

Regional Mapping & Wayfinding Project Implementation Updates



**METROPOLITAN
TRANSPORTATION
COMMISSION**

RNM Customer Advisory Group
June 28, 2024

Agenda Item 4a Attachment A

Today's meeting

- **Project context and status**
 - Goals & schedule
- **Focus on the prototypes**
 - Prototype designs
 - Prototype evaluation
- **Focus on the pilot projects**
 - Purpose & recent feedback
 - New proposal
- **Next steps**



Goals & schedule

Make transit journeys easier to understand to retain existing and attract new riders

- **Better information for customers**
Dependable, predictable, and familiar
- **Better operations for transit providers**
Standard wayfinding parts, applications, and guidelines
- **Better outcomes for the region**
Health, equity, sustainability, and economic vitality

Phases 1 & 2
Project development, harmonization & business case

Completed

- User research & outreach
- Regional map prototype
- Business case
- Map examples
- Tier development

Phase 3
System development

Funded

We are here

- Regional standards
- Prototypes
- Pilot projects
- New mapping database

Phase 4+
Full implementation

Unfunded

- Expand new wayfinding system regionwide

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

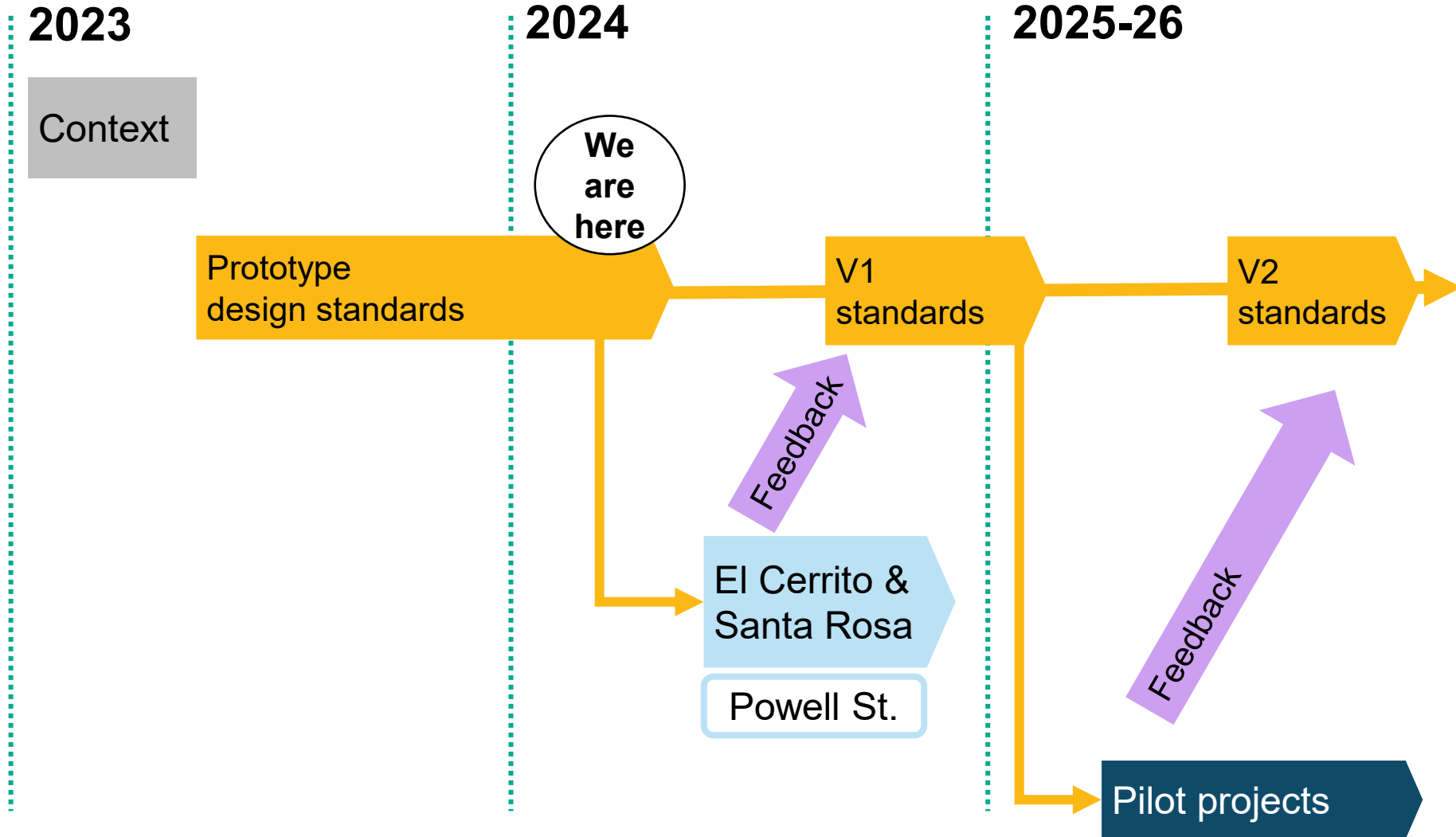
Design standards

- Network identity
- Signage family

Prototypes

- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station
- Powell St. (design test)

Pilot projects



Prototype design

Prototype design New sign family

The regional network identity creates a design language for prototype wayfinding signs.



Street / approaching the facility

Entrance

Inside the facility

Prototype design

Location overview

Prototype locations selected because...

- Served by a variety of transit agencies
- Offer transfers between bus and rail modes
- Located within or near Equity Priority Communities (El Cerrito & Santa Rosa)

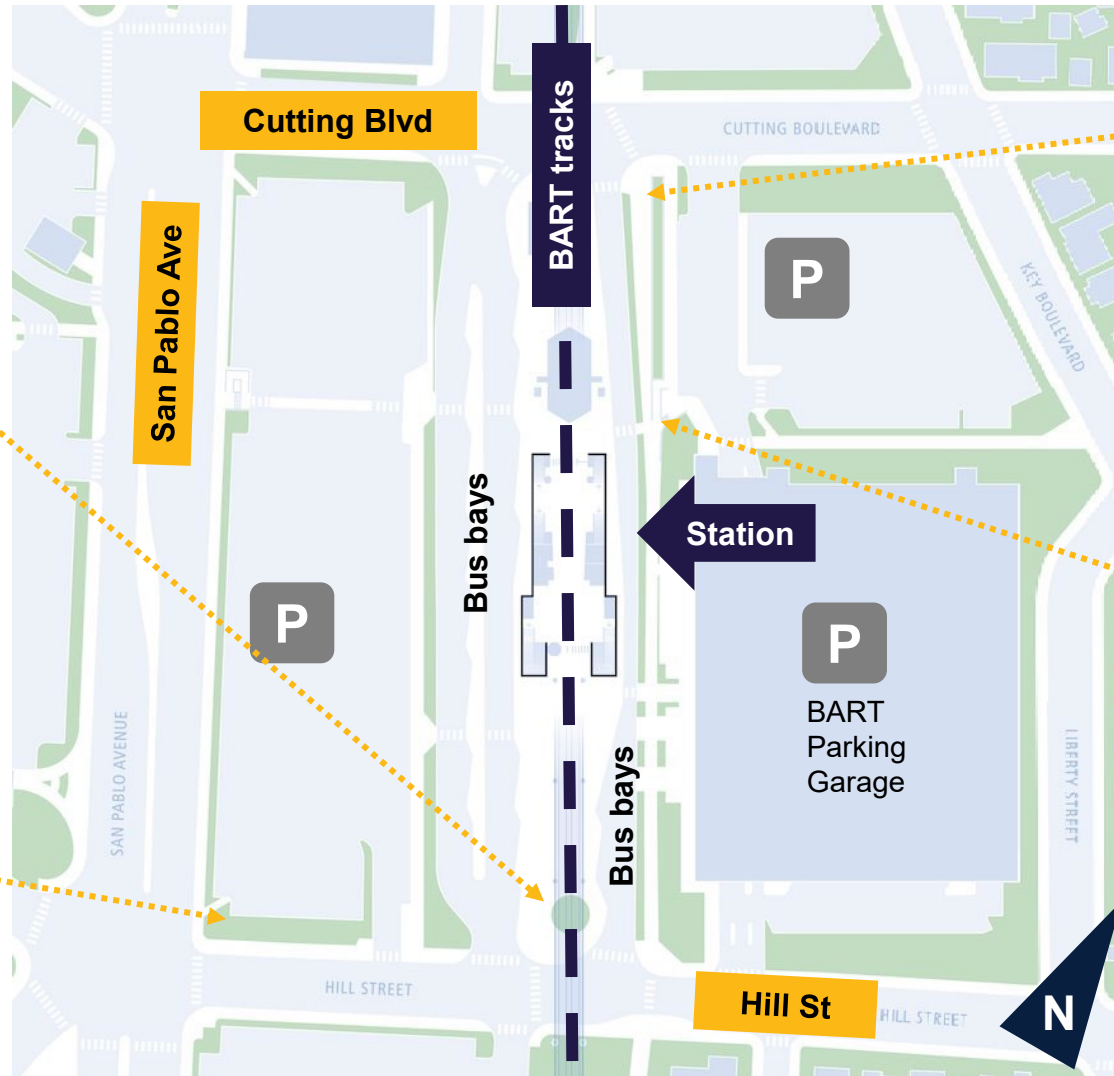


Prototype design: El Cerrito del Norte Threshold markers

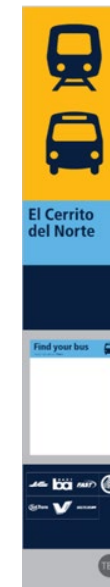
Entrance Monolith



Vehicular Beacon



Pedestrian Beacon



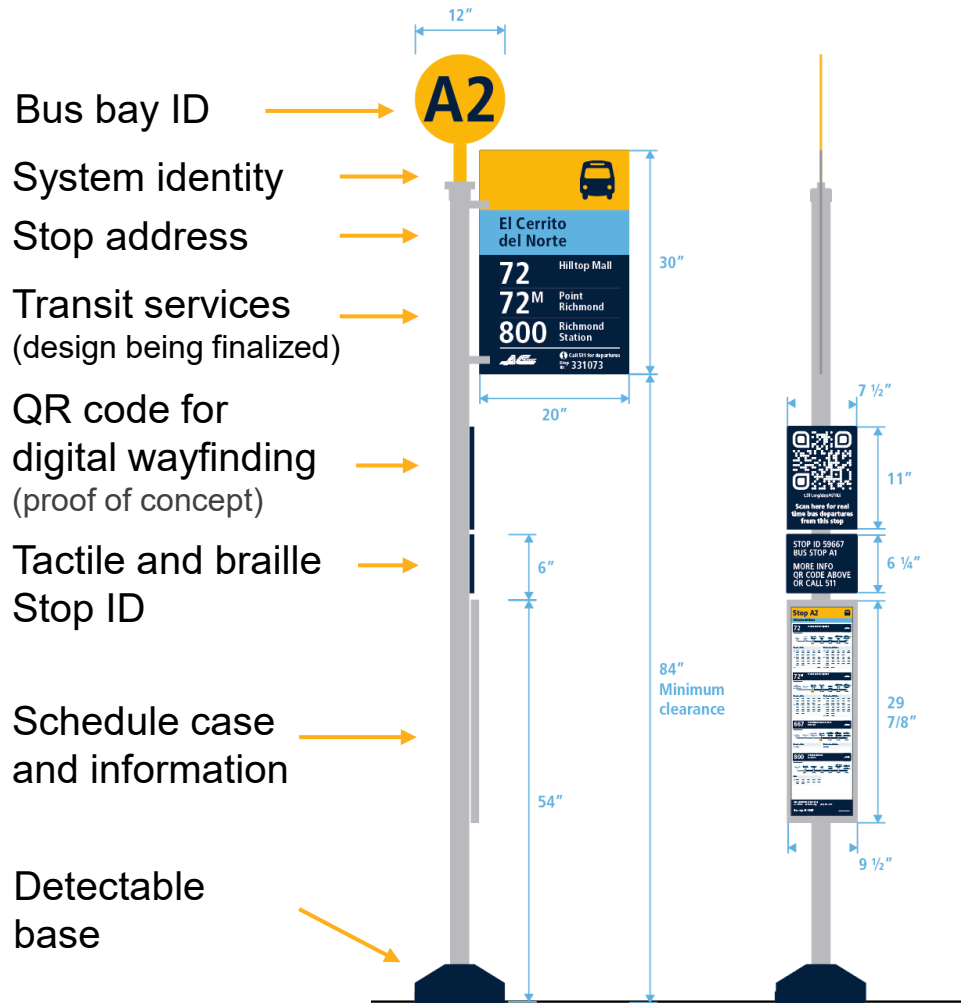
Entrance Monolith

Designs subject to change per agency feedback and forthcoming permitting processes.

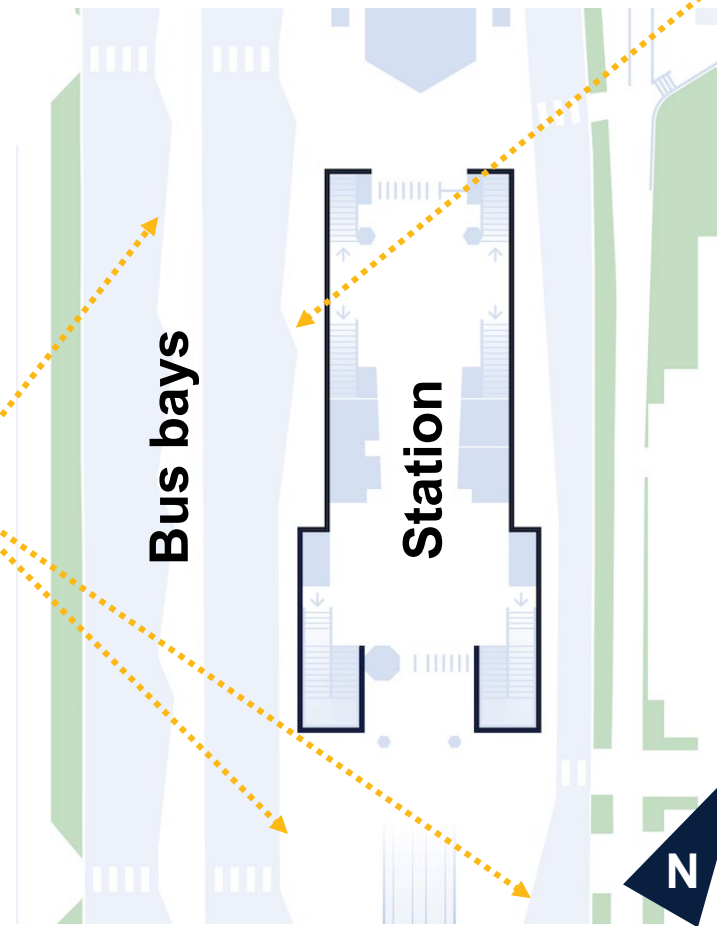
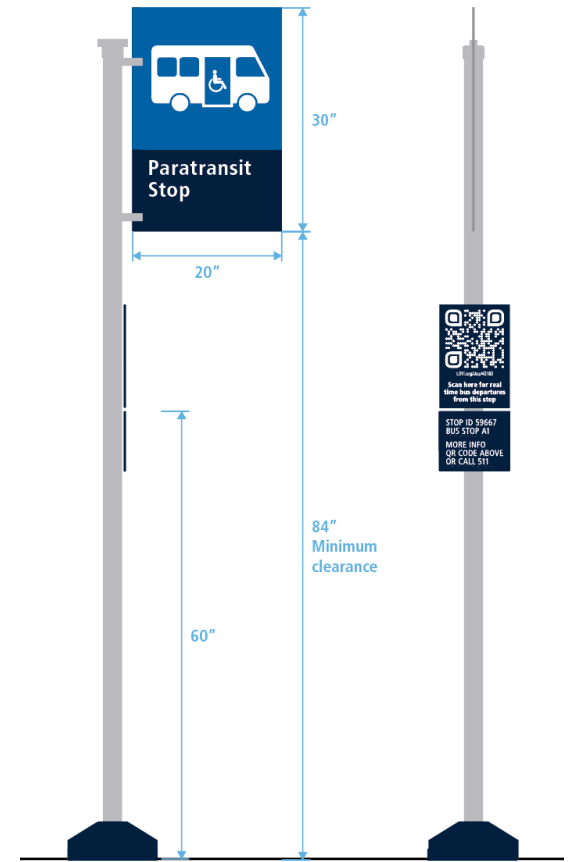
Prototype design: El Cerrito del Norte

Bus flags & loading

Bus stop flags (and basic design elements)



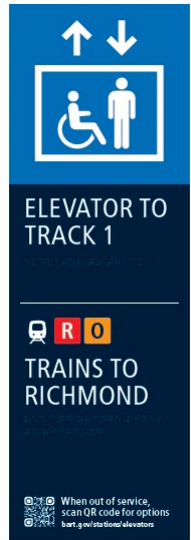
Paratransit loading sign



Designs subject to change per agency feedback and forthcoming permitting processes.

Prototype design: El Cerrito del Norte Elevator information

Tactile panel



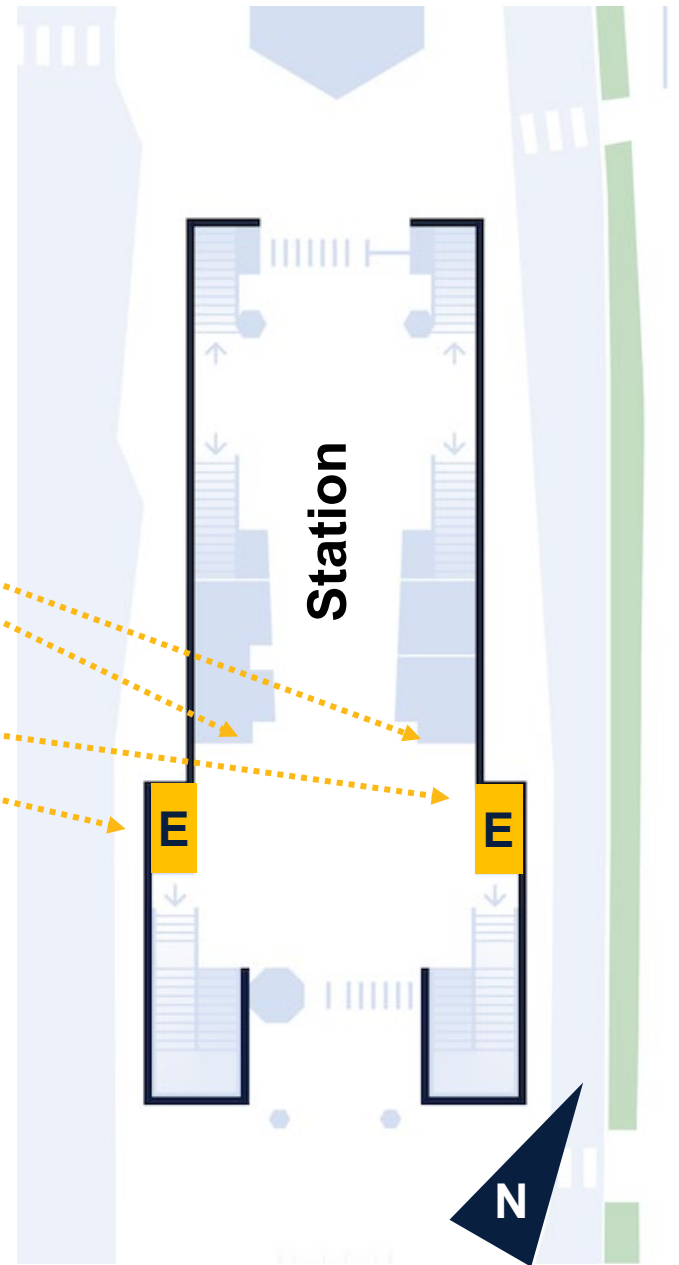
Navigation info



Elevator indicator



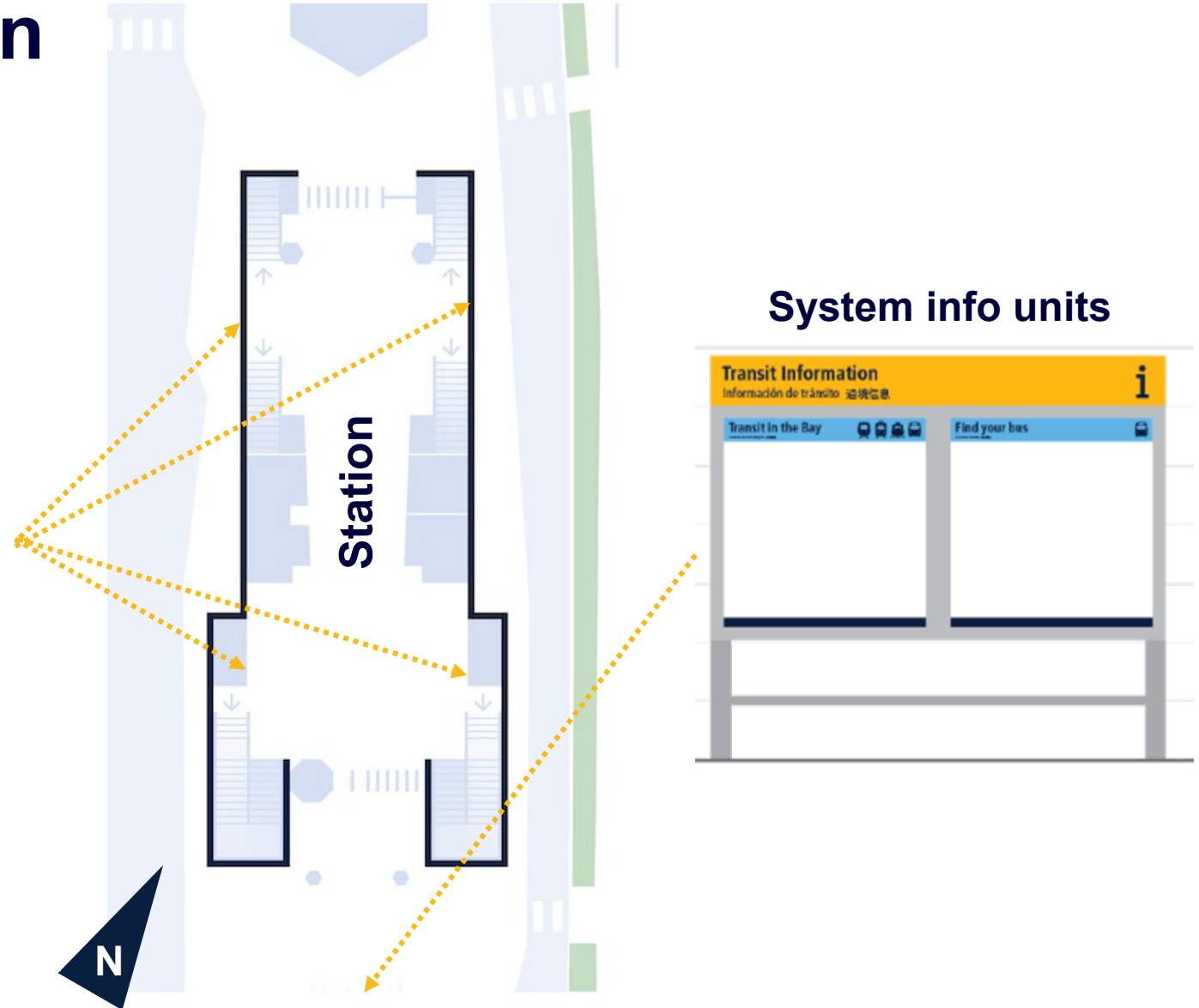
Aligned to EIDW sign
84" Minimum clearance



Prototype design: El Cerrito del Norte

Customer information

Line diagrams

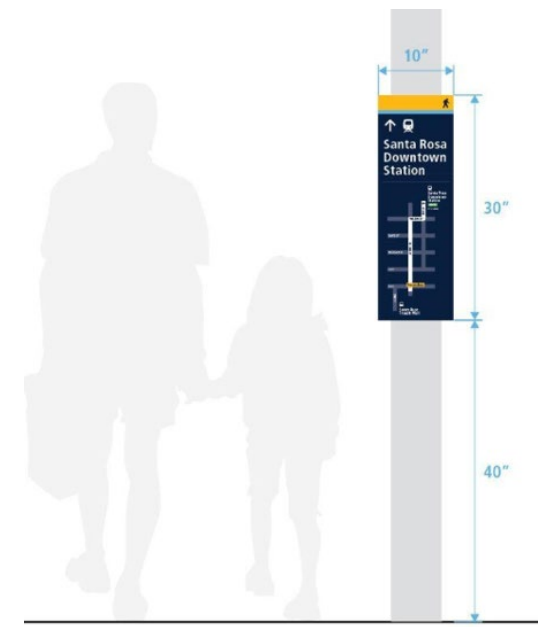


Prototype design

Santa Rosa Transit Mall & SMART Station



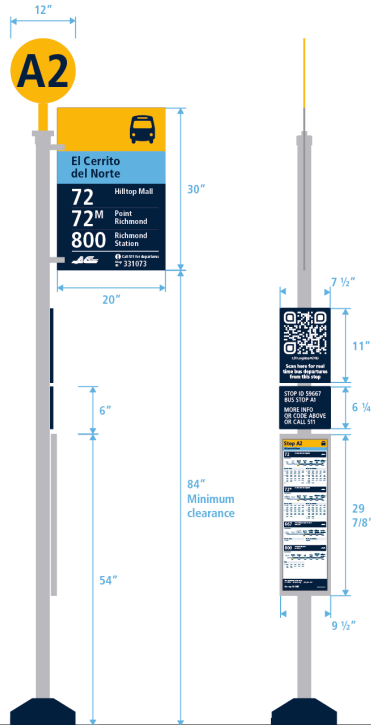
★ Pedestrian navigation sign



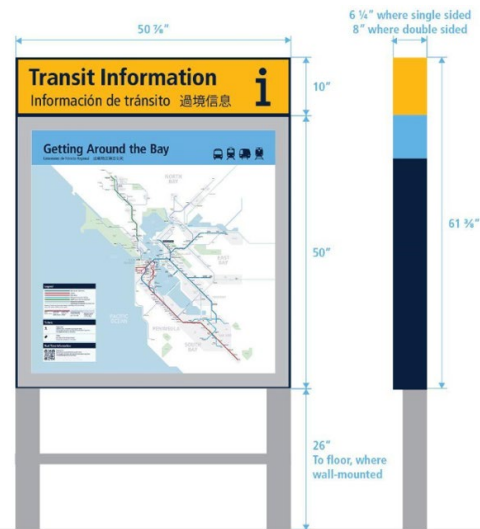
Prototype design: Santa Rosa Transit Mall

Customer information

Bus stop flags



System info units

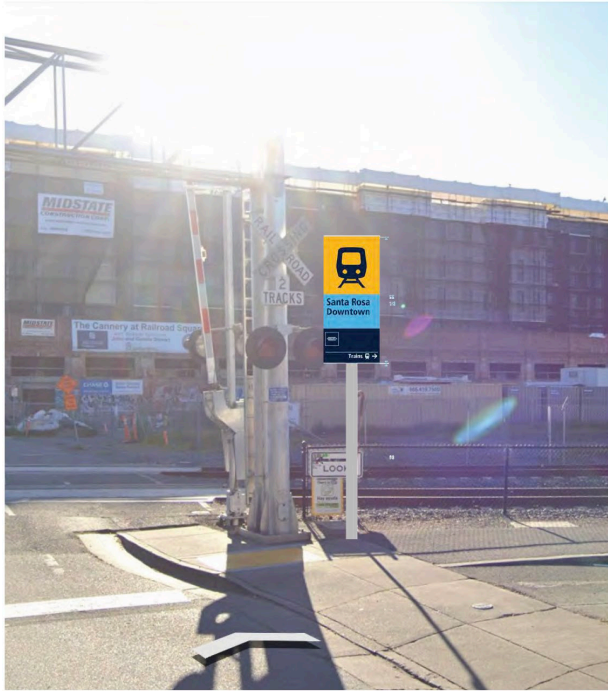


Bus bay markers



Entrance Monolith

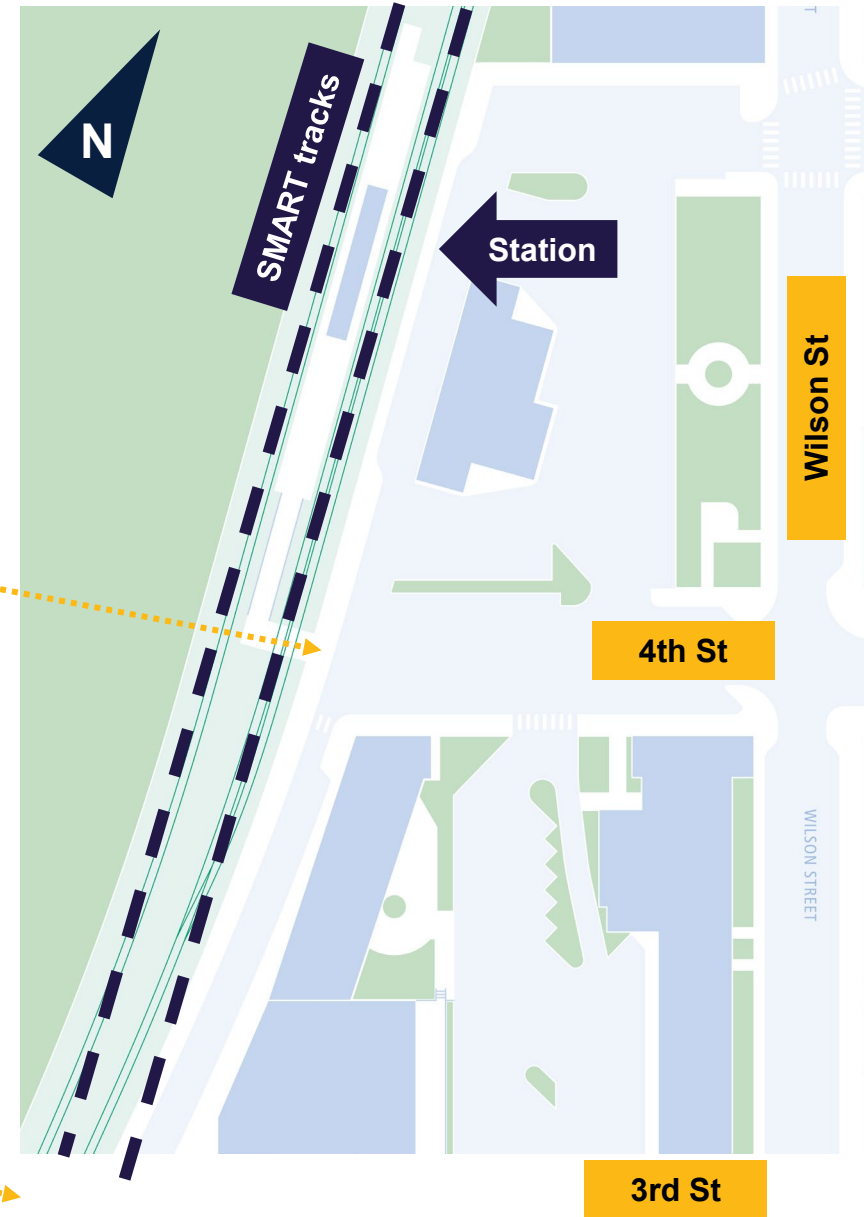
Prototype design: Santa Rosa Downtown SMART Threshold markers



Pedestrian Beacon



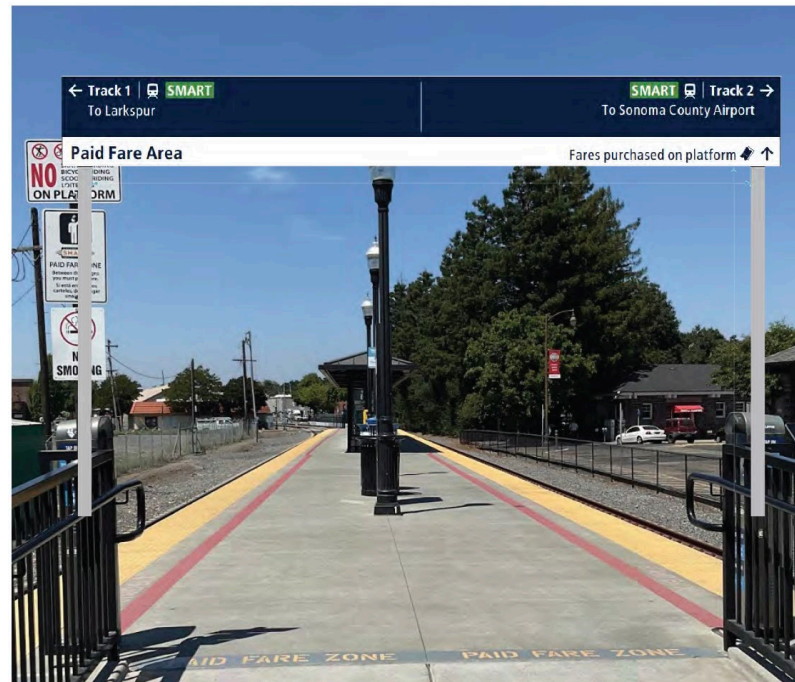
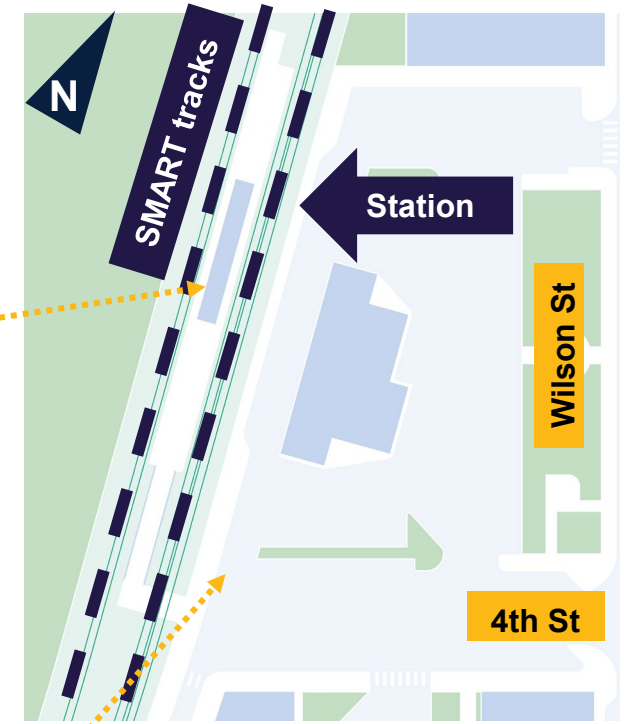
Entrance Monolith



Prototype design: Santa Rosa Downtown SMART Customer information



Platform signs



Fare threshold sign

Prototype evaluation

Evaluation objectives

Performance Indicators

Design Effectiveness

- Functionality
- Form and aesthetics
- Accessibility
- Scalability
- Identity/ brand

Traveler Benefits

- Trip impacts
- Transit attitudes
- Travel behavior

Operator Experience

- Operations
- Costs
- Skills
- Cooperation

Goals (Near-Term)

Wider audience, more inclusive, more accessible

Better travel experience

More cost effective, ease of maintenance and implementation

Goals (Long-Term)

Retain and increase ridership

Design effectiveness

Is the design useful?

- Helps to refine the standards
- Metrics
 - Functional
 - Accessible to people with disabilities
 - Related to principles of wayfinding
 - Understanding of available transit service
- Examples
 - “Can you find [place] on this map?”
 - “Can you read the sign from here?”

Is the design meaningful?

- Helps meet project objectives
- Metrics
 - Functional and emotional
 - Reinforcement of regional identity
- Examples
 - “Do the modal icons represent Bay Area transit services?”
 - “Do these colors represent the region to you?”

Evaluating traveler benefits

Journey success

- Metrics
 - Trip impacts
- Example
 - “How easy is it to transfer between services?”
 - “Did you get lost or confused within the facility?”

Attitudes and perceptions

- Metrics
 - Attitudes towards facility
 - Attitudes towards service
 - Attitudes towards provider
- Examples
 - “Would you want to recommend transit to someone else?”
 - “Does the information remove a barrier to using transit?”

Operator experience

Value for operators

- Helps to refine the standards
- Metrics
 - Production and updateability
 - Fabrication and installation
 - Inventory
- Example
 - “Could this design be fabricated by your in-house sign shop or vendor?”

Regional coordination

- Helps meet project objectives
- Metrics
 - Support for regional identity
 - Adapting practices to unify information for customers
 - Weighing customer value against implied costs
- Examples
 - “How well did MTC coordinate with your agency on installation?”

Public engagement prioritization

Transit customers

- **On-site**
 - Equity Priority Communities (EPC), especially people with disabilities and limited English proficiency
 - Frequent travelers
 - Potential users

MTC groups

- Project's Accessibility Working Group
- RNM Customer Advisory Group

Stakeholder groups

- **On-site**
 - City staff
 - Disability and other community advocates
 - Transportation advocates
- **Online**
 - City elected representatives
 - Mobility service providers

On-site: includes recruitment or in-person surveys, e.g.
Online: includes open surveys or information distribution, e.g.

Transit operators

- **On-site**
 - Technical staff
 - Operational/ frontline staff
- **Online**
 - Large/inter-regional operator managers
 - Small/local operator managers

Prototype evaluation methods

Method	Definition
Test journeys	10-12 people at both sites undertaking pre-designed wayfinding tasks
Intercept surveys	Weekday pm peak, weekday interpeak, & weekend day intercept surveys at both sites
Organized site tours	Open house/tours for any operator/city over 2 days per site
Accessibility site tours	Guided tours for 10-12 selected stakeholders at each site
Frontline staff groups	2x 10-12 person staff group interviews
Factory demonstration	Arranged signage fabrication factory visit for operators
Online surveys	Open survey at MTC's website
Digital wayfinding: survey	Open survey link in digital wayfinding proof of concept
Digital wayfinding: moderated user group testing	4-6 people per user group for onsite web app testing at El Cerrito Del Norte

Pilot projects

Focus on the pilot projects

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

Design standards

- Network identity
- Signage family

Prototypes

- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station
- Powell St. (temporary)

Pilot projects

2023

Context

2024

We are here

2025-26

Prototype design standards

V1 standards

V2 standards

Feedback

El Cerrito & Santa Rosa

Powell St.

Feedback

Pilot projects



Focus on the pilot projects: context

- **Purpose**

- Gather agency and public feedback for final set of regional standards
- Evaluate coordination among operators for sign design, installation, and maintenance – particularly those with many shared bus stops

- **Original pilot stage proposal**

- Subregional “countywide” pilots
- Install wayfinding signage throughout 1-3 counties, including Sonoma, Solano, and eastern parts of Contra Costa and Alameda

Focus on the pilot projects: current status

- **Key agency feedback received to date**
 - Test signage in complex urban transit hubs, especially those with multiple rail services
 - Need to have more geographic diversity of pilot projects throughout the region
 - Consider riders new to transit or new to the area, like tourists
 - We have a new project that involves signage and/or maps. When will the new standards be ready?
- **New pilot approach overview**
 - 2025: Test experience at complex transfer stations
 - 2026: Test experience on local and intercity routes
 - 2025+: Advance agency-led & funded capital projects using new standards

Experience at complex transfer stations (2025)



Goals:

- Test customer understanding of wayfinding system at complex multimodal stations, particularly for customers making transfers
- Expand project representation throughout the region, including the South Bay
- Demonstrate regional transit coordination
- Refine standards for further expansion

Experience on local and regional bus routes (2026)



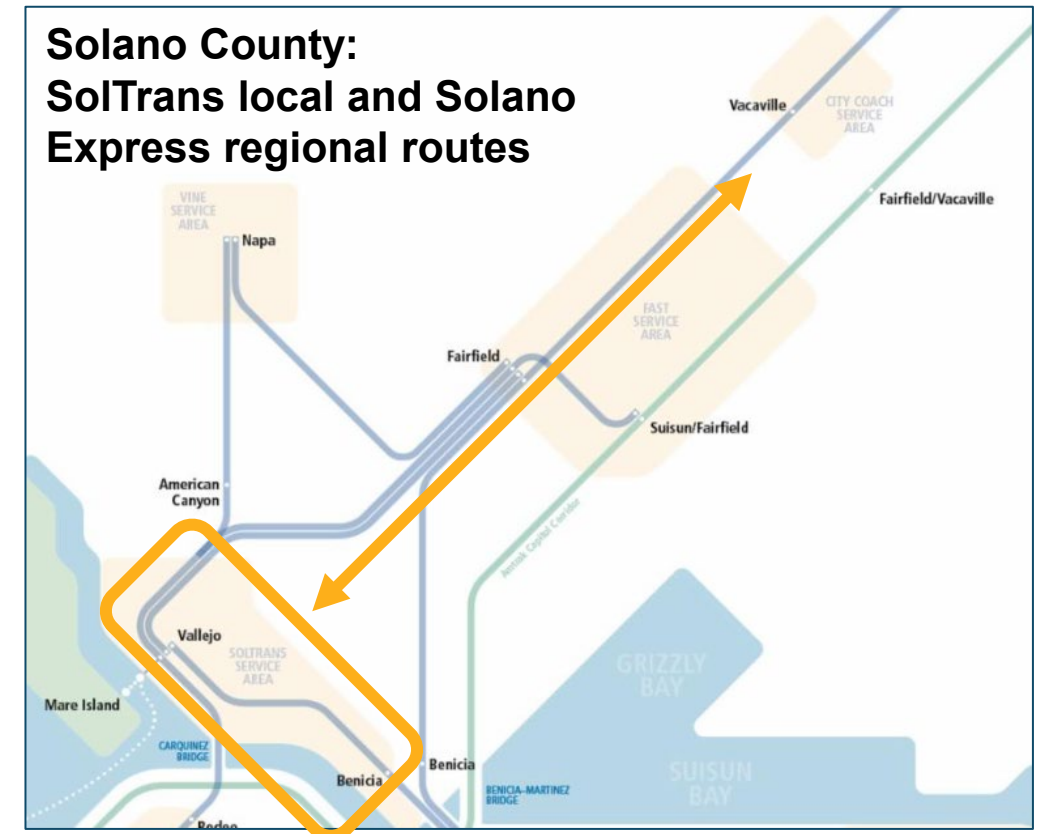
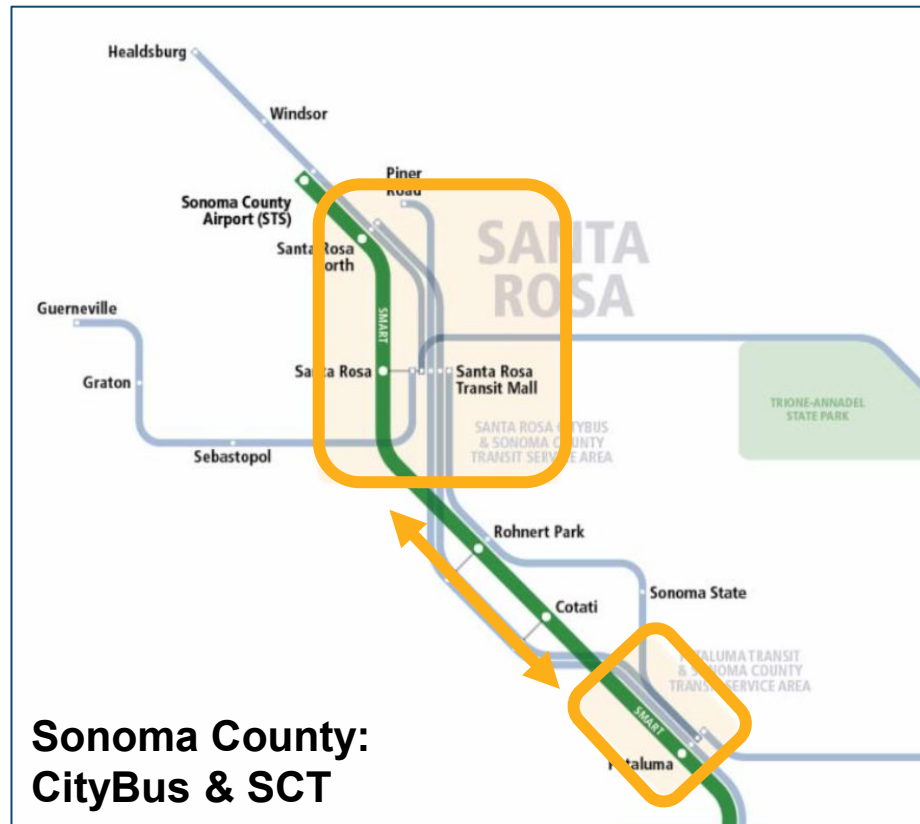
Goals

- Test customer experience of new wayfinding on local and regional bus routes, including end-to-end journeys
- Evaluate coordination between agencies (and between agencies & MTC), for sign ownership, procurement, installation, and maintenance – particularly at shared stops
- Install at many local and shared stops in overlapping service areas in Sonoma and Solano Counties

Experience on local and regional routes

Why Sonoma and Solano Counties

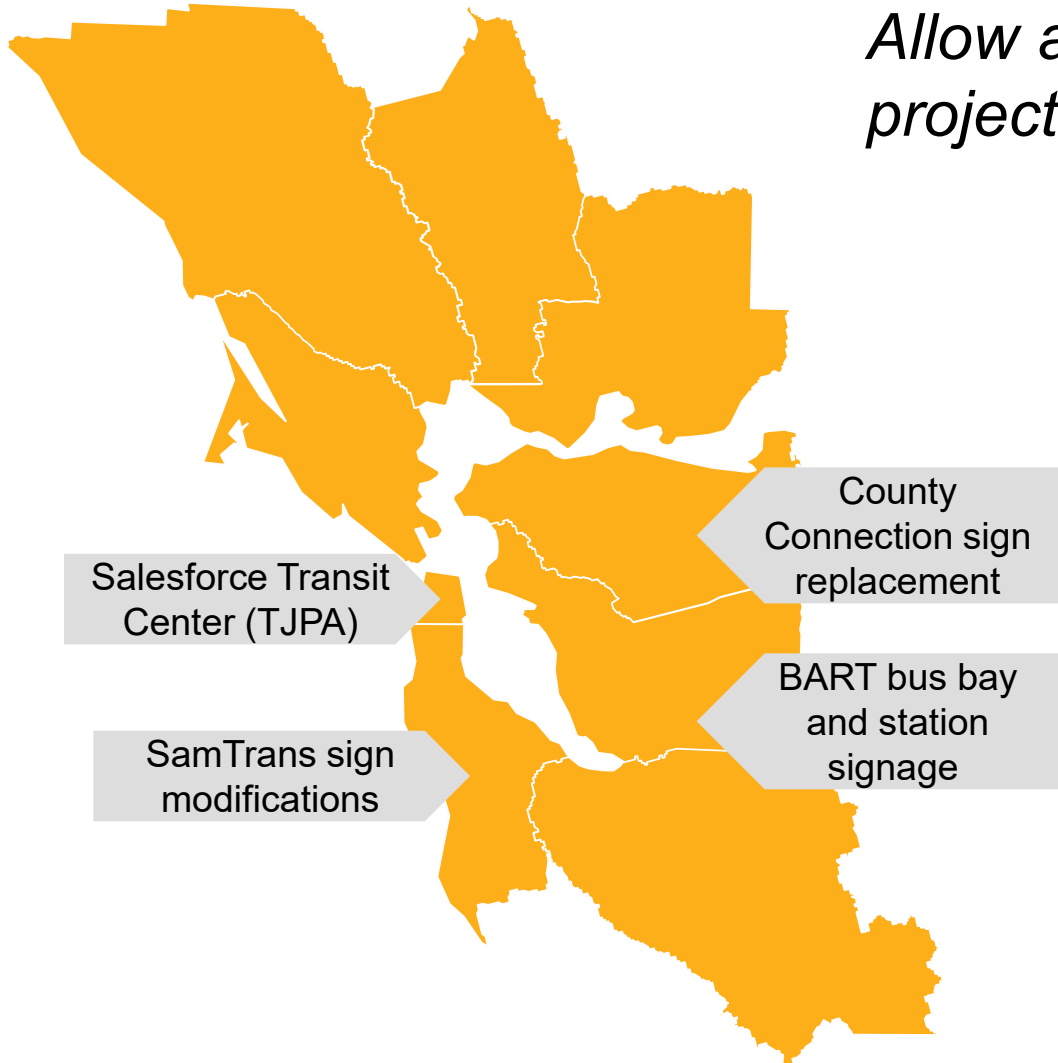
- **Context:** Multiple agencies serve same areas and share stops on local and regional bus routes.
- **Opportunity:** Test customer benefit from simplifying signage in both single- and multiple agency operating environments in rural and suburban areas.
- **Proposal:** Upgrade routes of up to 2 agencies per county – examples shown below:



Focus on the pilot projects / updated approach

Agency-led projects (2025+)

Allow agencies to start work on planned signage projects once pilot standards are ready



MTC provides...	Agency provides...
<ul style="list-style-type: none">• Wayfinding standards and staff support for interpreting them• Agency-accessible mapping platform	<ul style="list-style-type: none">• Planning and preparation work, e.g., sign inventory• Capital funding for wayfinding improvements

Map shows agencies with known sign replacement projects on hold

Next steps

May 2024
RNM Council

June 2024
RNM Committee

Mid 2024
Collaborative process to identify new pilot locations

Fall 2024
Install prototypes and conduct evaluation to inform V1 standards

Spring 2025
V1 Standards available for pilots and agency-led projects

Agency-led projects

2025+
Test experience at complex transfer stations regionally

2026+
Test experience on selected agencies/routes in Sonoma/Solano Counties

