

Regional Mapping & Wayfinding Project Update



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Customer Advisory Group

June 24, 2025

Agenda Item 4a 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



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

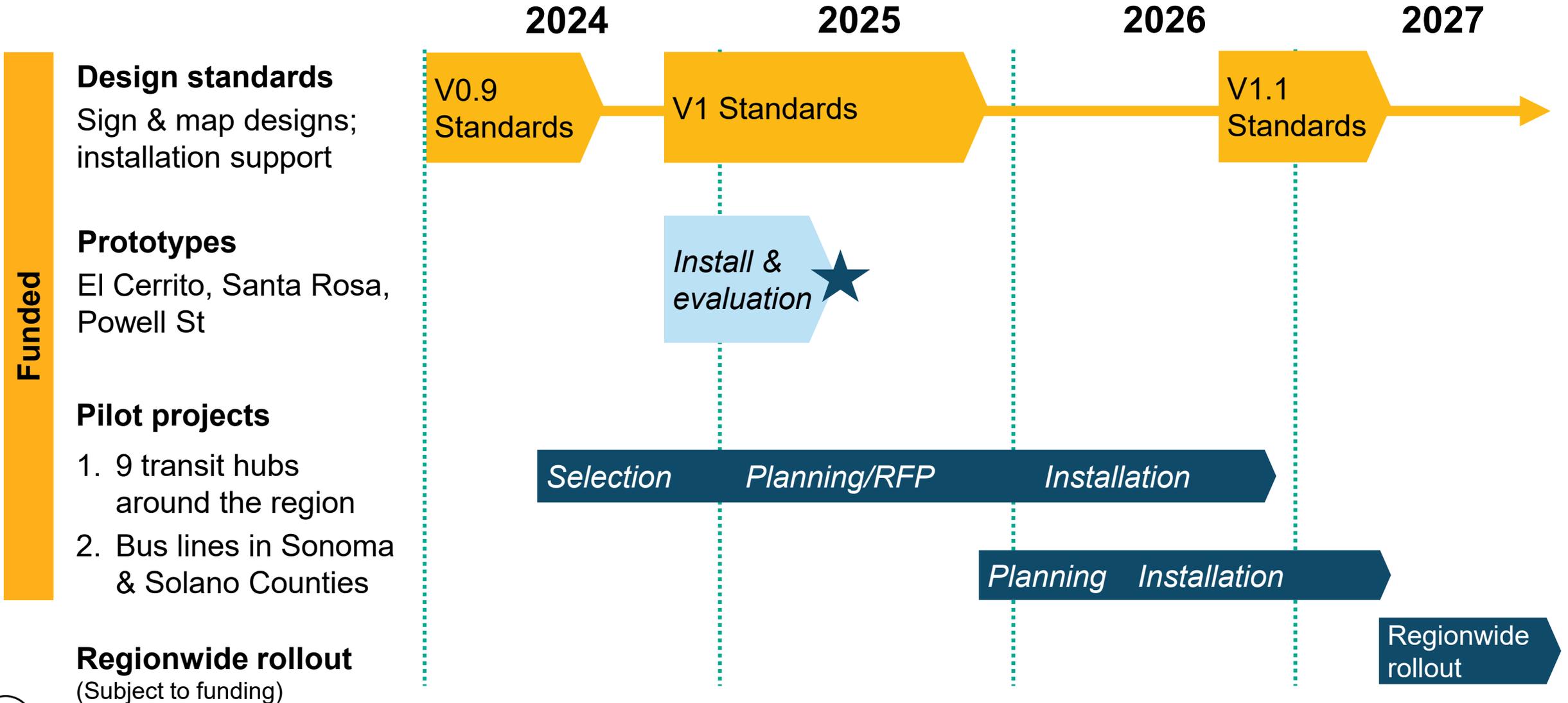
- **Increase accessibility of transit for all**
- **Maintain/increase ridership** by making transit more visible and easier to understand
- **Increase operational efficiency** with standard maps, signs, and other navigation materials for all agencies

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

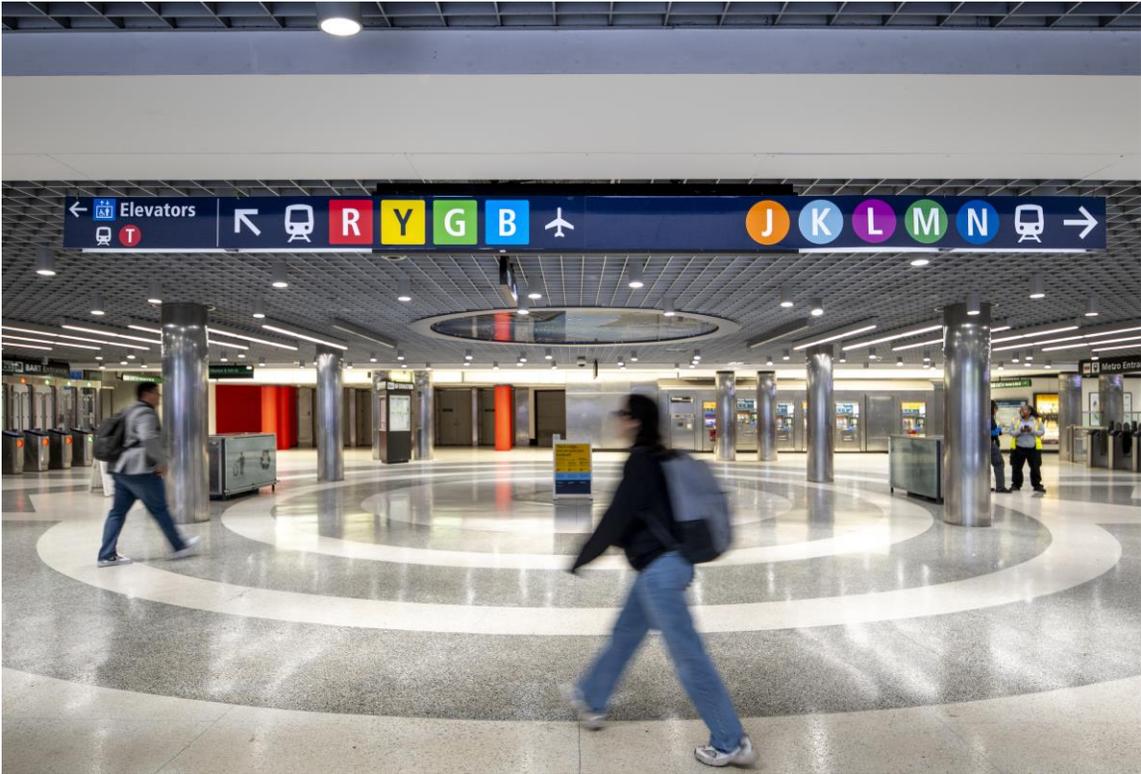
Design development process

★ = 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

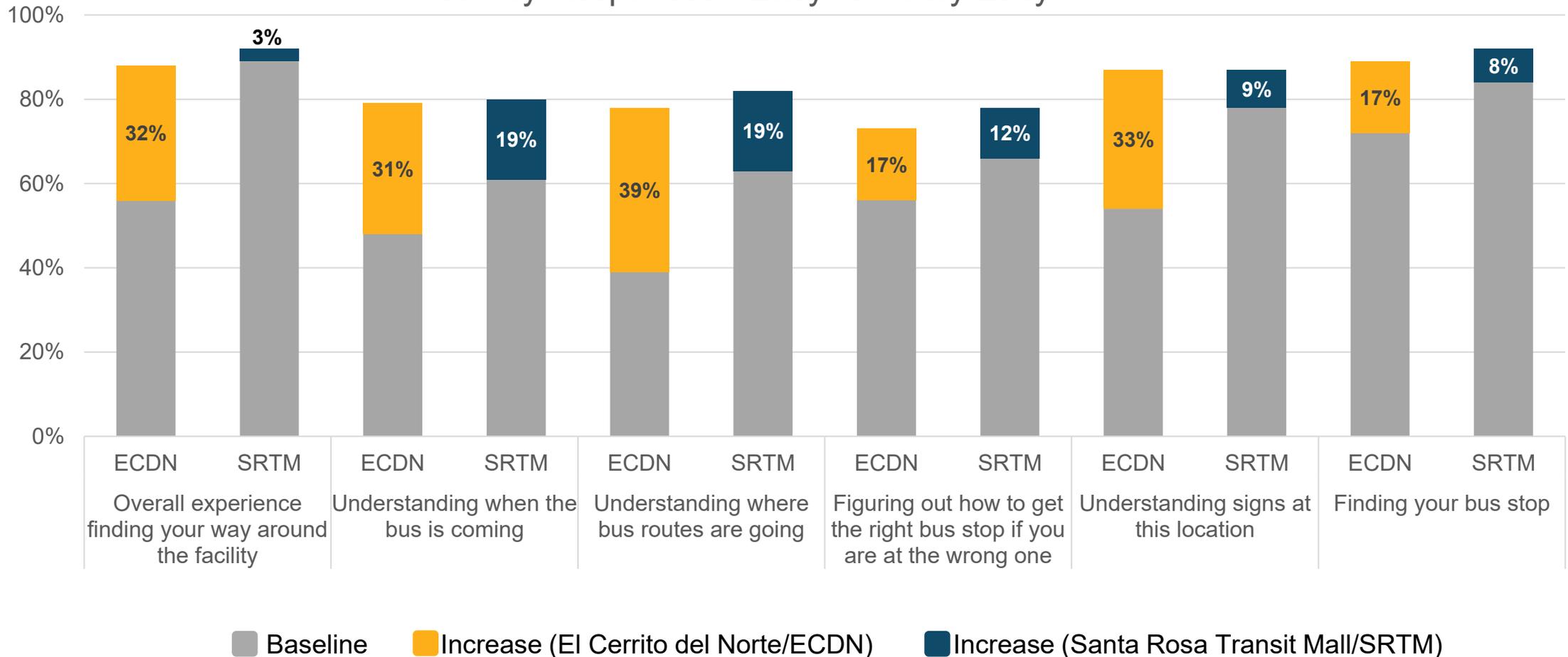
Operational viability

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"



Baseline
 Increase (El Cerrito del Norte/ECDN)
 Increase (Santa Rosa Transit Mall/SRTM)



Evaluation findings: network identity

Customers liked the new network identity colors and modal icons, and offered suggestions for improvement

我覺得它非常清楚，
比之前更加清楚了。

**I think it's very
clear, much clearer
than before**

Chinese speaking focus group

**'I love the new
colors'**

Operator tour

**The bright blue
signs are visible
and clear from the
bus bays**

Test journey

Está bien, se puede distinguir el amarillo y el
tipo de servicio que se puede tomar.

**It's good, you can distinguish the yellow
and the type of service you can take**

Spanish speaking focus group

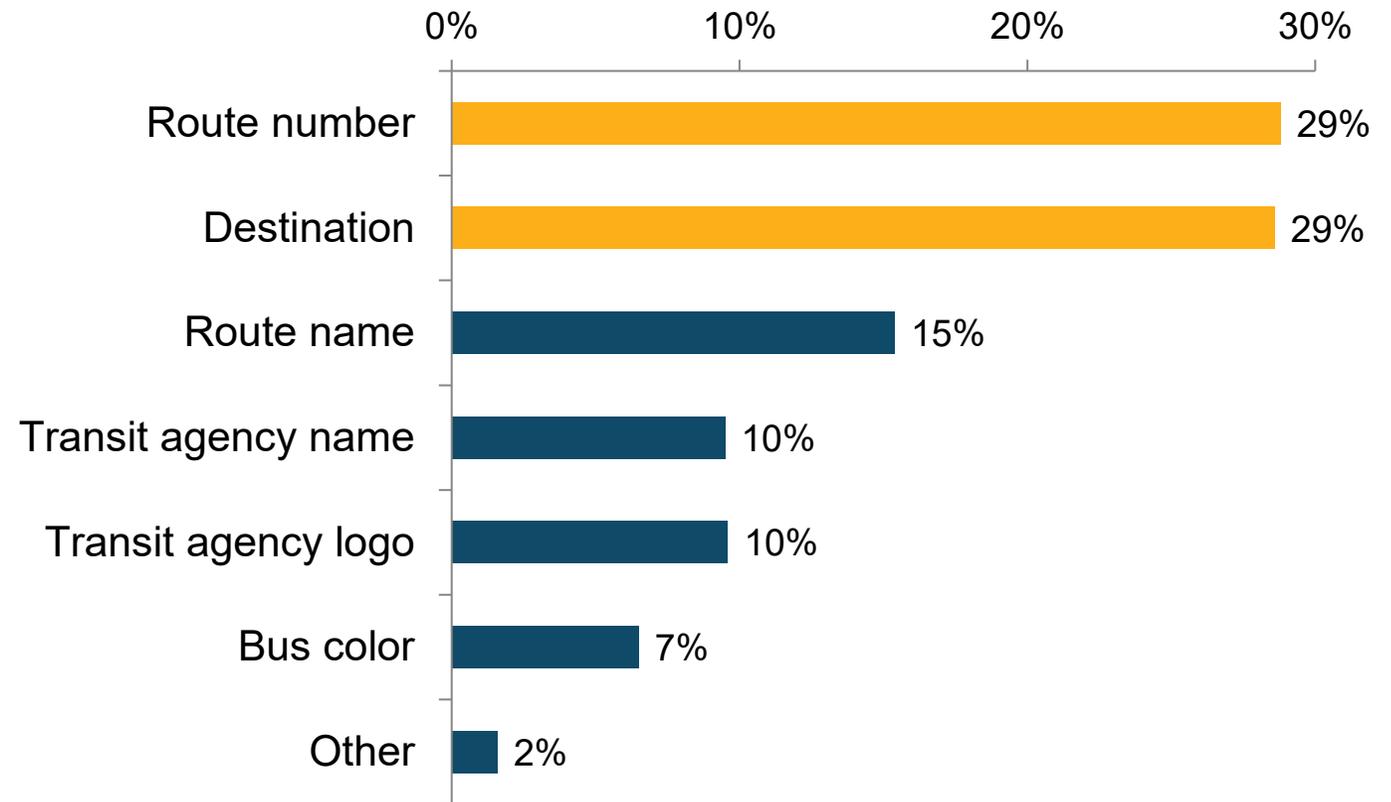
**The icons for the bus and
train look very similar. They
need to look different**

Cognitive disability focus group

Evaluation findings: agency & service info

Customers primarily look for the route number and destination on an approaching bus, affirming their prioritization on bus stop signs

Operator identity is often used as a proxy for information like fares, so showing an agency's logo is still important for customers.



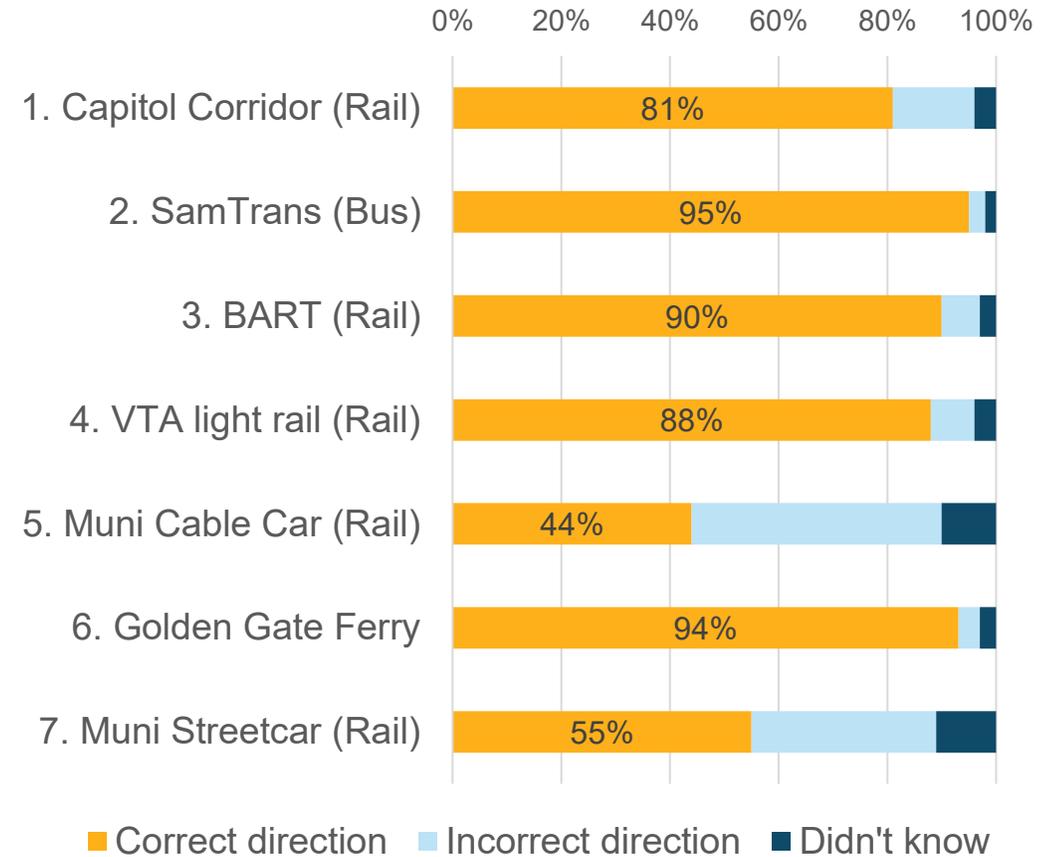
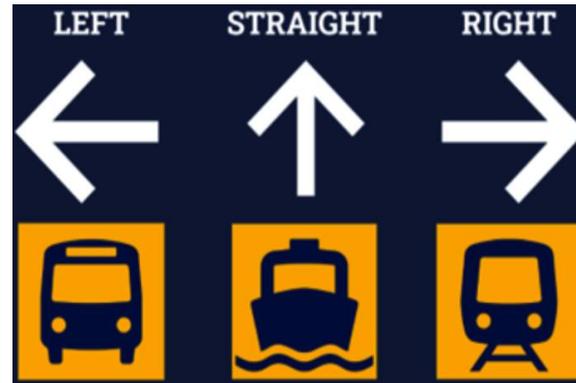
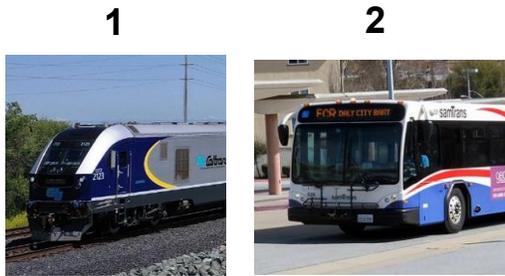
What information do you look for on a bus when it approaches your stop?

Dec-Jan online survey (n. 1,753)

Results represent proportion of total responses

Evaluation findings: one train icon

Customers could associate a single train icon with most rail services



For the transit vehicle shown above, which way would you go?

Dec-Jan online survey (n. 1,793)

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

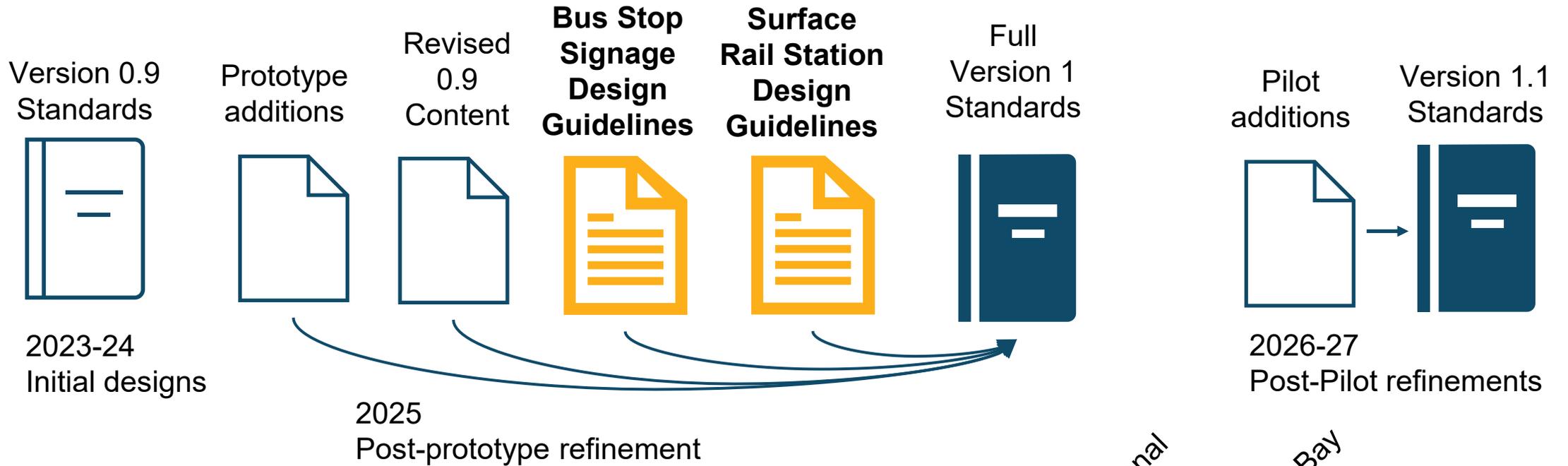
- More space for agency logos and customer service info
- Testing blue vs white background for legibility and visibility
- Options for route names and limited services

New feature development

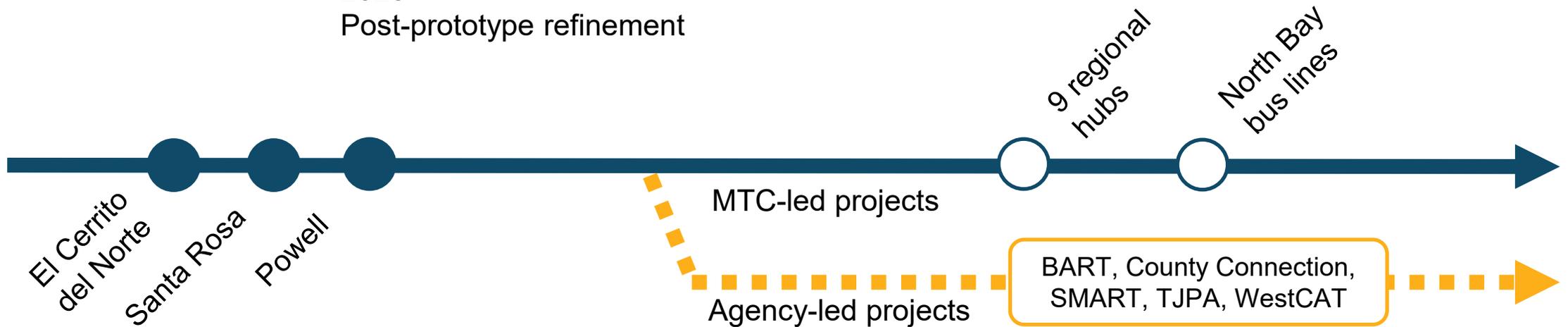
- Depicting occasional and express services on signs and maps
- Guidance for placement/use of QR codes

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)