

# Regional Mapping & Wayfinding Project Update



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Regional Network Management Council

June 23, 2025

Agenda Item 3b Attachment A

# Today's meeting

- Project goals and benefits
- Project updates
  - Powell “mini” prototype
  - Prototype evaluation
  - Standards development
  - Pilot projects
- Next steps



# Prototype signs and maps



Facility identity



Bus stops



Rail stations



Local and regional transit maps



Bus stops



Rail stations



Pedestrian connection signs

# Project goals & benefits



92%

Find easy to use and uniform maps and signage important

Blue Ribbon Transit Recovery Task Force  
Public Opinion Poll, April 2021

## Goals

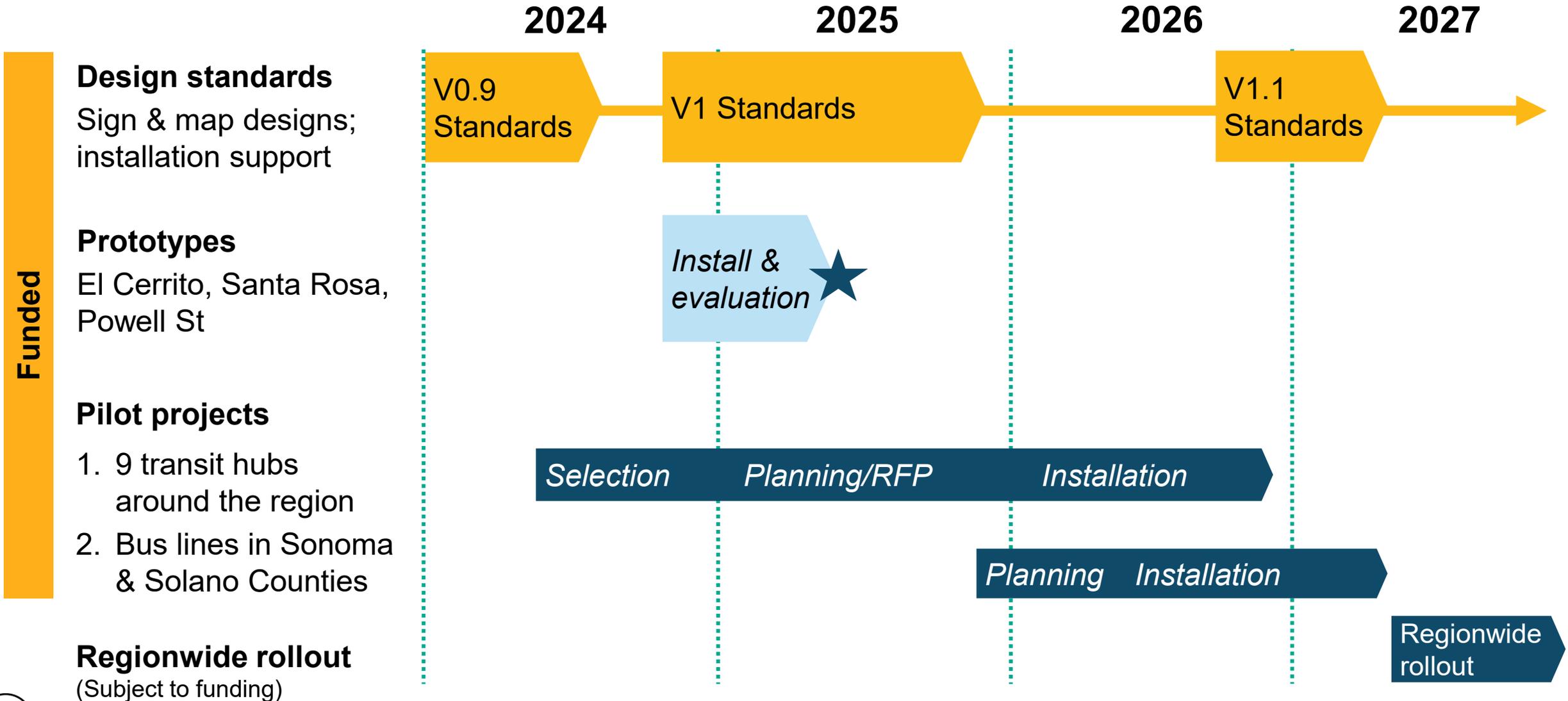
- **Increase accessibility of transit for all**
- **Maintain/increase ridership** by making transit more visible and easier to understand
- **Increase operational efficiency** with standard maps, signs, and other navigation materials for all agencies

## Benefits of full buildout

- Over 200 intermodal hubs and stations, and 21,000 bus stops over 9 counties will have a harmonized design
- Improved access for people with disabilities
- Impact ~1 million transit boardings per day
- Increased transit visibility for millions of residents and visitors

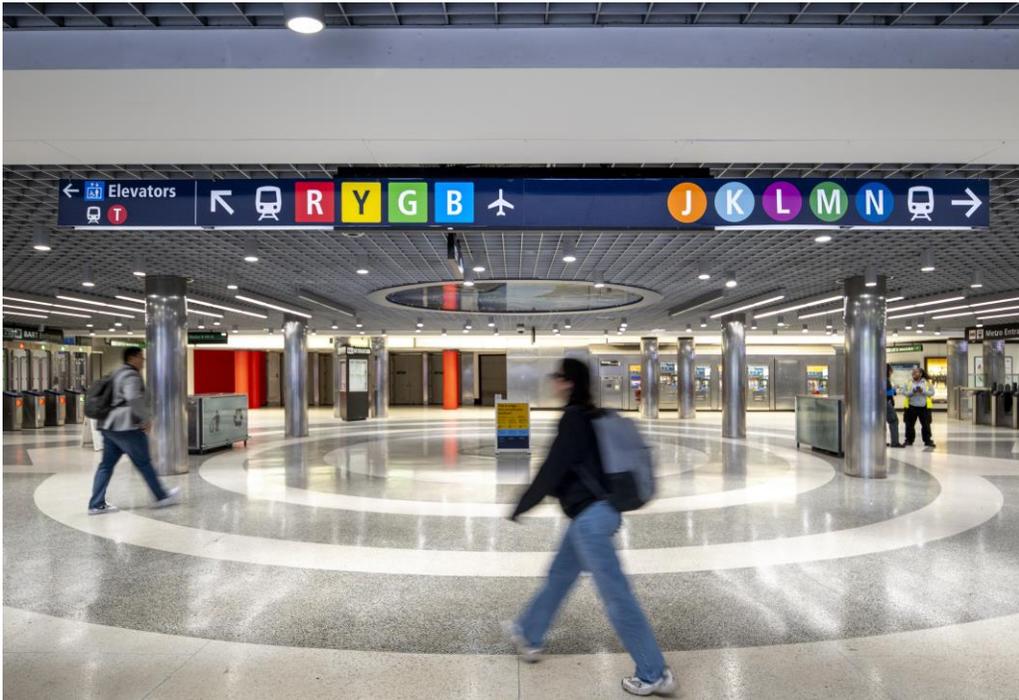
# Design development process

★ = We are here



# Powell design test

Installation and surveys, early June 2025



# Collaborative & iterative design development

- Transit agency staff partnerships
  - In-person map workshops
  - Four "service types" meetings for bus stop signs and maps
- Design changes from feedback
  - Service frequency on signs and maps
  - Agency customer service phone number
- Process changes from feedback
  - Added Agency Technical Advisory Committee to guide designs and overall project development
  - Added Accessibility Working Group to provide user experience insights



# Prototype evaluation: public engagement

**Goal:** Seek robust and representative feedback on prototype designs



## Before installation

- 1,021 Online survey responses (2023)
- 8 Online focus groups (2023)
- 157 On-site intercept surveys
- 16 On-site individual test journeys
- 6 On-site staff interviews

## After installation

- 3,215 Online survey responses
- 5 Online focus groups
- 586 On-site intercept surveys
- 19 On-site individual test journeys
- 2 On-site Accessibility Working Group tours
- 3 On-site transit agency staff tours

# Prototype evaluation: summary of findings

- Positive feedback and engagement
- Prototype design choices are on the right track
  - Frequency
  - New network identity
  - Operator identity
  - Icons
- Lots of specific, actionable feedback
- Clear direction for refinements aligned with project goals and values

## 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

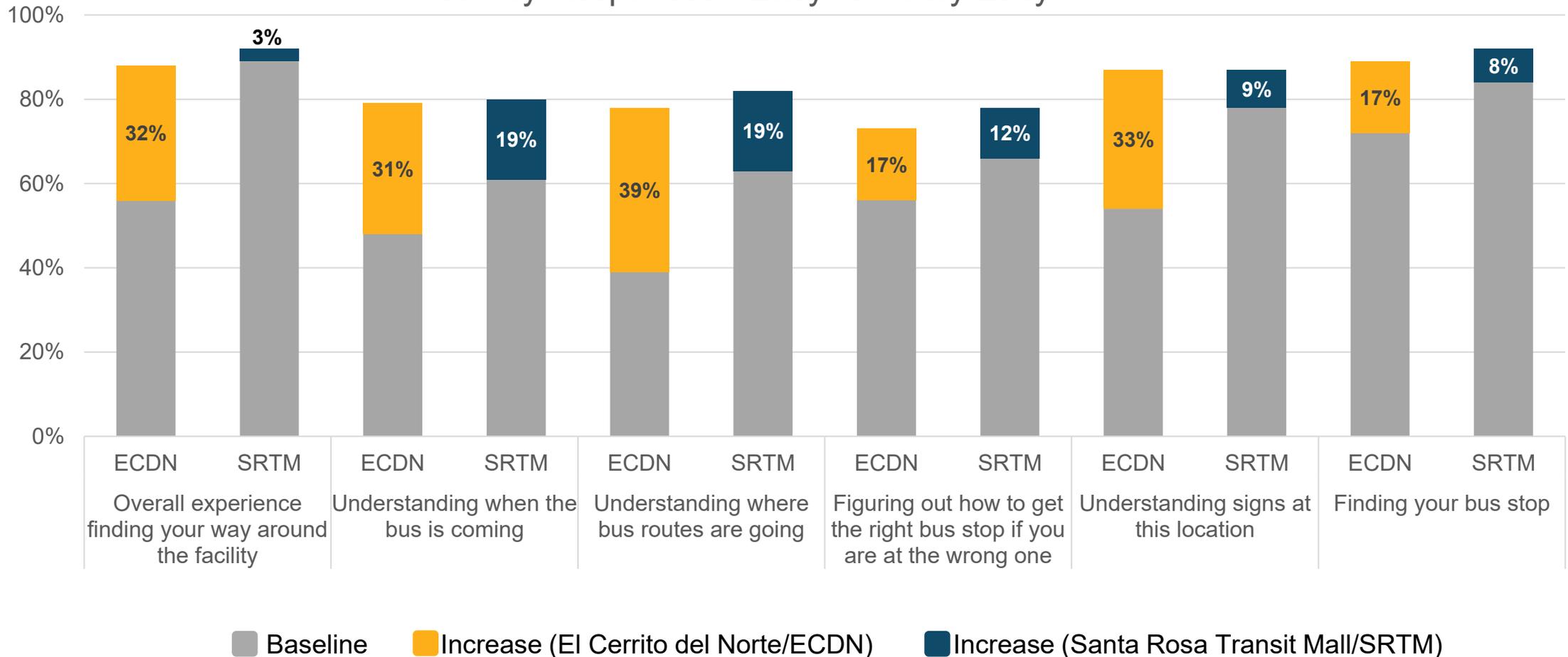
### Operational viability

Affordable and practical for transit agencies to implement and maintain

# Evaluation findings: transit ease of use

## New signs and maps made using transit easier than before

Survey Responses: "Easy" or "Very Easy"



El Cerrito del Norte before n. 58, after n. 197  
 Santa Rosa Transit Mall before n. 58, after n. 169



# Actionable feedback driving design refinements

## Improving accessibility

- Larger text sizes and lines on maps
- More contrast of network identity colors on signs
- Make modal icons more distinct
- Clearer elevator and exit icons

## Bus stop signage updates

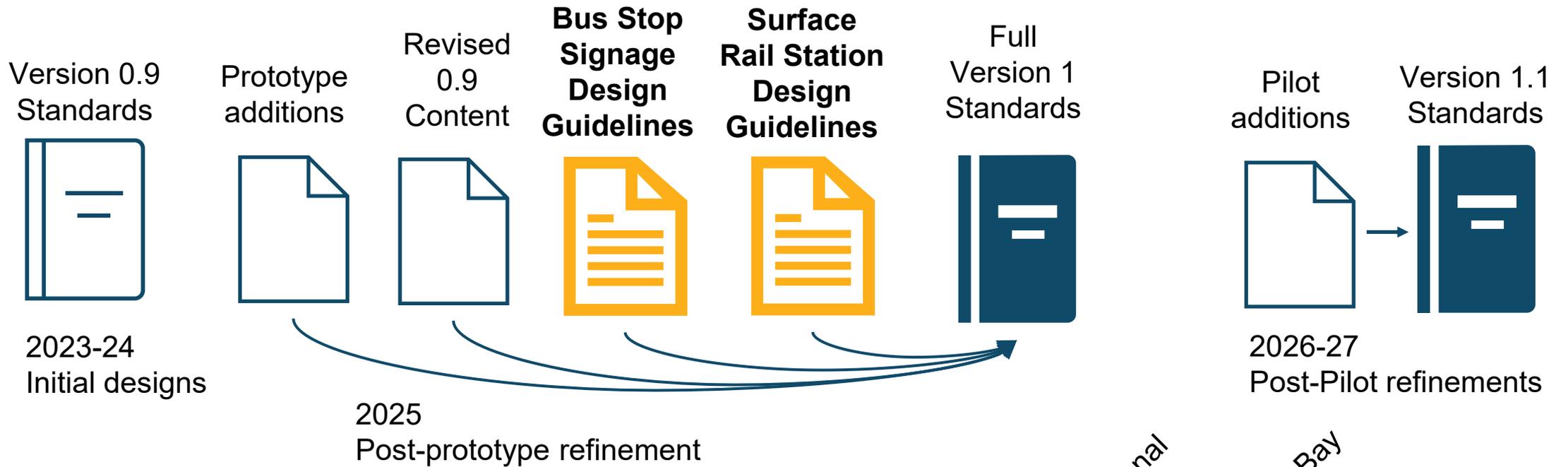
- More space for agency logos and customer service info
- Testing blue vs white background for legibility and visibility
- Options for route names and limited services

## New feature development

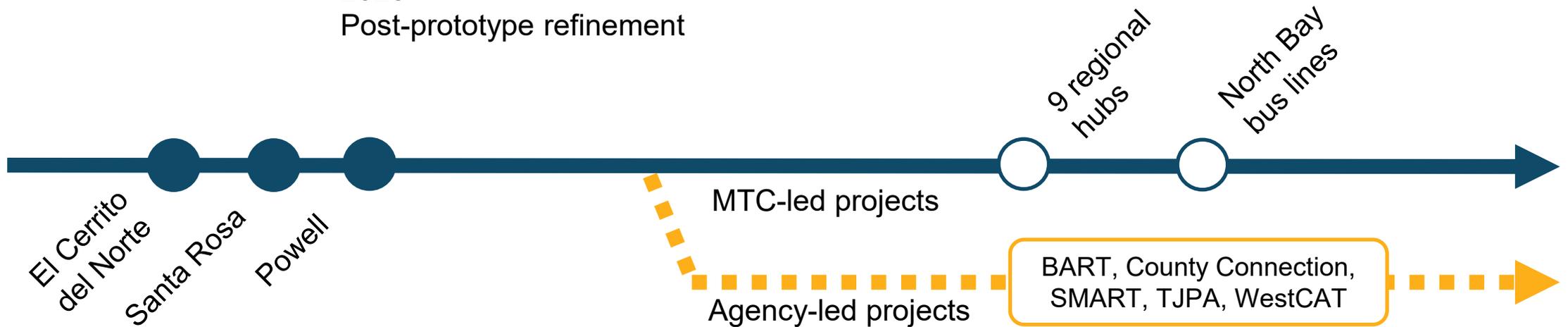
- Depicting occasional and express services on signs and maps
- Guidance for placement/use of QR codes

# Developing Regional Wayfinding Standards

Standards



Projects



# Next steps: Pilot Projects

- Regional Hub Pilot Projects
  - Release Design-Build RFP for fabrication/install
  - Onboard fabrication vendor and begin engineering and agency permitting processes
  - Develop MOU for operations and maintenance
- New: Accessibility Pilot
  - Test tools for accessible navigation that could be implemented regionally

## Regional Hub Pilot Projects

Goal: Refine V1 Standards via installation at 9 multimodal transit hubs around the region



## Next steps

# Milestones



### Summer 2025

- Share Bus Stop Signage Design Guidelines (part of V1 Standards) for agency-led projects
- Release RFP for Pilot Project fabrication and installation

### Fall 2025

- Share Surface Rail Station Design Guidelines (V1 Standards)
- Begin Pilot Project final design, engineering, and permit processes

### Spring 2026

- Begin to install new wayfinding at 9 hubs around the region
- Agency-led signage projects begin

### Late 2026

- Implement new wayfinding on selected bus lines in North Bay
- Accessibility Pilot test

### 2027+

Expand new wayfinding signs and maps throughout the region (dependent on funding)