Regional Mapping & Wayfinding:
Initial Standards Releases & Project Updates

METROPOLITAN TRANSPORTATION COMMISSION

Regional Network Management Council

February 23, 2026

Agenda Item 3b Attachment A

Today's meeting

- Project development & updates

- Regional Wayfinding Standards overview

- Initial Standards releases

  o Regional Network Identity Design Guide

  o Transit Stop Signage Design Guide

- Approval request

- Next steps

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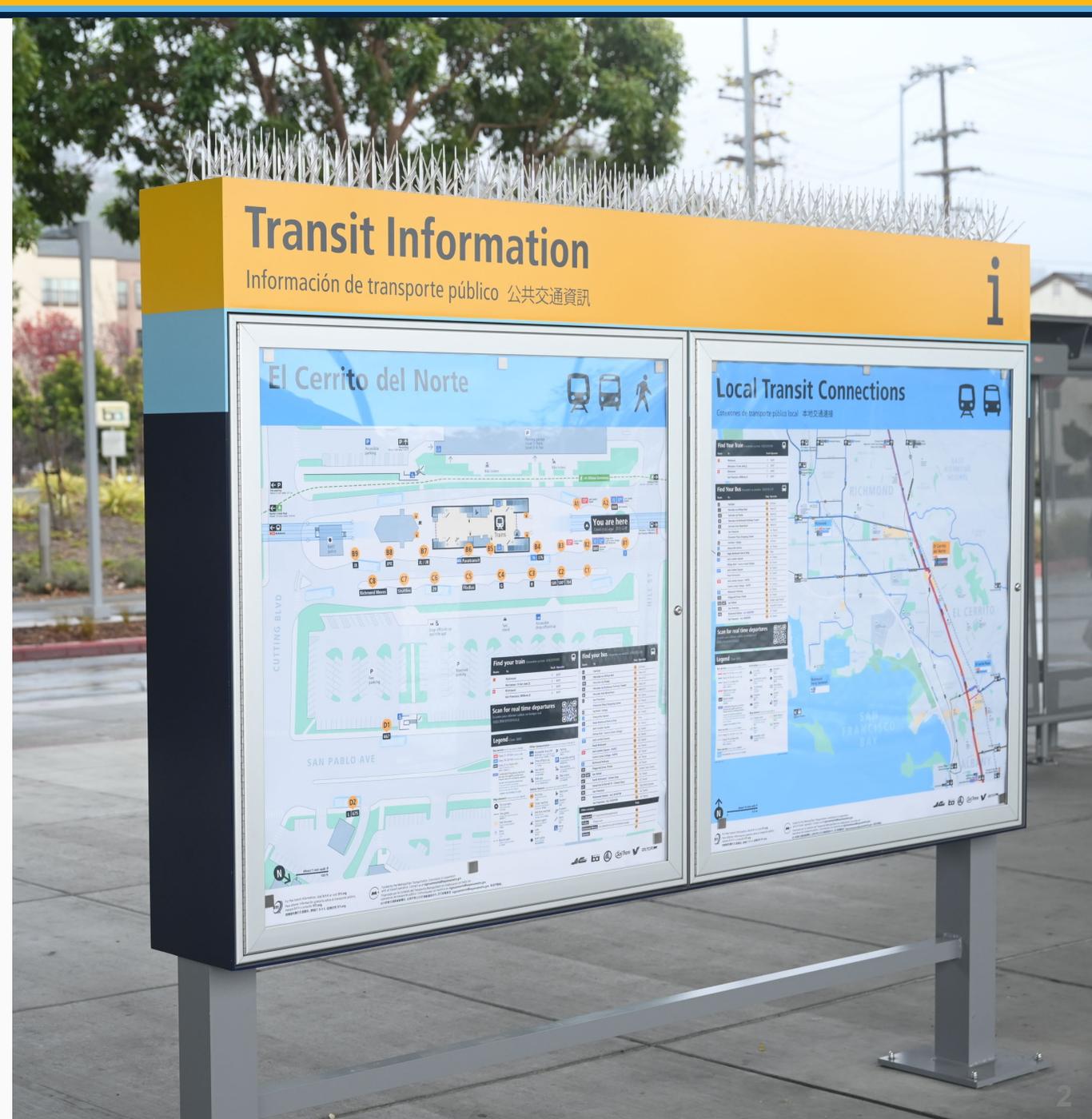
Project goals & values

Goals

- **Improve transit accessibility** by reducing information and navigation barriers

- **Grow and sustain ridership** by making transit more visible and easier to understand

- **Improve agency operational efficiency** through shared designs for maps, signs, and navigation materials

Project values

Designing for all
Advance access to anyone who wants to use public transit

Interconnectedness
Support the harmonization and connectivity of the regional system

Design excellence
Create attractive signs and maps for welcoming transit environments

Operational viability
Affordable and practical for transit agencies to implement and maintain

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Project development & delivery

Funded

Design standards
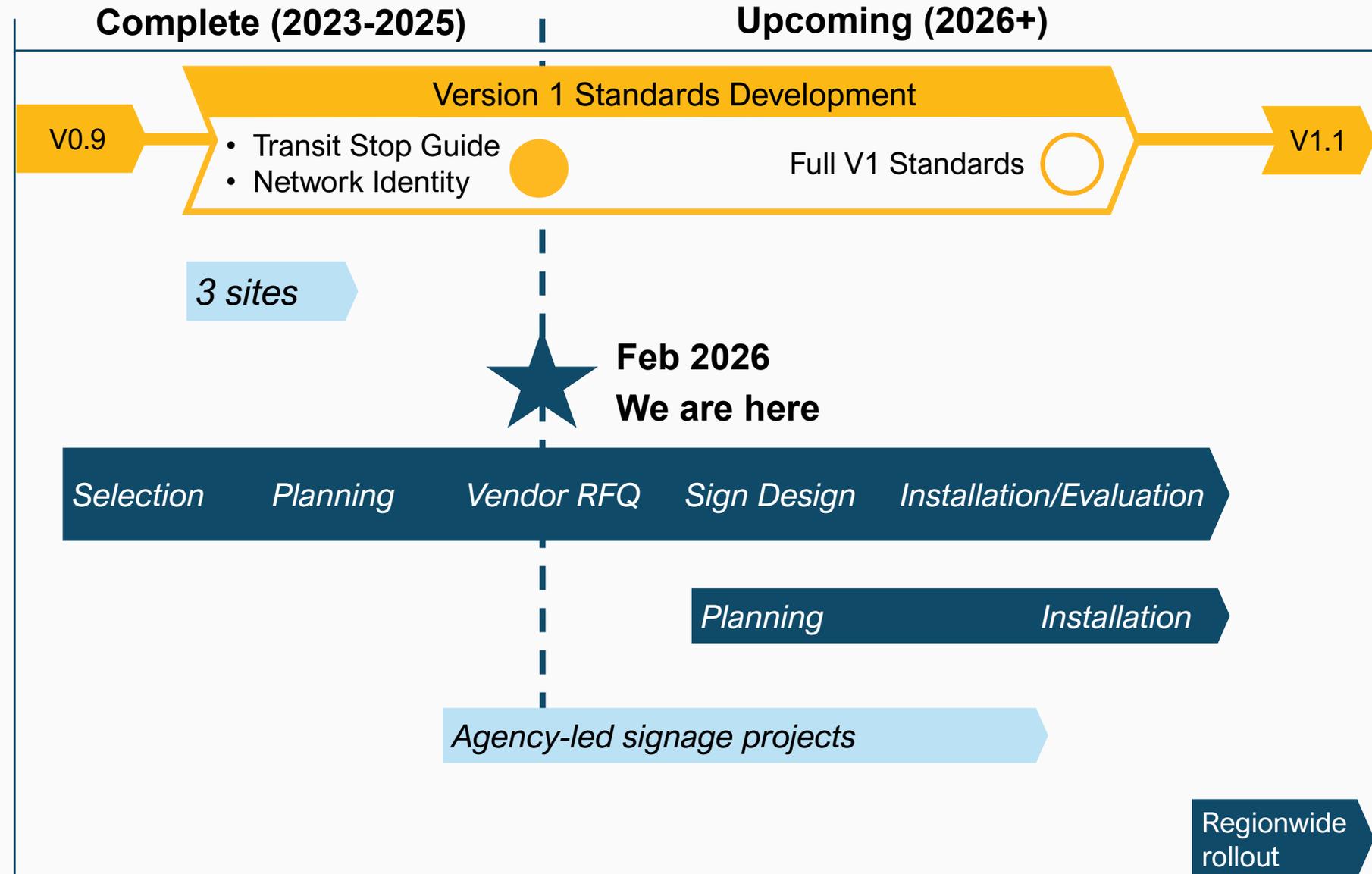Sign & map designs; installation support

Prototypes

Pilot projects

1. 9 transit hubs around the region
2. Accessibility pilot
3. Bus lines in Sonoma & Solano Counties

Agency-led projects
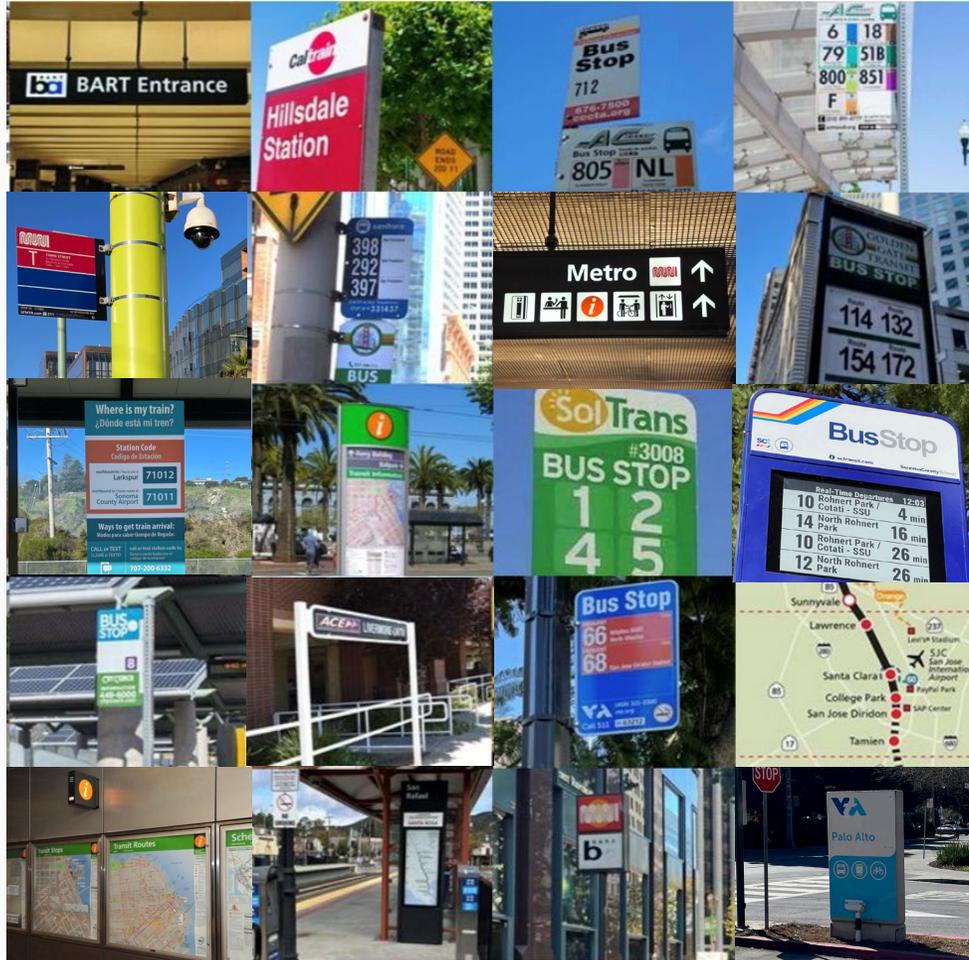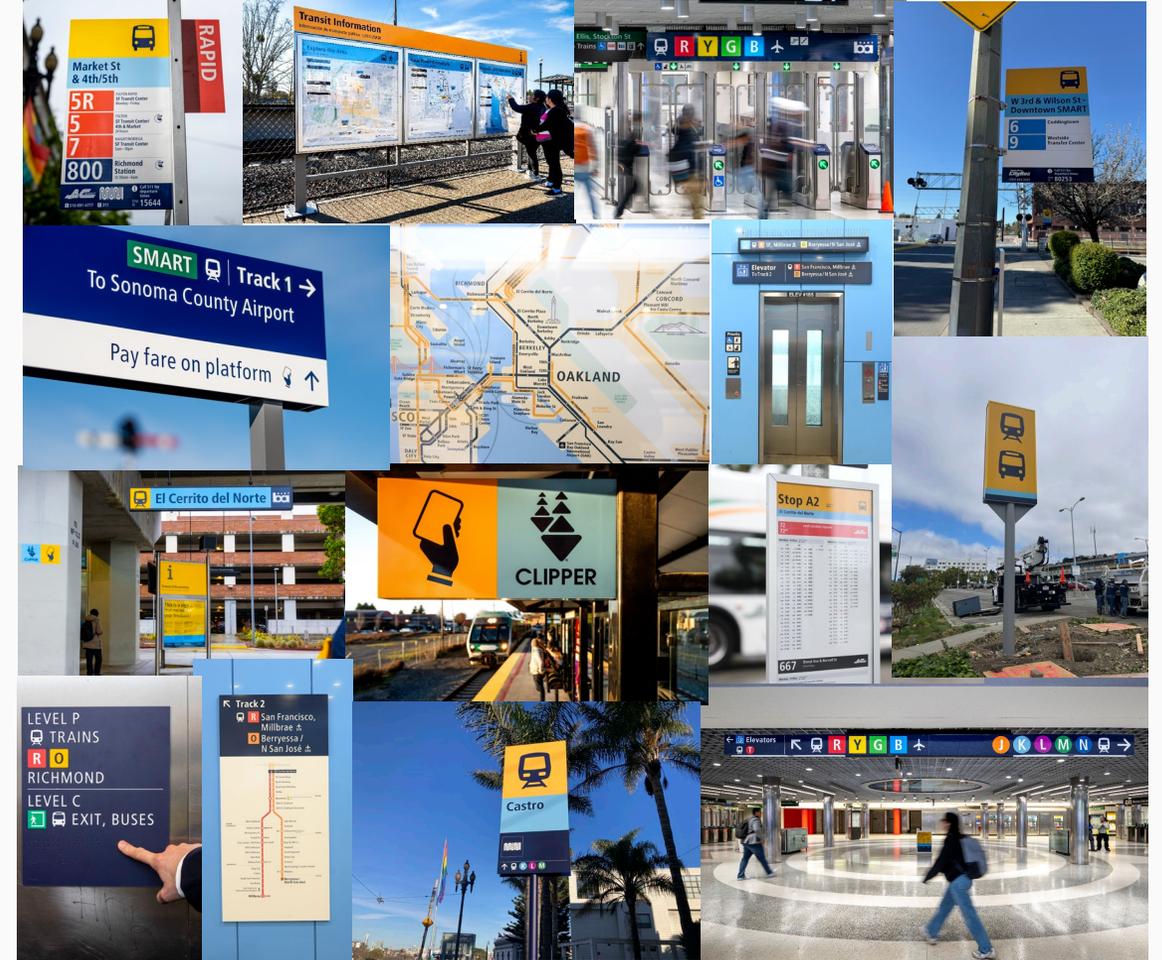
Regionwide rollout
(Subject to funding)

V0.9

Version 1 Standards Development
- Transit Stop Guide
- Network Identity

Full V1 Standards

V1.1

3 sites

Feb 2026
We are here

Selection   Planning   Vendor RFQ   Sign Design   Installation/Evaluation

Planning   Installation

Agency-led signage projects

Regionwide rollout

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4

Project updates

Pilot Projects

- RFQ for transit hubs and North Bay bus routes open soon

- First-time use of progressive design-build at MTC, informed by SFO, BART, Caltrain, & VTA staff

- Sign planning underway with agency staff

Regional Map

- V1 Regional Map complete

- Updates planned for MASCOTS

- Installation to begin in spring at prototypes, then more hubs

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Why Regional Wayfinding Standards?

From inconsistent and disconnected

To consistent and connected

What's in the Wayfinding Standards

V1 Wayfinding Standards framework

Guidance for all Bay Area transit facilities

Implementation guidance
Guidance and resources for agencies to plan, design, install, and maintain signs and maps

How the wayfinding system is implemented

Shared design language
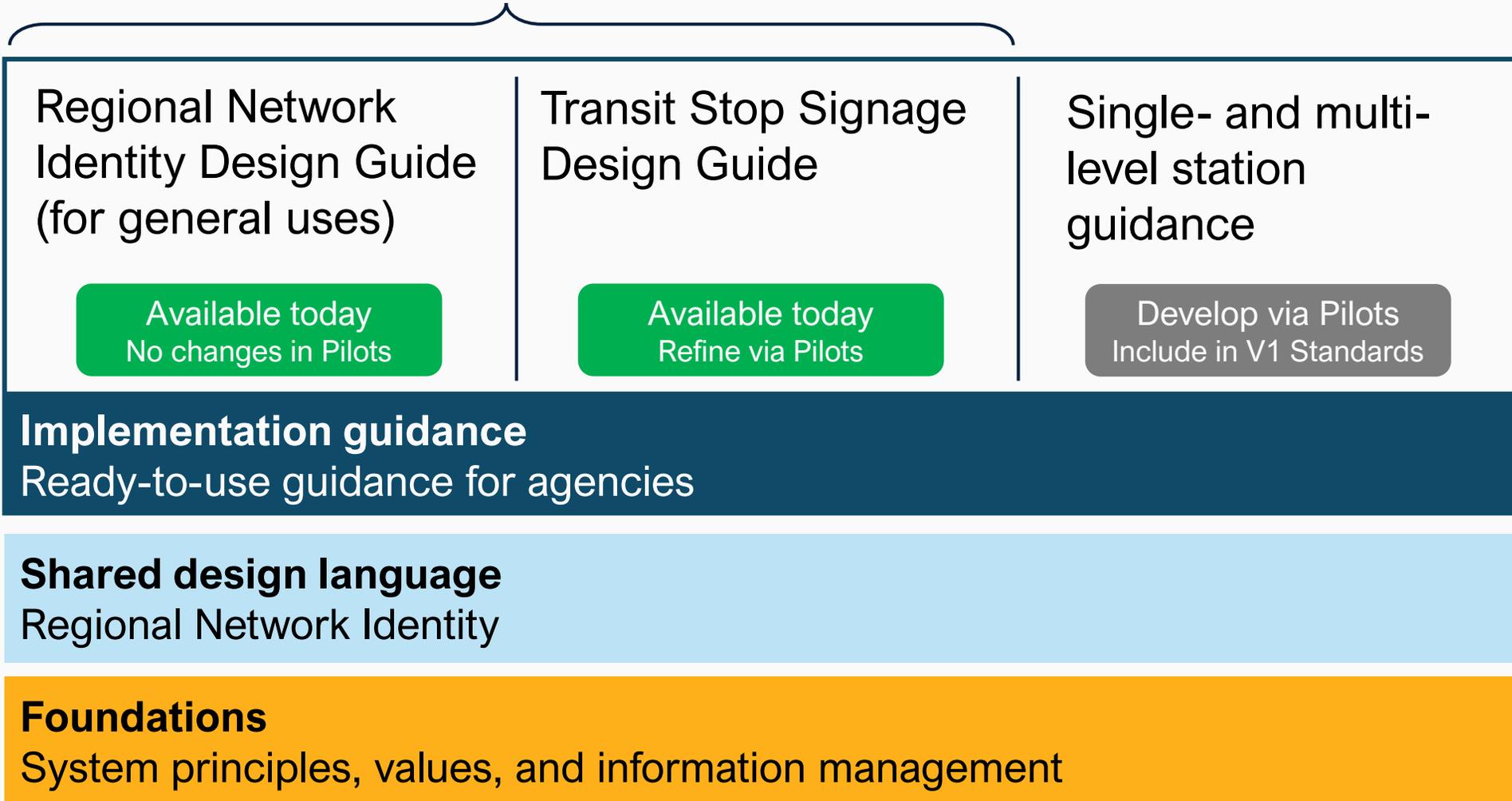Consistent look and feel (Regional Network Identity)

Foundations
- System principles and values: e.g., designing for all, predictability
- Information management: what goes where, when, and how much

System rules that apply everywhere

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What's available for approval today… and what's next

Prioritized to advance Pilot Projects and agency-led sign projects

Regional Network Identity Design Guide (for general uses)	Transit Stop Signage Design Guide	Single- and multi-level station guidance
Available today No changes in Pilots	**Available today** Refine via Pilots	Develop via Pilots Include in V1 Standards

Implementation guidance
Ready-to-use guidance for agencies

Shared design language
Regional Network Identity

Foundations
System principles, values, and information management

V1 Wayfinding Standards framework

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Regional Network Identity Design Guide

Implementation guidance – available now

Regional Mapping & Wayfinding

Regional Network Identity Design Guide

February 12, 2026
Version 1.0

Metropolitan Transportation Commission | Applied Information Group

- **Purpose:** Define consistent "look and feel" of Bay Area transit network, helping agencies with general messaging and temporary wayfinding applications
- **Content**: Specifications for colors, symbols, and information hierarchy

Color
A consistent use of three colors – gold, bright and dark blue – is core to recognition of the Regional Network Identity

Iconography
Modal icons provide identifiable and meaningful symbols for the network, in place of a singular logo

Typeface
FF Transit is the recommended font for the Regional Wayfinding Standard. MTC will be procuring licenses for agency use in 2026.

Information hierarchy
A logical, repeatable structure is used across signs. This structure is another way of reinforcing brand identity through consistency of application, as well as creating intuitive layouts.

1. Modal icons
2. Facility name
3. Service information
4. Agency logos

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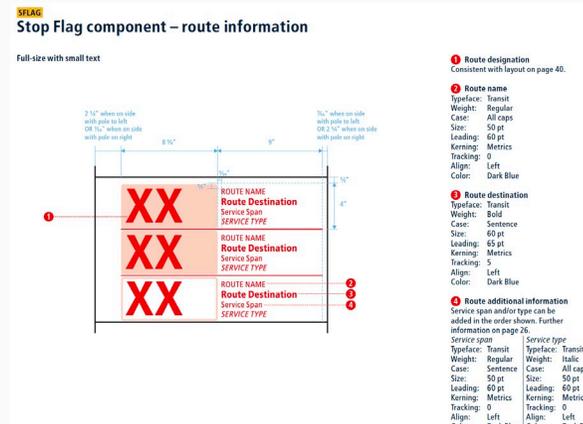# Transit Stop Signage Design Guide

Implementation guidance – available now

- **Purpose:** Define consistent Bay Area transit stop* signage and help agencies apply the designs at each stop

- **Content**: Standard specifications and guidance for sign sizes, service information, and shared agency stops
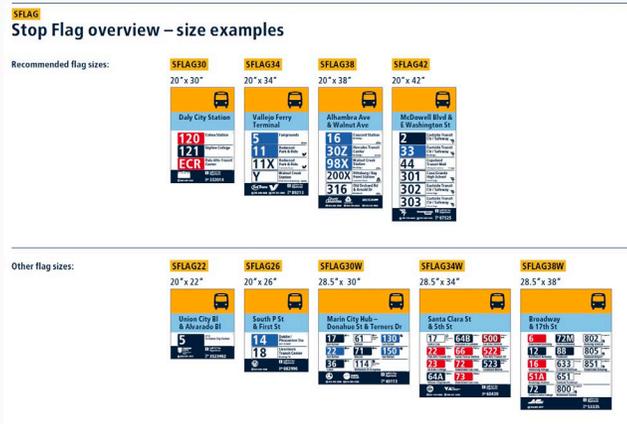
Sign sizes

Service information specs

Why now?

- Advance agency-funded sign projects waiting for guidance (County Connection, BART)

- Support service restructures (SolTrans & WestCAT)

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*Transit stops = primarily served by buses, but also served by light rail, streetcars, cable cars, or paratransit

From 19 different transit stop signs…

To one unified sign for the region:

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Illustrative example – not final

One sign for all Bay Area operating environments

White background maximizes visibility in low light areas
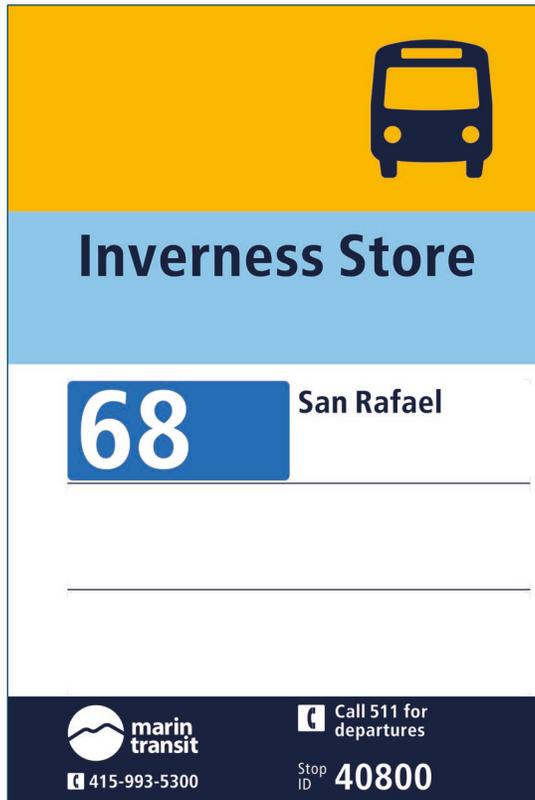
Destination required, with flexibility for special service info

Half-width option for stops with 6+ routes

Inverness Store

| 68 | San Rafael |

marin transit
415-993-5300

Call 511 for departures

Stop ID 40800

Rural

South P St & First St

| 14 | Dublin / Pleasanton Sta — BUS TO BART |
| 18 | Livermore Transit Center — Weekday PM |

925-455-7500

Call 511 for departures

Stop ID 882996

Suburban

Stockton St & Geary St

8	BAYSHORE Daily, 5am–12am, except when 8AX/BX in service — To City College	45	UNION / STOCKTON Daily, 5am–10pm — To Caltrain Depot
8AX	BAYSHORE A EXPRESS Weekdays, 3:30pm–7pm — To Visitacion Valley	91	3RD ST / 19TH AVE Nightly, 12am–5am OWL — To West Portal Station
8BX	BAYSHORE B EXPRESS Weekdays, 3:30pm–6:30pm — To City College	T	3RD ST BUS When trains not in service — To Visitacion Valley
30	STOCKTON Weekdays, 5am–12am; Weekends 6am–12am — To Caltrain Depot

MUNI
311
中文 / Español / Français / 日本語 / 한국어 / русский / Filipino / tiếng Việt / ภาษาไทย / العربية
sfmta.com

Call 511 for departures

Stop ID 16516

Urban

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Illustrative examples – not final

Design evolution since the prototypes

Rider focused
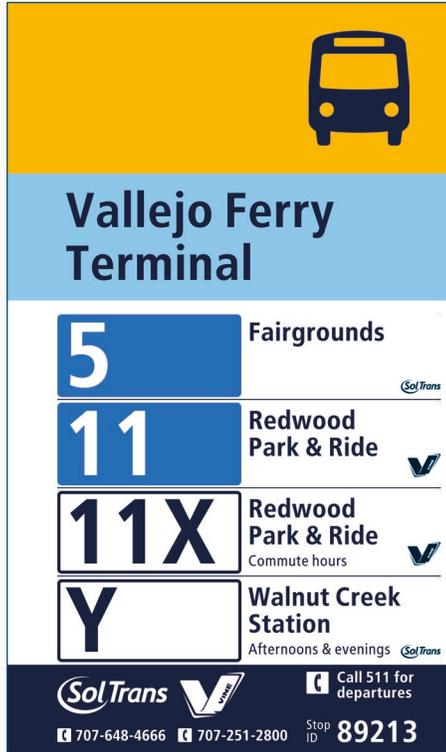
Logos at shared stops

Agency logos differentiate routes at stops served by multiple operators

Occasional routes

Services with special hours (e.g., commute, school) use distinctive reverse color box

Agency focused

Modular design

All route and footer rows are 4-inch height, simplifying maintenance and service changes

Larger footer

Footer may be double height to provide more agency information

Illustrative examples – not final

Sign visibility and contrast

Designed to stand out

- Yellow/blue headers help riders and operators identify bus stops
- Route numbers meet/ exceed ADA minimums
- White background maximizes visibility
- Colors distinct for nearly all color blindnesses
- Reflective and UV- resistant coatings improve and protect visibility

Exceeds contrast guidance

Color combination	LRV %*
White on dark red 0-10 min frequency	90
White on medium red 11-15 min frequency	82
White on dark blue 16-30 min frequency	99
White on medium blue 31+ min frequency	84
Dark blue on white Occasional routes	99
ADA suggested minimum Guidance, not required	70

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Illustrative example – not final

LRV = Light Reflectance Value, a measure of contrast for printed signs

Collaborative design process

Development of new signage included…

Credit: Aaron Priven

Technical testing results

Incorporate agency best practices

Staff input from 20 agencies

Project values

Public survey of final design options

Accessibility Working Group input

Consensus-building approach

RNM Committee, Council and CAG engagement

Prototype public evaluation

Frequency shown on signs and maps

AC Transit

VTA

Stop name on sign

SFMTA

Two operators, one sign

Golden Gate Transit & Marin Transit

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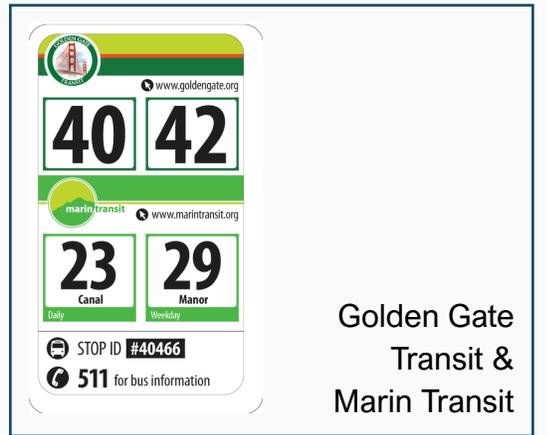
Planned refinement of transit stop signage designs

We will learn from Pilot implementation, with focus on remaining agency concerns

Agency	Concern	How currently addressed	Next steps
AC Transit	• Route number visibility • Service change maintenance • Need consistent terminology	• Designs meet/exceed ADA • Most updates can be made using decals	• Test visibility & maintenance in Pilots • Develop regional transit glossary
County Connection	• Stop name maintenance	N/A	• Develop tools/processes for cost effective O&M
Golden Gate Transit & Marin Transit	• Most poles can't provide required clearance for new sign sizes	• Shorter 1- and 2- route signs available	• Test sign & pole installation options for variety of conditions in Pilots
VTA	• Need QR code strategy • Bus signs not a priority; focus on navigation signs at key sites	• Regional Network Identity design work is complete	• Test QR/tactile signs in Pilots • Develop post-Pilot rollout plan with agencies • Pilot sign planning is underway

Development also includes stop markers for limited stop (e.g., Limited, Rapid) routes, temporary notice guidance, and more!

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Current/prospective agency-led implementation

- **SFMTA**: Castro station elevator and plaza project (installed)

- **BART**: Loading zone signs, bus bay numbers, and tactile panels at transit hubs

- **County Connection lead (with WestCAT, Tri Delta Transit)**: Test new signs at three-agency shared stops in Martinez

- **SolTrans & WestCAT**: Install new signs for 2026 service restructures

SolTrans COA

Draft Network Plan Overview

Taking action today

Approve:

MTC use for Pilot Projects, and voluntary agency use, of initial Regional Network Identity & Transit Stop Signage guidance during the pilot period

Approval outcomes…

- MTC proceeds with new designs at transit hub and North Bay bus route Pilots

- Agencies may use Guides for wayfinding projects

- MTC assists with agency-led sign projects as needed using new designs

- Riders benefit from new sign designs in more locations

- MTC learns from sign projects to make further refinements as needed for full V1 Standards

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Next steps

This quarter	Rest of 2026	Future milestones

Pilot Projects
- Continue procurement of construction vendor for Pilots
- Continue sign planning at Pilot sites

Agency-led projects
- Implement County Connection sign tests in Martinez (if approved)
- Support BART, SolTrans & WestCAT projects (if approved)

Rest of 2026
- Return to Council with project and schedule updates by Q3 CY 2026
- Agency-led project implementation (if approved)
- Draft V1 Standards approval & adoption strategy

Future milestones
- Develop post-Pilot implementation plan with agencies
- Pilot Project implementation and evaluation
- V1 Standards development, release, and approval

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