
Regional Mapping & Wayfinding

**Policy Advisory Council
Transit Transformation Action Plan Subcommittee**

January 9, 2023



**METROPOLITAN
TRANSPORTATION
COMMISSION**



Project Team

MTC

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Consultants

Applied Information Group

Consultant Lead

Sub-Consultants

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Reflex Design Collective

TransSight

lowercase productions

Project includes...



Identity



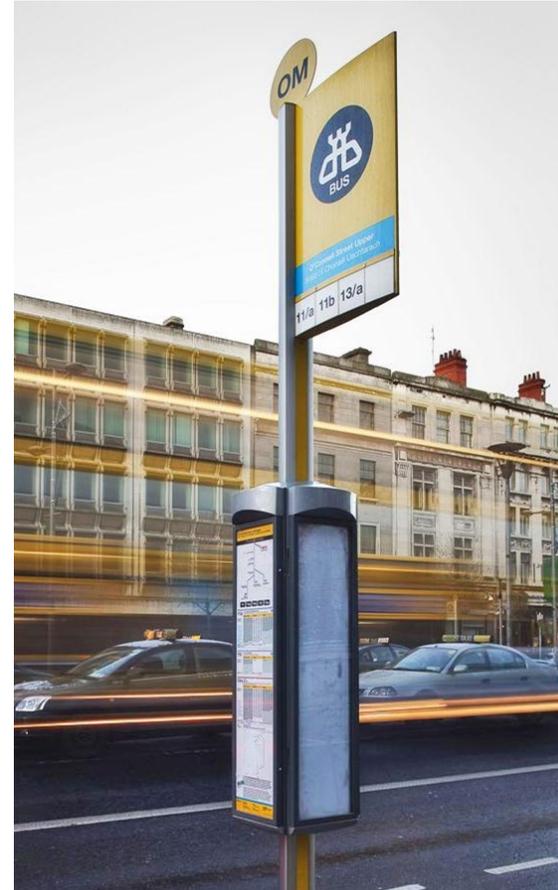
Directional



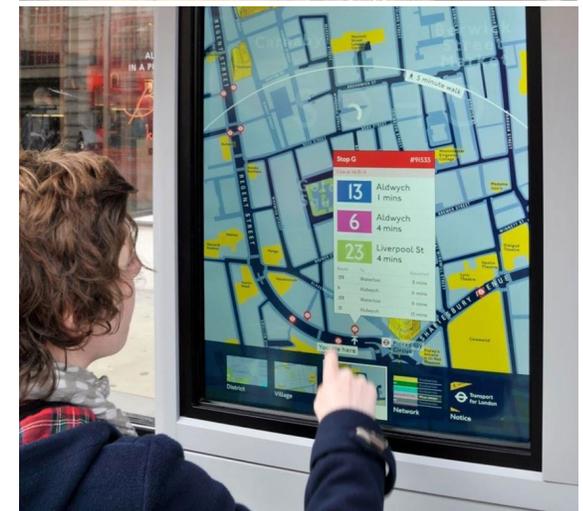
Accessibility



Maps

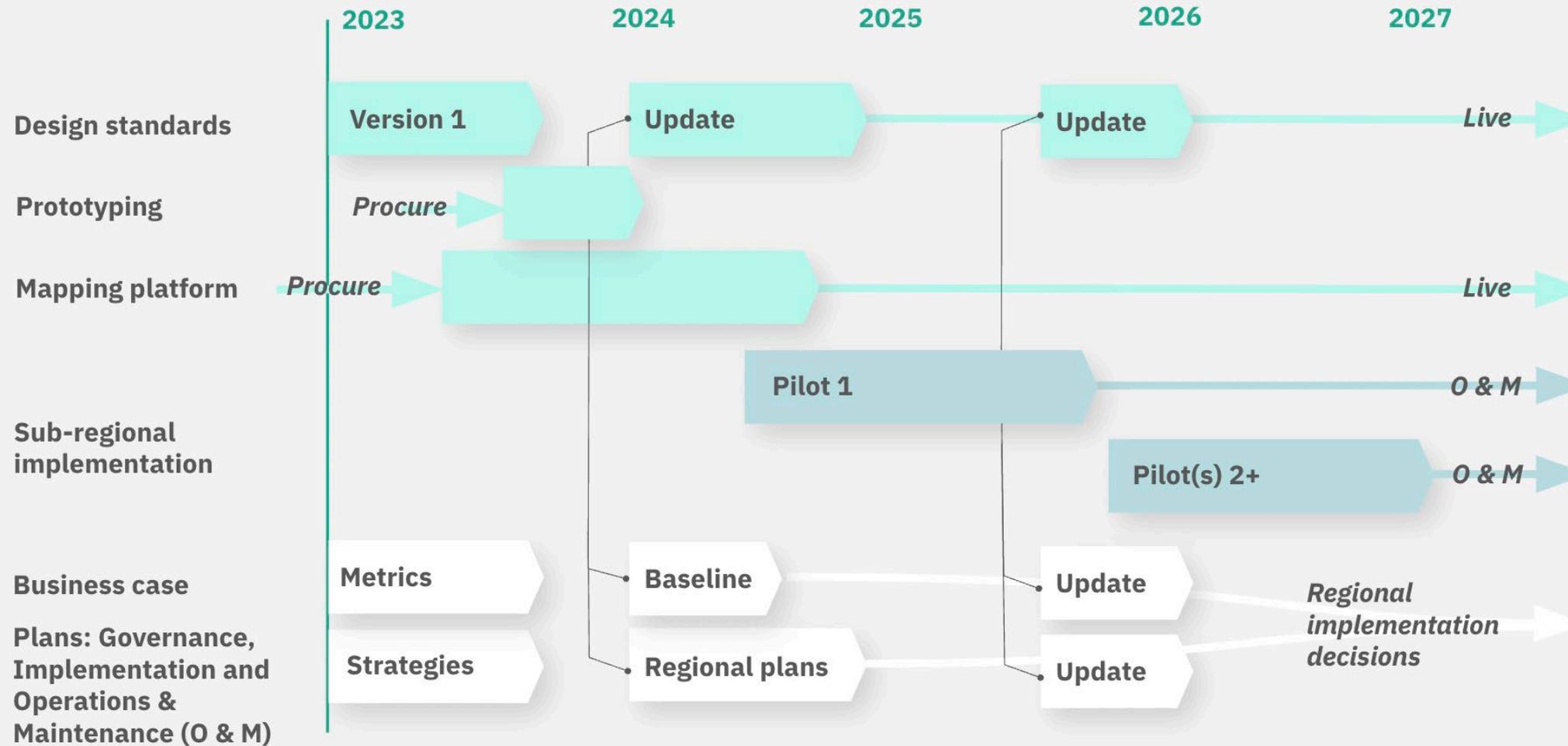


Information & schedules



Digital

Preliminary project phasing



Immediate plan

Four Stages in 2023

1. **Big Review** January – March

Review of what exists now, public and operator experiences, and good national & international examples to reference.

2. **Big Think** April – June

Developing the core elements of a regional system.

3. **Big Push** July – September

Development of prototypes.

4. **Big Test** October – December

Implementation and evaluation of prototypes.

Starting Pilots in 2024

- Iterate on design of the system based on lessons learned from prototyping.
- Refine long-term plans for operation & maintenance, governance, and implementation for the system across the region.
- Begin planning for development and implement a sub-regional pilots.

January – March 2023

Big Review

Build on previous work, engage the public, define best practices and establish the basis for detailed development.

Inputs:

1. Public outreach
2. Best practice review
3. Operator outreach
4. Charette

Outputs:

- Best practices and operational planning report
- Governance, implementation and operations & maintenance assessments
- Baseline evaluation
- White papers on key topics



April – June 2023

Big Think

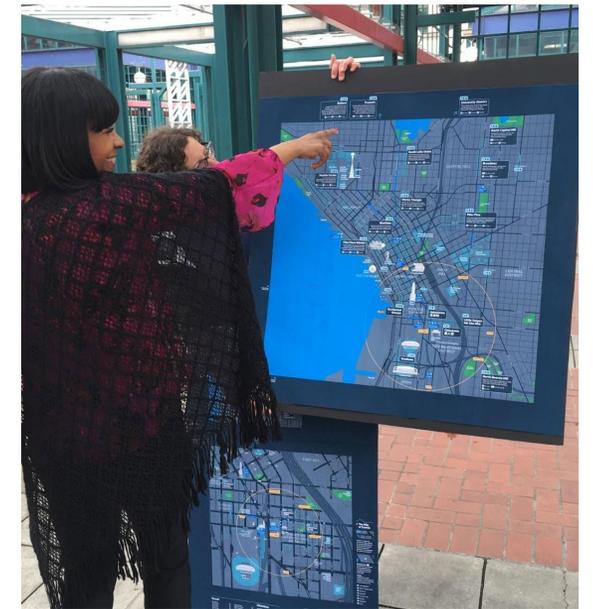
Rapid development of regional standard and supporting plans. Defining prototyping.

Inputs:

1. Rapid development and tests
2. Prototyping criteria
3. Public outreach
4. Operator outreach
5. Charette

Outputs:

- Mapping and wayfinding design development
- Governance, implementation and O&M strategies
- Proposed prototype sites



July – September 2023

Big Push

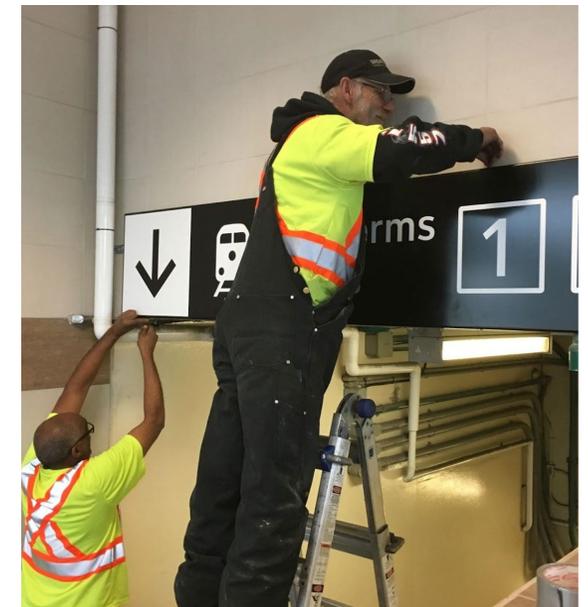
*Prototyping development using regional standard.
Selection and involvement of a fabricator.*

Inputs:

1. Prototyping details and plans
2. Prototyping procurement
3. Public outreach
4. Operator outreach

Outputs:

- Prototyping plan
- Digital demo plan
- Fabricators and suppliers
- Prototype evaluation plan



October – December 2023

Big Test

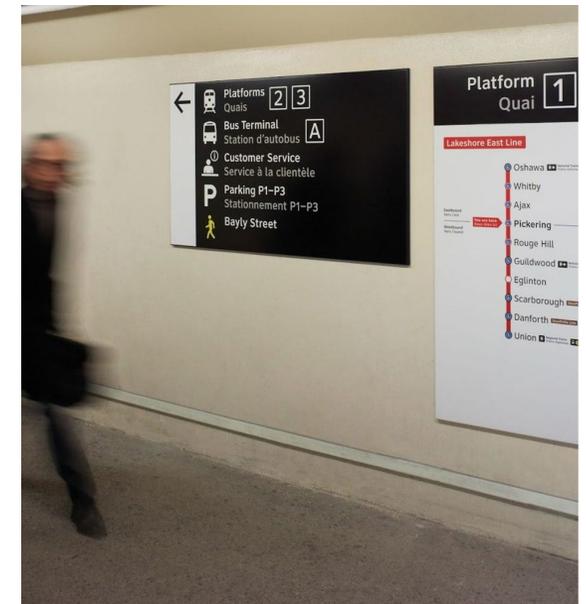
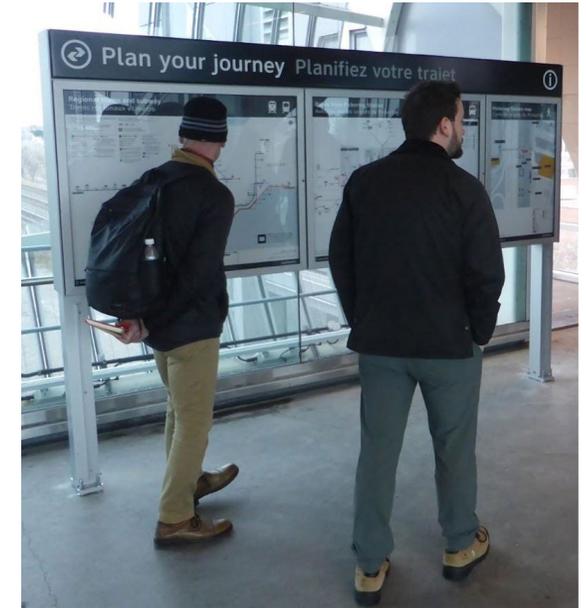
Implementation and evaluation of selected prototype / lab. Refinement of regional system supporting plans.

Inputs:

1. Implementation of labs
2. Public evaluation
3. Operator evaluation

Outputs:

- Lessons learned
- Baseline metrics/ Business case update
- Scope for pilot phases
- As needed, ongoing O&M plan for installed prototypes



Operator and Stakeholder Outreach

User experience

- Brand and graphic design standards
- Maps and diagrams
- Accessibility and equity elements
- Digital touchpoints and screens

Outcomes:

- Design standards
- System identity

Operations

- Industrial design
- Installation specifications
- Information management
- Maintenance standards

Outcomes:

- Design standards
- O&M strategy

Policy and planning

- Management and coordination
- Delivery planning
- Interjurisdictional coordination
- Resources and budgeting

Outcomes:

- Governance strategy
- Implementation strategy

Community Engagement



Oakland-based group of designers, strategists, urban planners, and previous government workers that are on the forefront of equity design and innovation.

Engagement Activity:

Co-Creation Workshops

Spaces for folks to work together to creatively weigh real life constraints, opportunities and trade offs being considered within the project and come up with solutions that work for them and their communities.

Engagement Activity:

Community Researchers

Approximately 10 community members will conduct research focusing on a different wayfinding-related topic.

Seeking input on:

1. What are some Community Based Organizations and/or communities we could recruit participants from?
2. Are there existing community-based participatory research projects we should be aware of?
3. What are some wayfinding-related topics we should consider for these engagement activities?

Thank you

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