

Regional Mapping & Wayfinding Project Update



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Council

January 22, 2024

Today's presentation

- **Project overview**
Goals, schedule, and status;
accessibility & equity
- **Core project elements**
New regional network identity,
signage, and digital wayfinding
- **Next steps**
Prototype installation and
public engagement plan



Project overview:

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

Project overview:

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

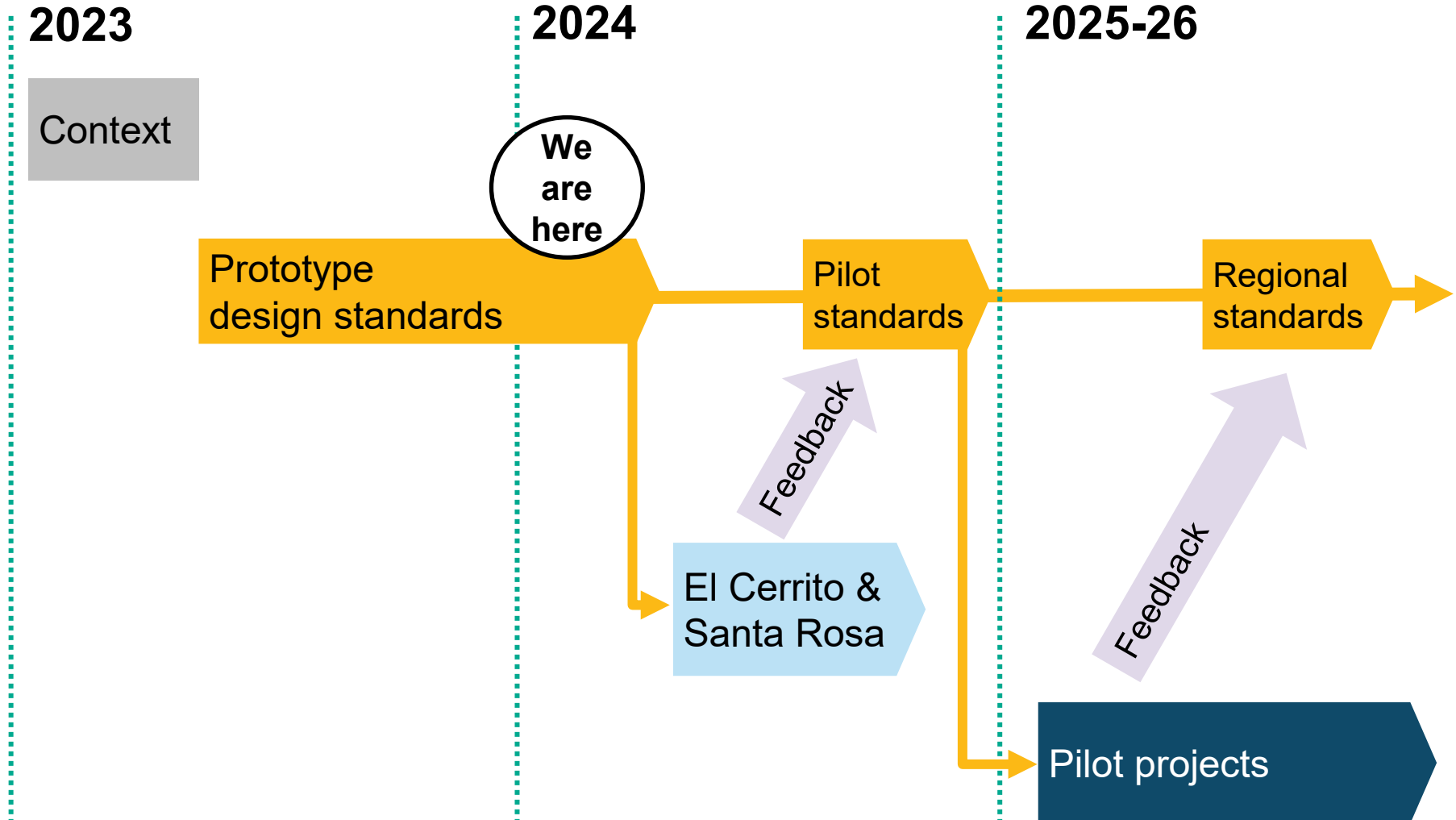
Design standards

- Network identity
- Signage family

Prototypes

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

Pilot projects



Project overview:

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 English proficiency

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

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



BUSES



FERRIES

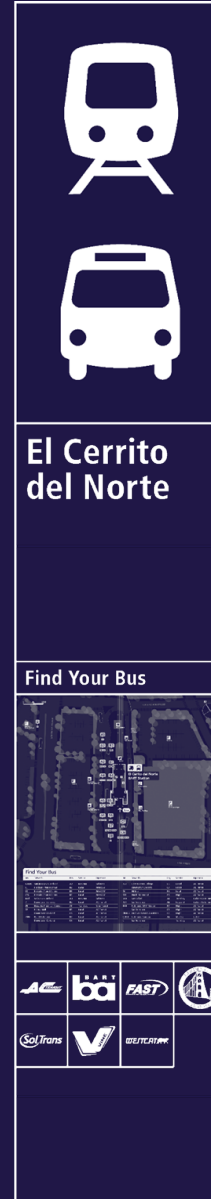


CABLE CAR



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

Line	Route	Frequency
1	San Francisco to El Cerrito del Norte	Every 15 minutes
2	El Cerrito del Norte to San Francisco	Every 15 minutes
3	El Cerrito del Norte to Sausalito	Every 30 minutes
4	El Cerrito del Norte to Sausalito	Every 30 minutes



1

Transit modal icons

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

2

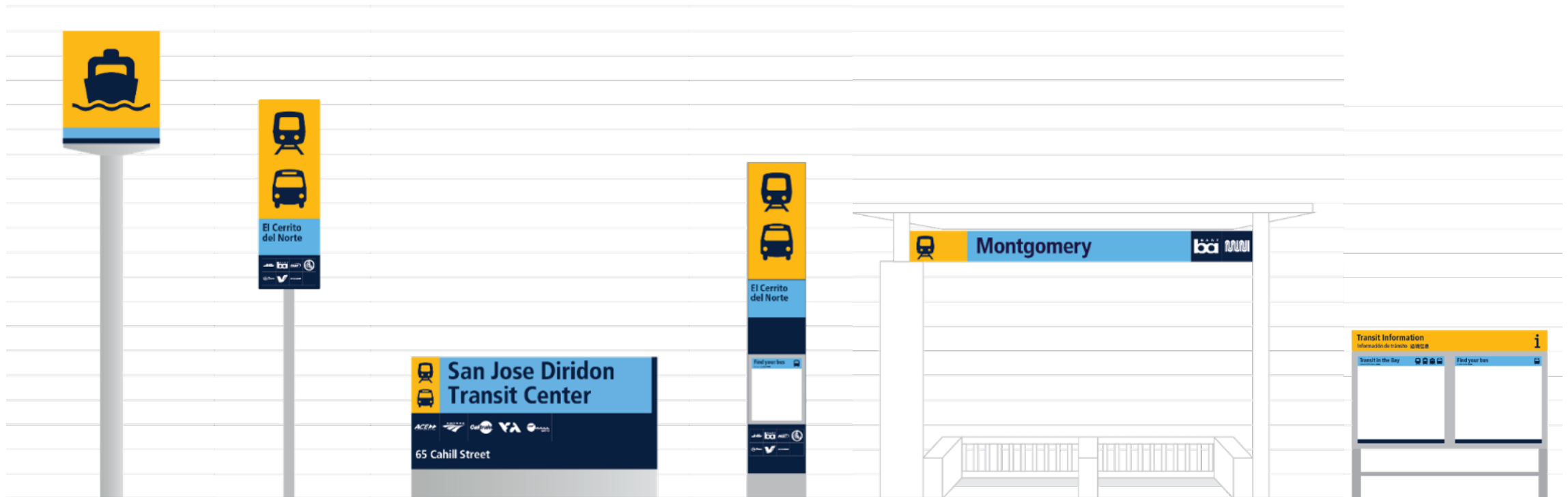
Transit agency logos

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

Street / approaching the facility

Entrance

Inside the facility

Note: designs for additional sign types, such as bus stop markers, platform-level station signs, and directional signs are still being discussed with transit agency staff.

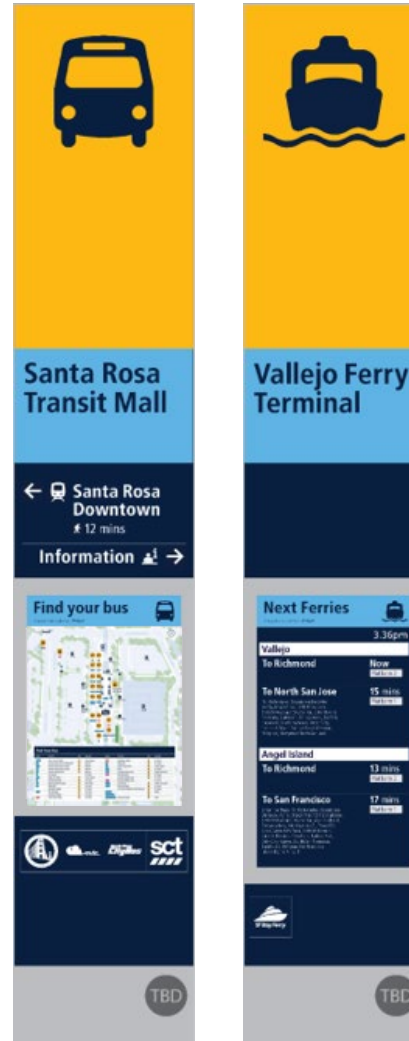
A new sign type – Entrance Monoliths

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

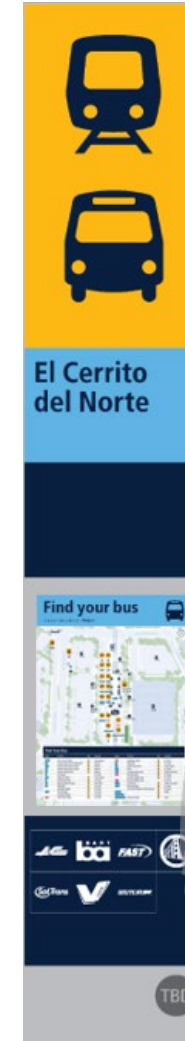
Transit service information is provided at the base of the sign at accessible heights.



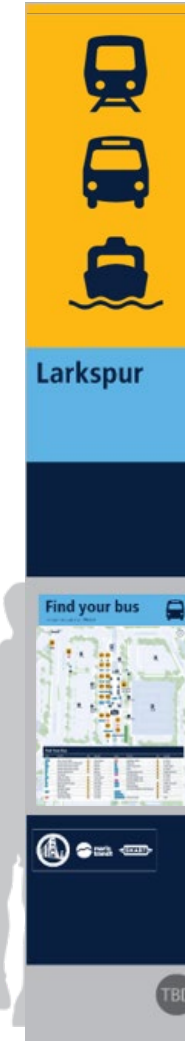
One mode



Two modes



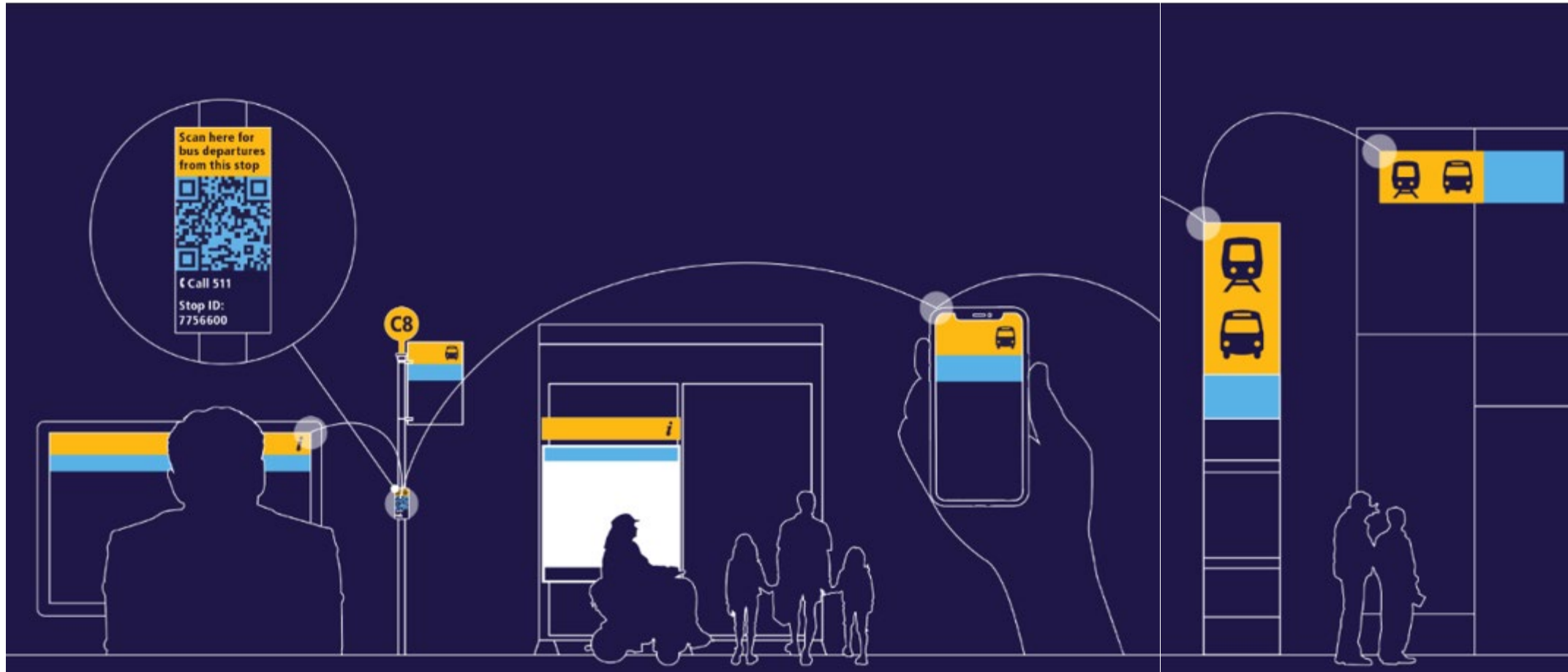
Three modes



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:

Receive and respond to agency feedback

Key agency feedback

- Test signage in complex urban transit hubs, especially those with multiple rail services
- Display bus services on stop markers and maps in customer-friendly ways that accommodate the needs of both large and small operators
- Consider how the new signage could be integrated into facilities that have recently been retrofitted
- We have a new project that involves signage and/or maps. When will the new standards be ready?

Next steps:

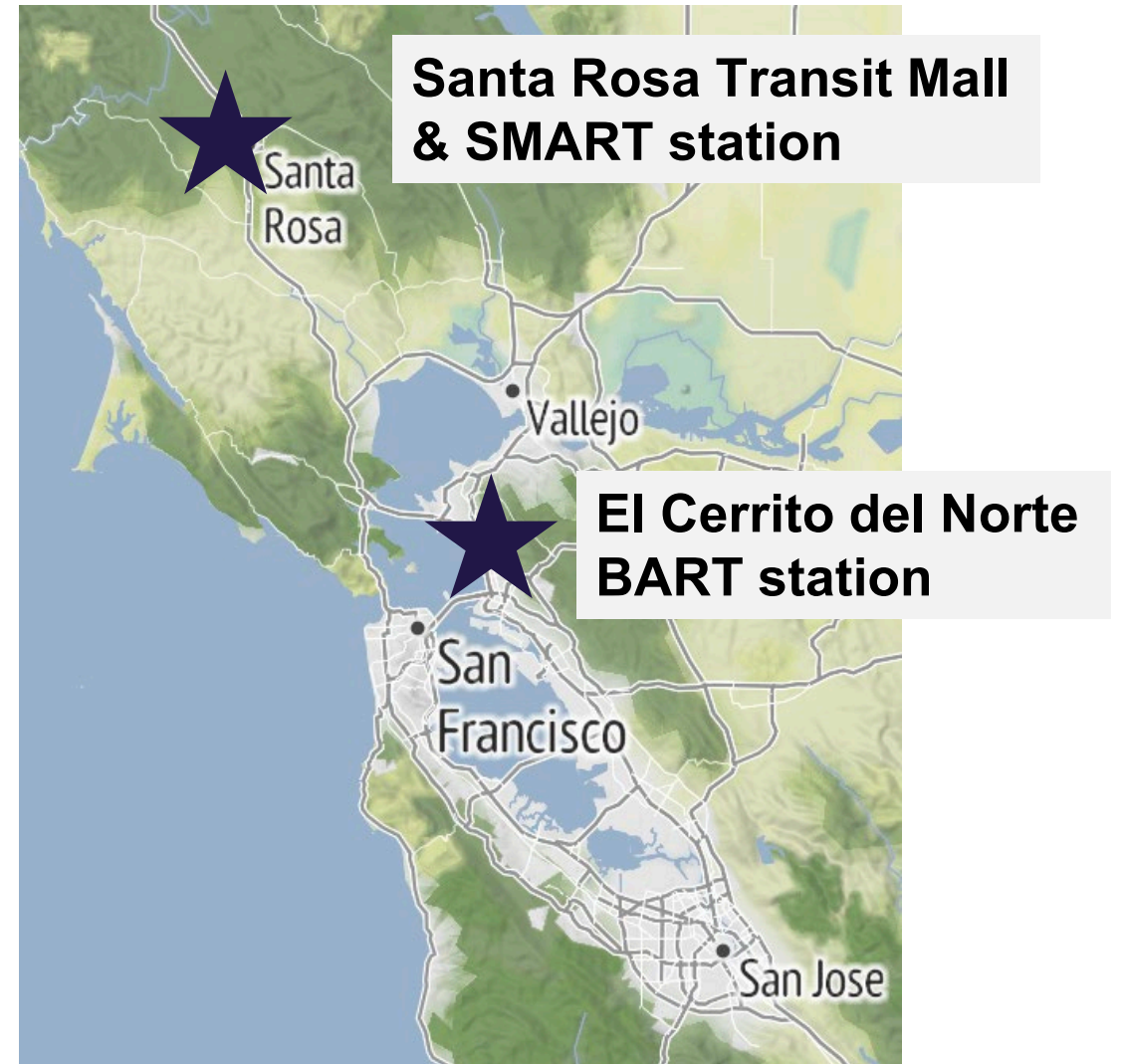
Prototype installation and evaluation

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

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