



METROPOLITAN  
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COMMISSION

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## *Memorandum*

TO: Administration Committee

DATE: October 5, 2016

FR: Executive Director

W. I. 1112

RE: Contract – Regional Transit Mapping Project: San Francisco Bay Area Planning and Urban Research Association (SPUR) (\$300,000)

This memorandum requests the Committee's approval to enter into a contract in the amount of \$150,000 for the 2016-17 fiscal year (with the option of renewing for another \$150,000 in the 2017-18 fiscal year) with the San Francisco Bay Area Planning and Urban Research Association (SPUR) to develop a digital and printable regional transit map and a uniform mapping platform for use by all Bay Area transit systems.

### **Background**

In 2015, SPUR released its in-depth Seamless Transit report, which looked at ways of improving the rider experience on the Bay Area's transit network. One of the key findings was a call for a regional transit map that would integrate the routes of the region's two-dozen-plus modes and operators. The Seamless Transit recommendations were presented to MTC's Programming and Allocations Committee at its meeting in October 2015, and there was general support for the regional transit mapping project. Note that the Commission approved using Regional Measure 2 marketing funds for the project in May 2016.

Not only would this project produce a single integrated map to give Bay Area residents and visitors a clear picture of where they can go on public transit, and how they can get there, but also, it would provide a platform on which individual transit operators could build their network maps, for a uniform, seamless approach to mapping in the Bay Area.

Staff is recommending entering into a contract on a sole source basis with SPUR; the Silicon Valley Community Foundation is providing matching funds in the amount of at least \$200,000 from several sources for this project, and will serve as a technical adviser to the project. SPUR is uniquely positioned to undertake this project due to the organization's thorough knowledge of Bay Area transit systems, and its strong partnerships with operators, interest groups/stakeholders and the business community.

As part of this project, SPUR will work closely with the region's major transit operators to identify plans for upgrading their mapping systems, and work to integrate these efforts regionally, with the goal of creating a uniform system of mapping, symbols and terminology that can be used by all operators. The map would be designed to be scalable, dynamic and interactive,

and to function on a variety of digital platforms, including smart phones, tablets, desktop computers and in-station kiosks, and also be printable. SPUR also intends to explore opportunities for involving the Bay Area's tech and design community in this project, either through a contest or a charette process in which several design firms would be engaged to produce alternative mapping styles that then would be tested with the public.

**Recommendation**

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with the San Francisco Bay Area Planning and Urban Research Association in the amount of \$150,000 for the 2016-17 fiscal year, with the option of renewing the contract for an additional \$150,000 for the 2017-18 fiscal year, subject to the approval of the FY 2017-18 agency budget, for the development of a regional transit mapping system as described herein.



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Steve Heminger

SH:bk  
Attachments

REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Contract

Work Item No.:	1112
Consultant:	San Francisco Bay Area Planning and Urban Research Association (SPUR)
Work Project Title:	Regional Transit Mapping Project
Purpose of Project:	Improve the transit rider experience and promote seamless transit by developing a regional transit mapping system.
Brief Scope of Work:	Create a scalable, dynamic, interactive map incorporating all two-dozen-plus Bay Area transit systems, and produce a uniform mapping platform for use by all Bay Area transit operators.
Project Cost Not to Exceed:	\$300,000 over two years, at \$150,000 per year.
Funding Source:	Regional Measure 2
Fiscal Impact:	\$150,000 in funds are available in the FY 2016-17 agency budget; the balance of \$150,000 is subject to the approval of the FY 2017-18 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with the San Francisco Bay Area Planning and Urban Research Association (SPUR) for the Regional Transit Mapping Project described above and the Executive Director's memorandum dated October 5, 2016, and the Chief Financial Officer is authorized to set aside \$150,000 for fiscal year 2016-17 for such contract and, if renewed in FY 2017-18, an additional \$150,000, subject to the approval of the Fiscal Year 2017-18 agency budget.
Administration Committee:	<hr/> Adrienne Tissier, Chair
Approved:	Date: October 12, 2016