

**Mapping and Wayfinding Project Process and Engagement Update**

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**Subject:**

Update on Mapping and Wayfinding Project Process and Engagement.

**Background:**

The Blue Ribbon Transit Recovery Task Force (Task Force) has recommended that MTC implement regionally harmonized mapping and wayfinding, including subregional pilots, as key action items in the Task Force’s Transformation Action Plan. The goal of this project is to develop and implement fully harmonized wayfinding, mapping, and transit information throughout the Bay Area in all transit environments, while also providing guidance for pedestrian wayfinding and first/last mile opportunities extending from transit areas. Under MTC’s contract with Applied Wayfinding, Inc. (Applied), the consultant will:

1. Develop system design and implementation standards;
2. Coordinate and collaborate with a separate third-party consultant responsible for development of a digital mapping services platform;
3. Assist in public and stakeholder outreach and engagement related to the design, prototype development and implementation phases; and
4. Oversee initial prototyping and subregional pilot implementations, including development of operations and maintenance plans, and evaluating the project for success.

Applied and its subconsultant, Reflex Design Collective, will present an overview of the Mapping and Wayfinding Project process and engagement plan at your January 9, 2023, meeting. Updates will be presented at subsequent Policy Advisory Council Transit Transformation Action Plan Subcommittee meetings.

**Issues:**

None identified.

**Recommendations:**

Information.

**Attachments:**

- Attachment A: Presentation