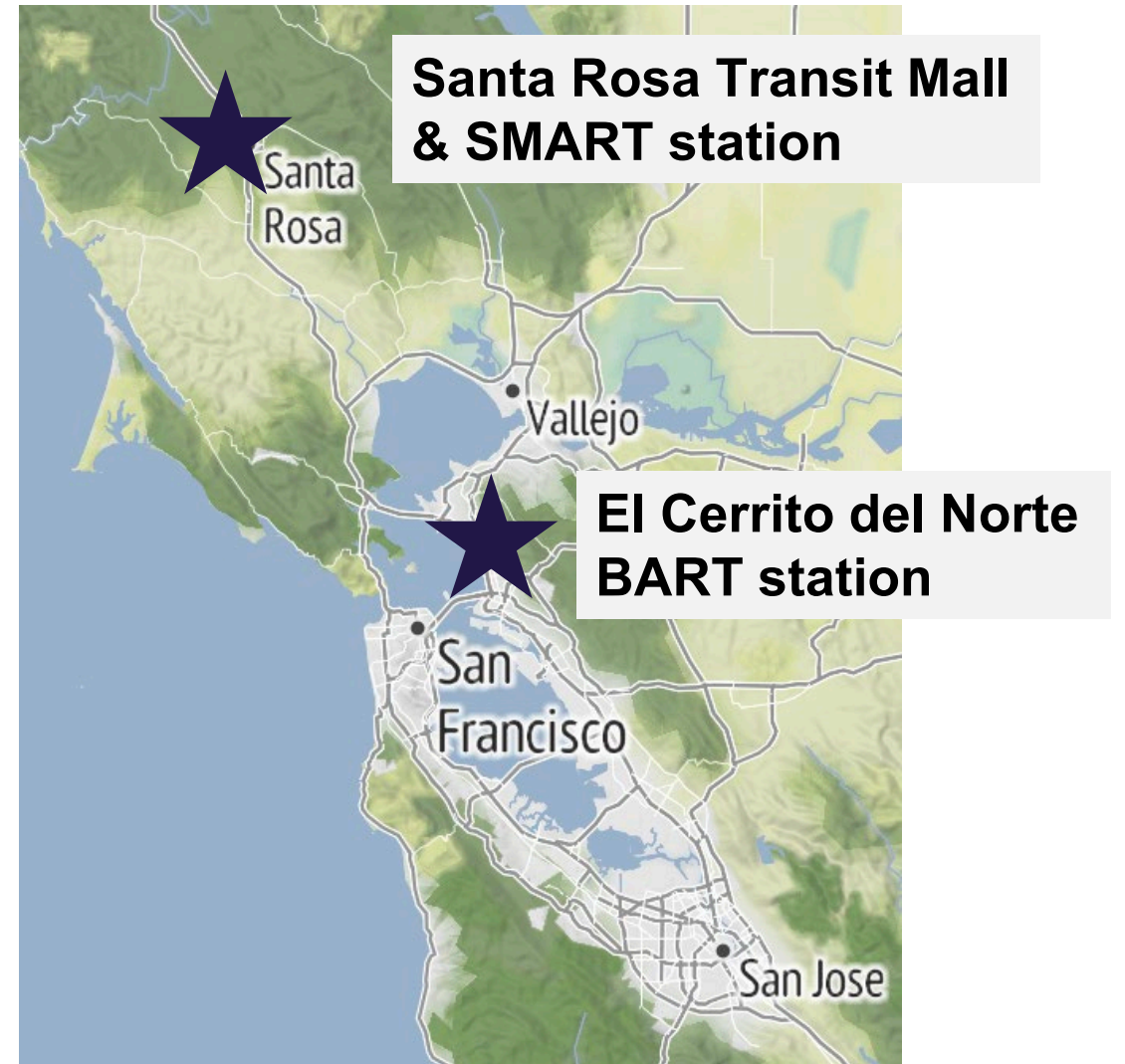
# Prototype installation and evaluation

## Installation

- Finalize fabricator contract
- Coordinate with partner agencies in El Cerrito and Santa Rosa

## Evaluation plan

- Identify types of community and agency engagement
- Develop qualitative and quantitative metrics



# Schedule outlook

- **Winter/Spring 2024**
  - Finalize detailed designs for service-related signs and maps with transit agency staff.
  - Develop prototype evaluation and engagement plan.
  - Coordinate with partner agencies to facilitate prototype installation.
- **Summer/Fall 2024**
  - Evaluate prototypes to refine standards for wider implementation.

## Project contacts

**Gordon Hansen** (he/him)  
Project Manager

**Aaron Priven** (he/him)  
Project Staff

**Jumana Nabti** (she/her)  
Transit Operator Liaison (BART)

<https://mtc.ca.gov/operations/transit-regional-network-management/regional-mapping-wayfinding>