



Regional Mapping & Wayfinding – Project Update

Regional Network Management Council

July 27, 2026

Today's meeting

- Pilot projects update
- Focus: Transit agency collaboration
- Next steps



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

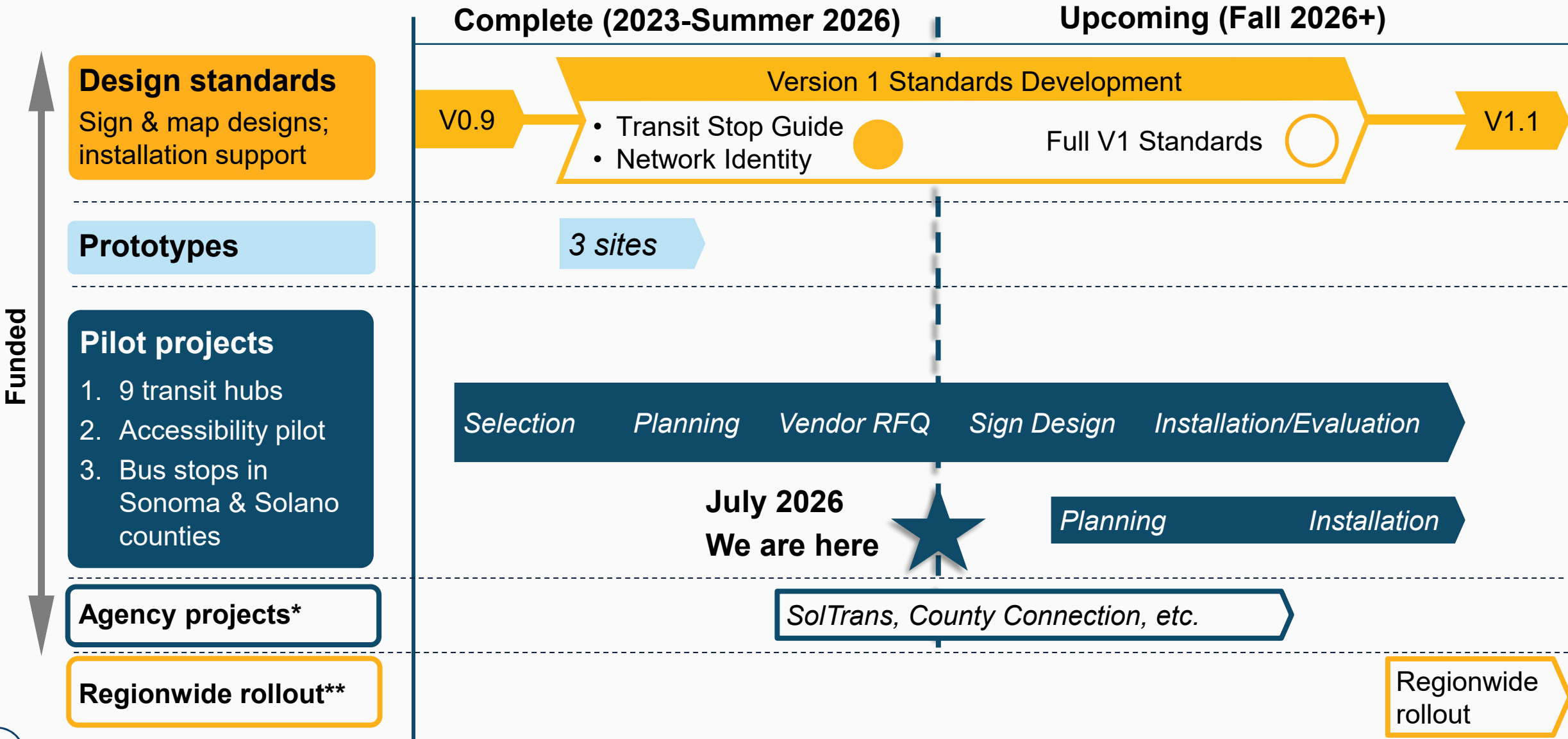
Design excellence

Create attractive signs and maps for welcoming transit environments

Operational viability

Affordable and practical for transit agencies to implement and maintain

Project schedule



* MTC assistance; separate funding **Subject to funding

Pilot Projects update: Implementation vendors selected

Under contract

applied

Applied
Wayfinding Inc.

Pilot planning & artwork

- Pre-engineering drawings
- Pilot sign plans: detailed sign-by-sign locations and content
- Pilot sign artwork

Authorized to enter into contract June 12

Progressive Design-Build Services (Pilot Implementation)

- Design & engineering
- Agency permitting
- Fabrication & installation



LC General Engineering
& Construction, Inc.

Pilot Delivery Support Services

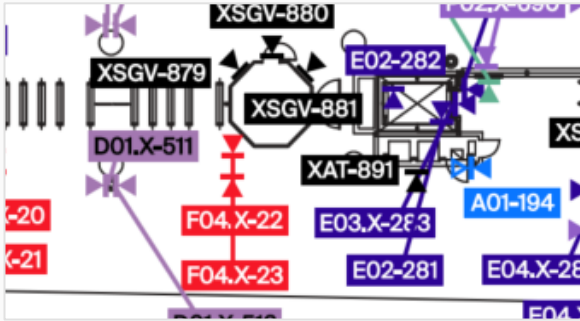
- Construction monitoring
- Structural engineering review
- Cost estimation



WSP USA, Inc.

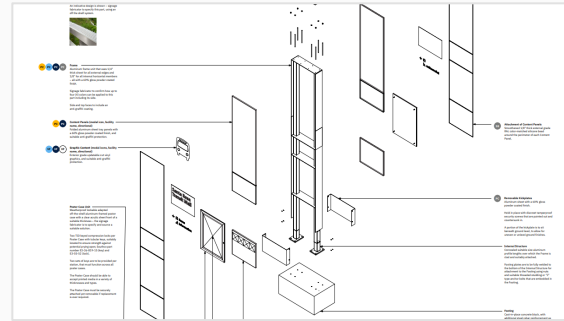
Transit agency collaboration: Pilots & Standards

Pilot Site Plans



- Site plans showing sign type, proposed location, and content
- Collaborative review with stakeholders at each site
- Facilitates sign artworking, permitting, and fabrication

Sign infrastructure



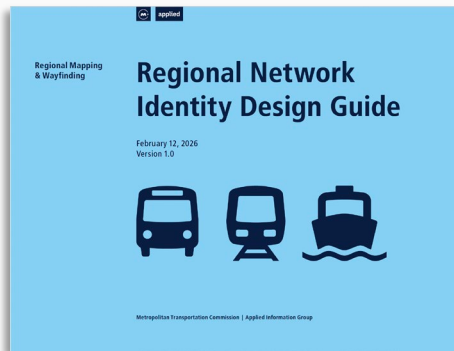
- Fabrication and installation details for main sign types
- Features entirely new signs and incorporates existing agency standards as applicable for flexibility
- Informs engineering drawings for sign fabrication

Standards development

- Continued design and policy refinement for pilots and beyond
- At agency request:
Standardized customer facing terminology
 - Service types
 - Route destination naming
 - Route directionality
 - Payment language
 - "Platform" or "track" at train stations

Transit agency collaboration: Design Guides

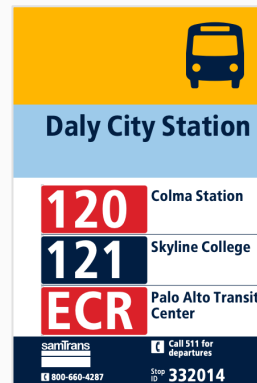
Design Guides – approved in Feb



Regional Network Identity Design Guide:
"Look and feel" for all signs and maps



Transit Stop Signage Design Guide:
Signs for all 19 bus systems



Guidance in action

Temporary signage at Millbrae



Icons for Larkspur ped connection



Transit agency collaboration: Signage projects



New entrance signage at Castro station



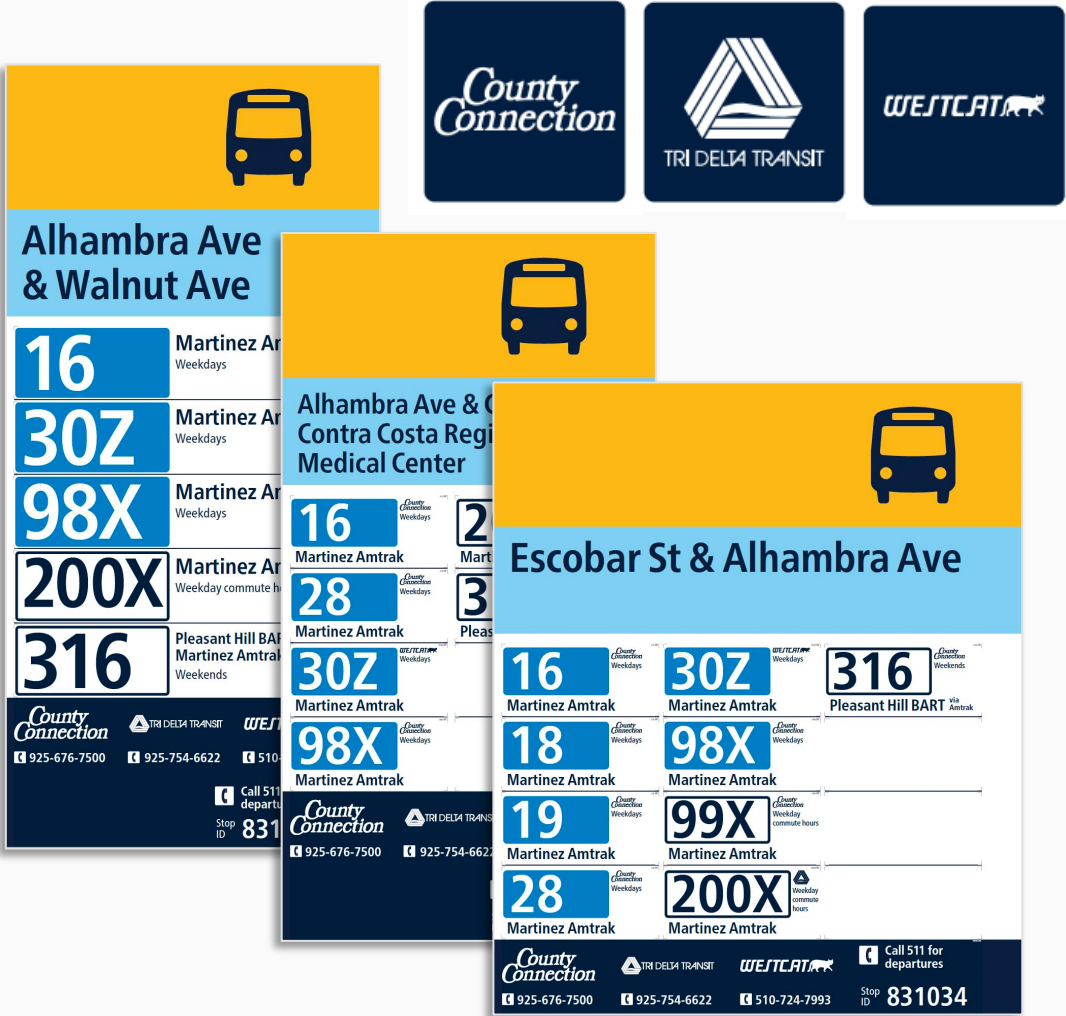
Iterative bus stop tactile panel development for BART transfer centers



Transit agency collaboration: Transit Stops



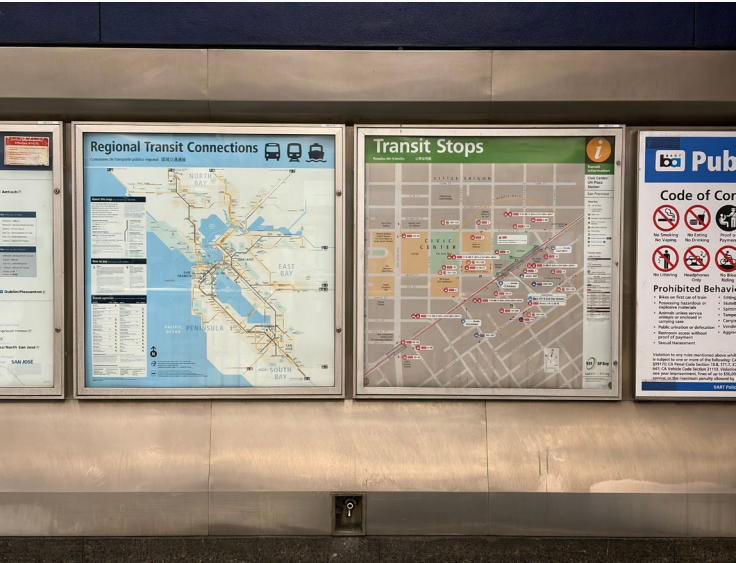
SolTrans system restructure uses new regional bus stop sign design – launches August 2



Downtown Martinez three-agency bus stop sign operations test – install this summer

Transit agency collaboration: Regional Map deployment

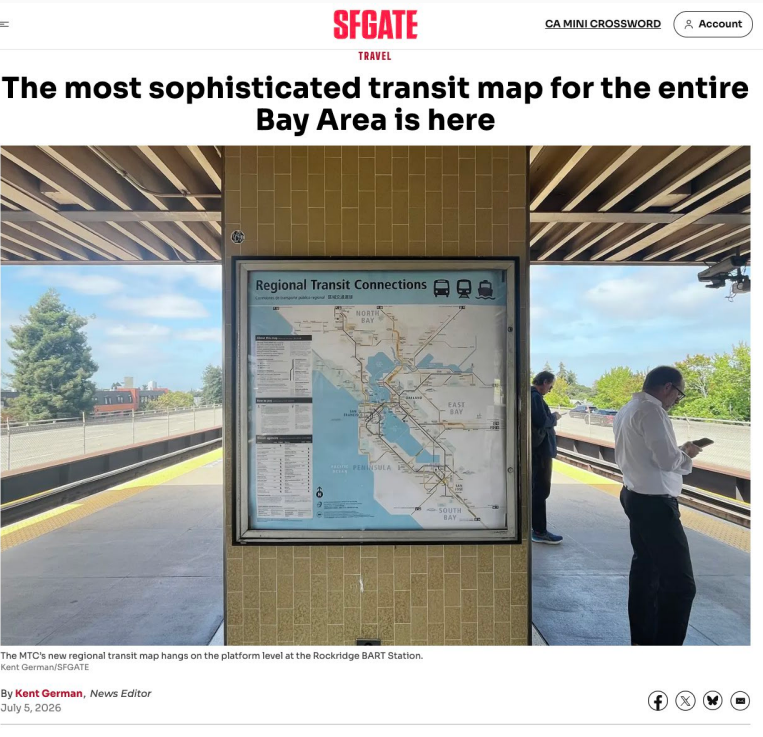
Embarcadero platform



Civic Center concourse



Rockridge platform



Next steps

- Negotiate and enter into contracts with LC General & WSP for pilot implementation
- Determine pilot delivery schedule in discussions with vendors and agency partners
- Continue coordinating with agencies for pilots, standards, and agency signage projects

