



METROPOLITAN
TRANSPORTATION
COMMISSION

Agenda Item 3a

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Memorandum

TO: Operations Committee

DATE: January 4, 2019

FR: Executive Director

W.I.: 1310

RE: Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)

This memorandum asks for Committee approval of a contract amendment with City ID LLC (City ID) in an amount not to exceed \$950,000 for designing and testing a regional transit map network brand and prototype suite of maps.

Background

In January 2017, staff presented the Regional Transit Mapping Project concept to the Administration Committee. This project focuses on developing a common map language and iconography for use by the region's 28 public transit agencies, and a digital and print prototype of a regional transit map showing the networks for all systems. The project builds on MTC's Transit Hub Signage Program, which has installed station area maps, directional signage, and real-time signs at 24 transit hubs throughout the region. In June 2017, after a competitive procurement, the Administration Committee approved a pre-qualified bench of consultants to provide On-Call Design Services to support various agency projects in the following design service categories: a) Print; b) Digital; c) Website; d) Mapping; and e) Wayfinding. The Committee also authorized the Executive Director to negotiate and enter into a 3-year contract with City ID, in an amount not to exceed \$270,000, with an option to extend for an additional three years, to work on the Regional Transit Mapping Project and Urban Wayfinding Project.

In July 2017, staff engaged City ID to undertake the first phase of the project, which included stakeholder interviews, workshops with Bay Area cities and transit operators, and development of a roadmap for long-term regional standardization. This early research recommended that MTC: 1) develop design standards and resources for all agencies; 2) design a regional network brand to enhance the journey experience; and 3) serve as the regional coordinator for transit mapping. Similarly, [SPUR's January 2019 report, "Finding Transit,"](#) stated that the regional mapping initiative will be successful when:

1. Transit riders have an iconic, legible map or maps of the region's public transit network that can be easily understood, used and trusted and that can function in print as well as digitally.
2. Members of the public have more information and the ability to see and understand transit options they didn't know about before, increasing their trust that public transit is a practical option.
3. Transit operators coordinate on transit information and mapping, shifting toward a customer-first approach and making decisions within a regional context in order to better serve current and future riders.
4. Transit operators share a common digital platform that can be updated easily for producing their own system maps.

In collaboration with the transit agencies and SPUR, Phase I culminated in design and development of a prototype, print-ready, regional transit map (see Attachment A), which provides an overview of all principal transit modes, including heavy and light rail, ferries, and major bus routes. The intent of the regional transit map is to provide a sense of the region's overall transit network, remaining consistent wherever it is used in the region, with the exception of the "you are here" locator. The regional map design process also began to explore colors, textures, illustrations, and other design styles as part of a future regional brand.

The regional map is only one element of an interconnected system of information. The second phase of the project, under this amendment and in continued coordination with the transit partners and SPUR, aims to more fully develop the network brand (including product form and size, map scales, colors, pictograms, illustrations, textures, etc.) for a prototype system of map types and information products that will be tested with Bay Area transit riders. Information types vary by location, from the diagrammatic regional map at regional hubs and gateways; to sub-regional, system, city, and district maps; and finally at the most local level, to area and destination maps; each subsequent location map reveals finer details about the transit network, pedestrian environment, and key destinations.

Prototype testing, which may include focus groups and in-station surveys, will build upon and leverage existing pilots underway in downtown San Jose and at the San Francisco Ferry Terminal; see Attachment B for planned prototype locations in San Francisco, the East Bay, North Bay, and South Bay. City ID will also explore a digital experience proof-of-concept to understand the requirements for delivering the proposed map types on digital platforms. At the conclusion of the prototype testing, City ID will develop a report of findings and recommendations for long-term program implementation, building upon the existing roadmap developed in Phase I.

Staff intends to return to this committee at the conclusion of Phase II's prototype testing with recommendations and associated contract actions for the next phase of the work. Design, mapping platform development, field infrastructure, installation, and ongoing maintenance may ultimately cost tens of millions of dollars, depending upon the selected system of maps (i.e., regional map only versus full suite of maps) and the extent of deployment (i.e., designated hubs versus broader regional deployment). Additional staff are also expected to be required to implement and operate the regional mapping program; this request would be made in a future agency budget.

This Amendment

This amendment would add \$950,000 to the contract, bringing the contract total to \$1,400,000, for City ID to design and test the regional transit map network brand and prototype system of map types, as described above. Funding for this amendment is included in the approved FY18-19 MTC budget. Attachment C includes City ID and its project team's small business and disadvantaged business enterprise status.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with City ID in an amount not to exceed \$950,000 for designing and testing a regional transit map network brand and prototype suite of maps.



Steve Heminger

Attachments:

- Attachment A: Prototype Regional Transit Map
- Attachment B: Planned Prototype Test Locations
- Attachment C: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Presentation

SH: sc

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Please note: due to variations in printers, intended colors may not be accurately represented.

Planned Prototype Test Locations



Disadvantaged Business Enterprise and Small Business Enterprise Status

Firm Name	DBE* Firm			SBE** Firm		
	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime contractor: City ID LLC			X			X
Subcontractor: Billings Jackson Design			X			X
Subcontractor: DCR Design LLC	X	43559				X

*Denotes certification by the California Unified Certification Program (CUCP).

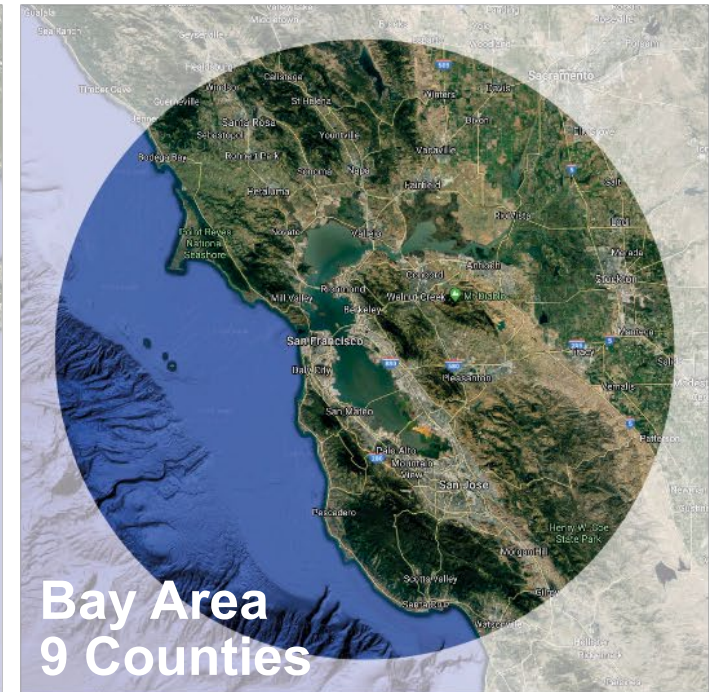
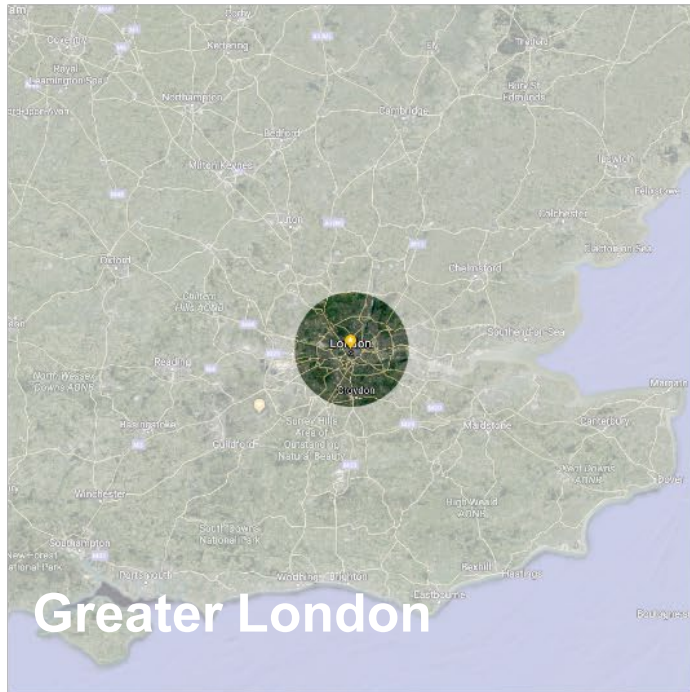
**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1112
Consultant:	City ID LLC New York, NY
Work Project Title:	Regional Transit Mapping Project and Urban Wayfinding Project
Purpose of Project:	Development of an integrated Regional Transit Map and Wayfinding system.
Brief Scope of Work:	Designing and testing a regional transit map network brand and prototype suite of maps.
Project Cost Not to Exceed:	\$950,000: this Amendment Total contract including amendments prior to today's action: \$450,000 Maximum contract amount after today's action: \$1,400,000
Funding Source:	Regional Measure 2 Marketing funds, State Transit Assistance (STA) funds
Fiscal Impact:	Project costs are consistent with funds programmed and budgeted in the FY 2018-19 MTC budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with City ID LLC for designing and testing a regional network brand and prototype suite of maps for the Regional Transit Mapping Project and Urban Wayfinding Project as described above and in the Deputy Executive Director's memorandum dated January 4, 2019, and the Chief Financial Officer is directed to set aside funds in the amount of \$950,000 for such contract amendment, subject to approval of such funds in current and future agency budgets as specified above.
Operations Committee:	<hr/> Dave Cortese, Chair
Approved:	Date: January 11, 2019

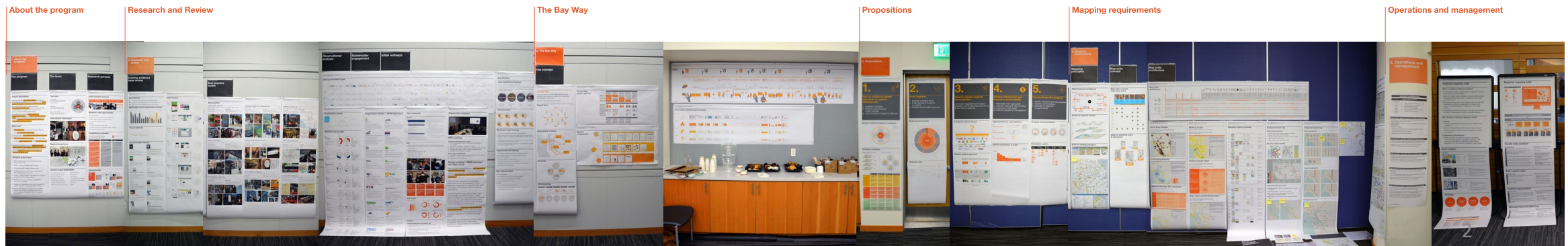
Regional Transit Map: Project Update & Contract Action



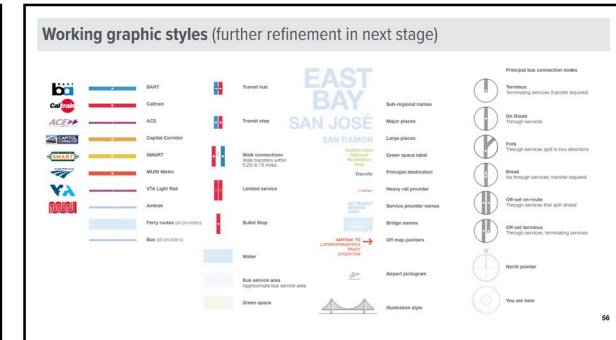
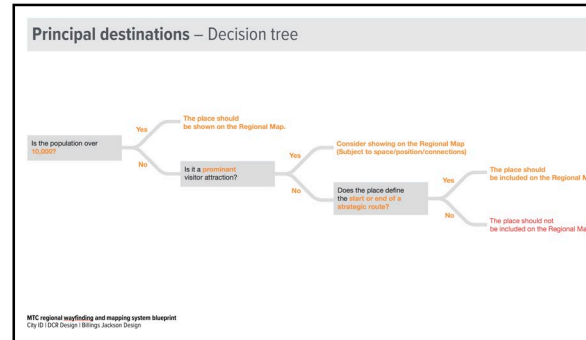
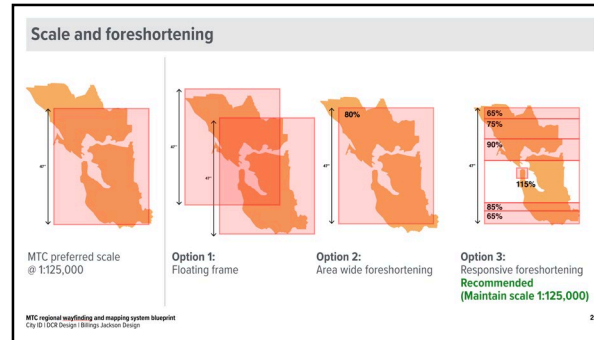
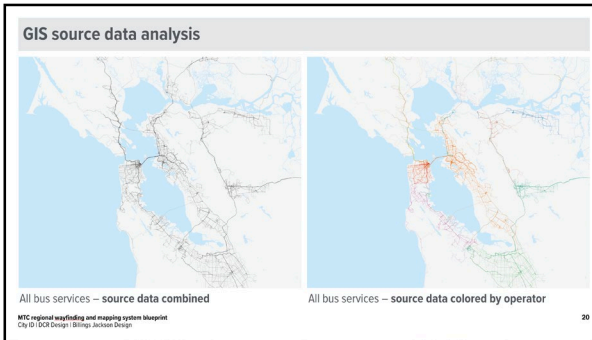
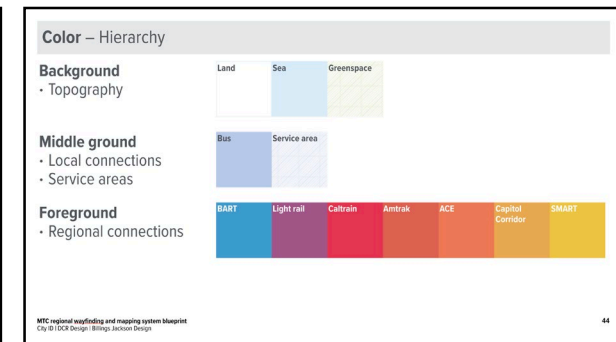
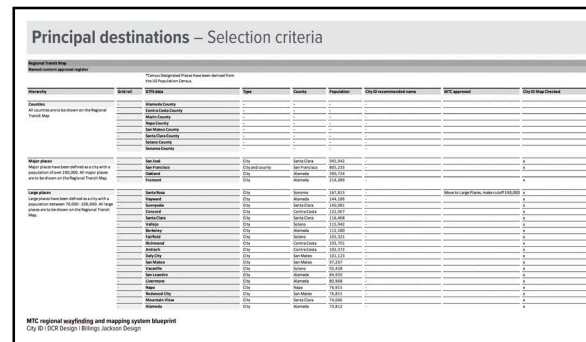
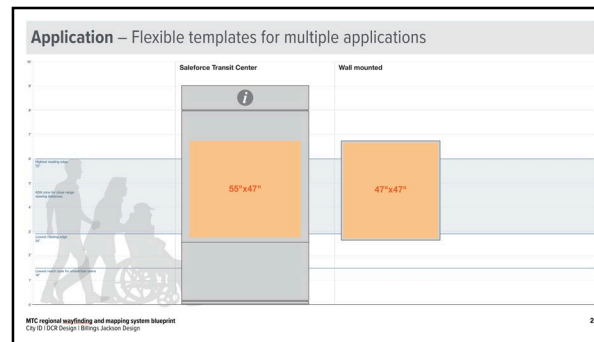
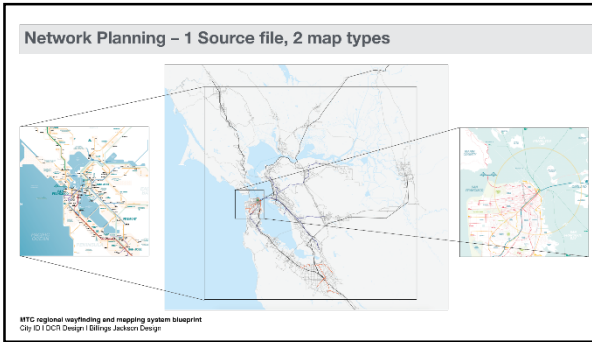
Operations Committee
January 11, 2019

Initial Research & Workshop Findings

- Develop design standards and design resources
- Develop a regional network brand
- MTC serve as the regional coordinator



Phase I: Regional Transit Map Design Process



1. Function definition

- GIS source data analysis
- Content selection

2. Scale definition

- Information set-out
- Geographic extent
- Scale and foreshortening

3. Planning

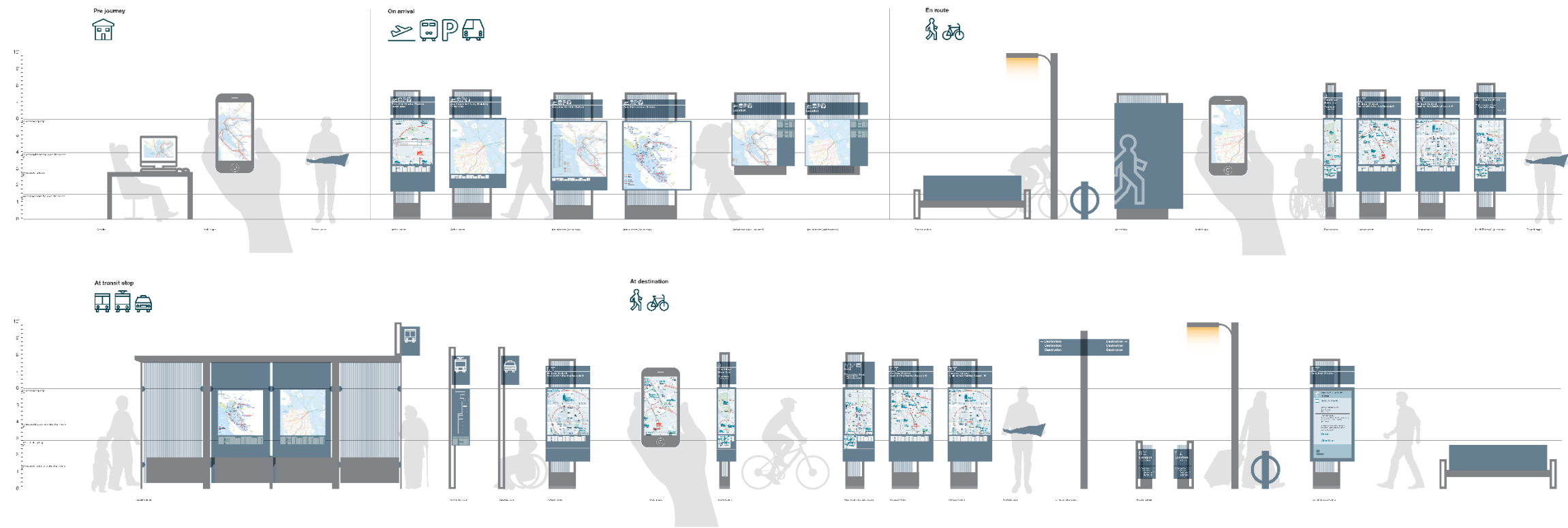
- Principal destinations
- Principal bus connections

4. Design development

- Map styling
- Color
- Typography
- Graphic devices
- Illustrations
- Visualization development

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Phase II: Regional Network Brand & Prototype Suite of Maps

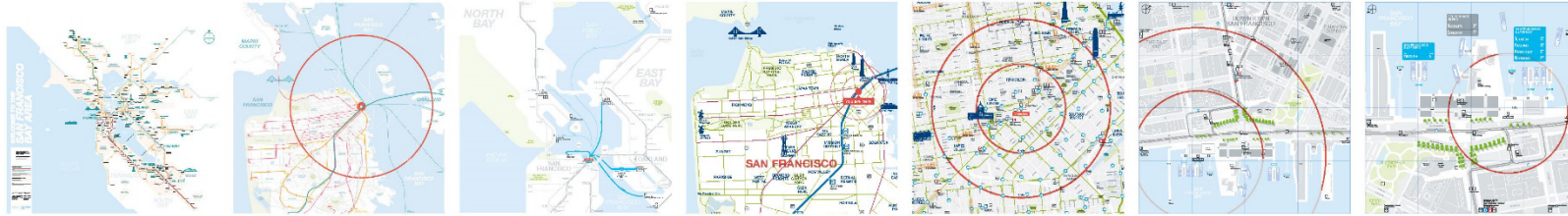


Phase II: Regional Network Brand & Prototype Suite of Maps






Bay Area Hub-handover Concept

Phase 1 (complete) Phase 2 (starting 2019)

Information types

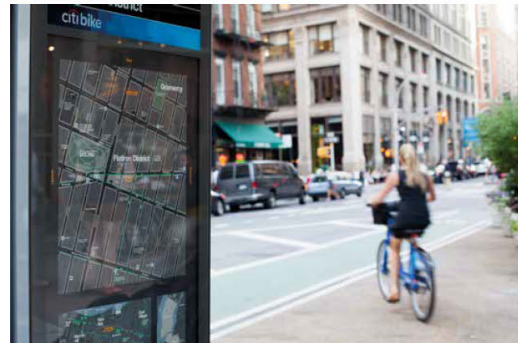
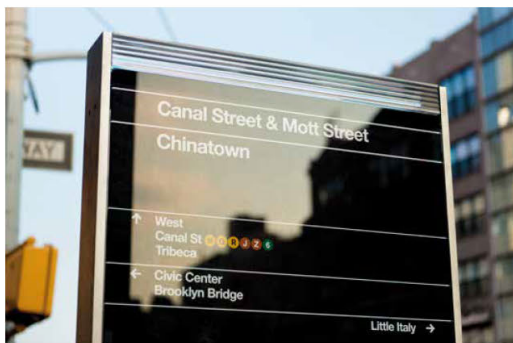
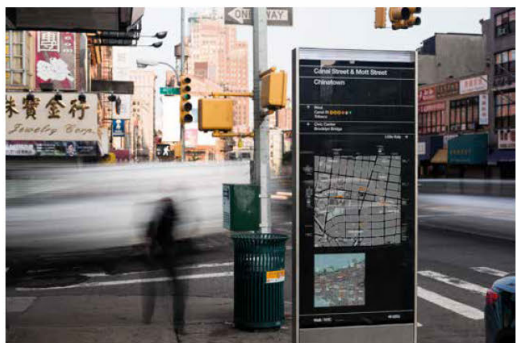


Pilot & prototype locations

Environment types	Typical Modes	Regional	Sub-regional	System (TBC)	City	District	Area	Destination	Suggested prototype testing locations
Gateway hub		✓	✓			✓	✓	✓	_San Jose Diridon Station
Regional hub		✓	✓	✓		✓	✓		_19th Street/Oakland _Embarcadero _San Francisco Ferry Building *
City hub			✓			✓	✓		_Santa Rosa Transit Mall _Salesforce Transit Center *
Local stop						✓	✓		_Santa Rosa Transit Mall
Downtown node					✓		✓		_Downtown San José *

* Pilot projects in progress

Regional Standardization Example: WalkNYC



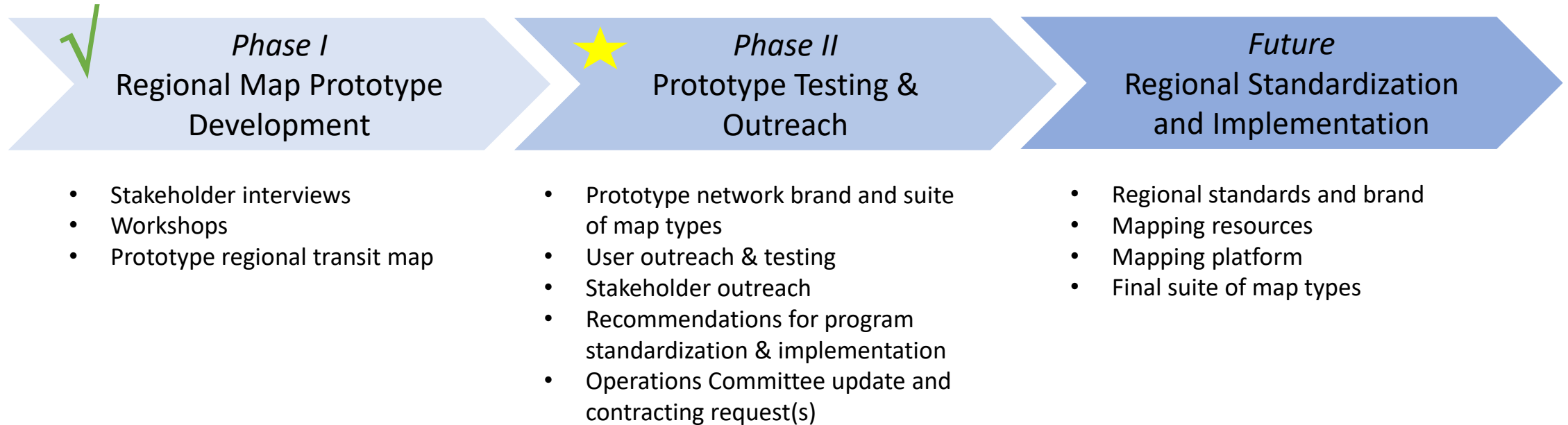
Prototype Testing: Process & Locations



Images: City ID, 2018



Program Phasing & Recommendation



RECOMMENDATION

Contract Amendment - Mapping and Wayfinding Design Services: City ID LLC (\$950,000)