

Metropolitan Transportation Commission
Regional Network Management Committee

July 11, 2025

Agenda Item 2b

Memoranda of Understanding - Regional Mapping and Wayfinding Prototype and Pilot

Subject:

Request Committee approval to negotiate and enter into agreement(s) with public agencies participating in the Regional Mapping & Wayfinding Project (RMWP) Prototype and Pilot Projects to establish operations and maintenance responsibilities.

Background:

To help transit riders travel across the region more easily, especially for trips involving multiple transit agencies, the RMWP is redesigning and standardizing transit maps and signage across all nine Bay Area counties. MTC is partnering with more than two dozen agencies on this project to develop unified regional wayfinding standards and implement redesigned maps and signage at pilot sites across the region. To specify operations and maintenance responsibilities for these maps and signage during the Pilot phase, MTC intends to establish a Memorandum of Understanding (MOU) for each site with participating public agencies, including transit agencies and municipalities.

Prototypes and Pilots

RMWP implementation consists of Prototype and Pilot project phases. The purpose is to test and refine new designs iteratively based on customer and agency feedback and to gain experience to determine operations and maintenance roles and responsibilities for MTC and transit agencies for a full regionwide rollout.

Between December 2024 and June 2025, MTC implemented prototypes at the El Cerrito del Norte station as well as Santa Rosa Transit Mall and SMART station, and a temporary “mini” prototype at Powell station. With learnings from this experience, the RMWP is moving into the Pilot phase. The team has completed site visits at the seven new hub Pilot locations (Larkspur, Millbrae, Powell, Palo Alto, Dublin/Pleasanton, Vallejo Transit Center and Ferry Terminal, and Suisun-Fairfield) and is preparing preliminary site plans for new signs and maps. Starting in 2026, the Pilots will include:

- New wayfinding at nine multimodal transit hubs around the region, including full buildouts of El Cerrito del Norte and Santa Rosa Prototype locations; and
- New wayfinding on a selection of bus lines in Sonoma and Solano Counties; and
- Agency sign replacement projects using the new Standards.

Prototype & Pilot Operations and Maintenance

In 2010, the Commission adopted Resolution No. 3866, MTC's Transit Coordination Implementation Plan, which specifies coordination requirements between MTC and transit agencies, including transit signage under the existing Hub Signage Program.

The RMWP's new set of transit signs and maps will be more comprehensive and expansive compared to what individual agencies historically have designed, procured, installed, maintained, and replaced. This includes a range of sign types at multiple scales and sizes, from bus stop and rail station platform signs, to tactile panels in elevators, to station identification signs at facility entrances. Some signs are intended to replace or retrofit existing ones, while others are new to fill gaps in customer navigation at key decision points.

For the Pilot phase, MTC intends to establish a Memorandum of Understanding (MOU) for each site with participating public agencies (including transit agencies and municipalities) to specify operations and maintenance responsibilities. These MOUs would allow MTC and agencies to test approaches to operations and maintenance informed by the model of MTC Resolution No. 3866. Ultimately, this experience will help shape a regional approach to shared responsibility for a potential future RMWP regionwide rollout.

Additionally, this project has been determined to be statutorily exempt from California Environmental Quality Act (CEQA) requirements pursuant to California Public Resources Code section 21080.25 (b). Staff will file a Notice of Exemption within five working days of the approval action, in accordance with the requirements of Public Resources Code sections 21080.25(h) and 21152.

Issues:

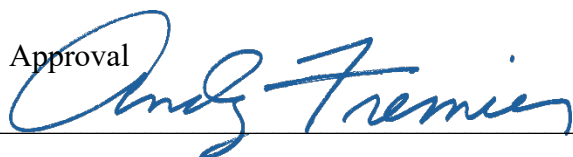
None identified.

Recommendations:

Staff recommend that the Regional Network Management Committee authorize the Executive Director to negotiate and enter into agreement(s) with public agencies participating in the Regional Mapping & Wayfinding Prototype and Pilot Projects, establishing operations and maintenance responsibilities with various transit operators and public agencies in relation to the following transit locations: Powell station and adjacent bus stops; Larkspur Ferry Terminal, Larkspur SMART station, and adjacent bus stops; Santa Rosa Transit Mall, Santa Rosa Downtown SMART station, and adjacent bus stops; Suisun-Fairfield station and adjacent bus stops; Vallejo Ferry Terminal, Vallejo Transit Center, and adjacent bus stops; El Cerrito del Norte station and adjacent bus stops; Dublin/Pleasanton station and adjacent bus stops; Palo Alto Transit Center and adjacent bus stops; Millbrae station and adjacent bus stops; and a selection of on-street bus stops in Sonoma and Solano Counties to be determined. Currently, this includes but is not limited to the following agencies and/or municipalities: Alameda-Contra Costa Transit District (AC Transit), Bay Area Rapid Transit (BART), Capitol Corridor Joint Powers Authority, County Connection, Caltrain, Dumbarton Express, Fairfield and Suisun Transit (FAST), Golden Gate Bridge, Highway, and Transportation District, Livermore Amador Valley Transit Authority (LAVTA Wheels), Marin Transit, Petaluma Transit, Napa Valley Transportation Authority (The Vine), San Mateo County Transportation District (SamTrans), San Francisco Municipal Transportation Agency (SFMTA), San Francisco Bay Water Emergency Transportation Authority (SF Bay Ferry), City of Santa Rosa (CityBus), Solano Transportation Authority (Rio Vista Delta Breeze), Solano County Transit (Soltrans), Sonoma County Transit, Sonoma-Marin Area Rail Transit (SMART), Valley Transportation Authority (VTA), and Western Contra Costa Transportation Authority (WestCAT); and the Cities of Dublin, El Cerrito, Larkspur, Millbrae, Palo Alto, San Francisco, Suisun City, and Vallejo.

Attachments:

- Attachment A: Request for Committee Approval



Andrew B. Fremier

Request for Committee Approval

Summary of Proposed Memoranda of Understanding

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|-----------------------------|---|
| Participants: | MTC and Bay Area Public Agencies (Transit Operators and/or Municipalities) Bay Area, California |
| Work Project Title: | Regional Mapping & Wayfinding Project |
| Purpose of Project: | Develop a regional mapping and wayfinding system. |
| Brief Scope of Work: | Develop design standards, implement prototype and pilot projects, and develop tools, plans and implementation guidance for a regional wayfinding, mapping, and transit information system with various transit operators and public agencies in relation to the following transit locations: Powell station and adjacent bus stops; Larkspur Ferry Terminal, Larkspur SMART station, and adjacent bus stops; Santa Rosa Transit Mall, Santa Rosa Downtown SMART station, and adjacent bus stops; Suisun-Fairfield station and adjacent bus stops; Vallejo Ferry Terminal, Vallejo Transit Center, and adjacent bus stops; El Cerrito del Norte station and adjacent bus stops; Dublin/Pleasanton station and adjacent bus stops; Palo Alto Transit Center and adjacent bus stops; Millbrae station and adjacent bus stops; and a selection of on-street bus stops in Sonoma and Solano Counties to be determined. |
| Project Cost Not to Exceed: | \$0; no funds committed through the MOUs |
| Funding Source: | Not applicable. |
| Fiscal Impact: | None; MTC share of costs to be funded through existing or future MTC budgets. |

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into agreement(s) with public agencies participating in the Regional Mapping & Wayfinding Prototype and Pilot Projects, establishing operations and maintenance responsibilities, as described above and in the Regional Network Management Committee Summary Sheet dated July 11, 2025.

Regional Network

Management Committee:

Alicia John-Baptiste, Chair

Approved:

July 11, 2025