

Metropolitan Transportation Commission Operations Committee

July 9, 2021

Agenda Item 5a

Regional Transit Mapping and Wayfinding Project Update

Subject: Presentation on the findings from Phase 2 of the Regional Transit Mapping and Wayfinding Project and recommendations for next steps.

Background: In January 2017, staff presented the Regional Transit Mapping and Wayfinding Project concept to the Administration Committee. The initial project concept recommended 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. This was envisioned to build on MTC's Hub Signage Program, which has installed station area maps, directional signage, and real-time signs at 24 transit hubs throughout the region.

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, development of a roadmap for long-term regional standardization, and design of a prototype regional transit map (see Attachment A, Figure 1). 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.

In January 2019, the Operations Committee approved a contract amendment with City ID to undertake the second phase of the project, which included development of four harmonization tiers (i.e., options) for regional transit mapping and wayfinding standardization (see Attachment A, Figure 2). Tier 1 extends the application of existing Hub Signage Standards to a total of 158 regional and local transit hubs. Tier 2 extends coverage to minor hubs, rail stations, ferry stations, and regional bus stops, totaling 2,457 environments. Tier 3 and Tier 4 have the same regionwide coverage, touching over 18,000 environments ranging from regional hubs to local bus stops. For each environment type, a new family of wayfinding signage and mapping products have been identified to deliver the harmonized system. Alongside the physical implementation, other 'building blocks' for harmonization include a map database, system guidelines, system standards, and a new graphic identity. Tier 4 provides a fully unified network brand identity, subject to suitable network conditions such as operational and fare integration.

Under a separate contract approved by executive director authority in February 2020, Steer, a strategic consulting firm selected from the 2017 On-Call Design Services bench, developed a business case to facilitate identification of a preferred harmonization tier for delivering the project. This business case considered the strategic value, economic benefit, financial impact, and the deliverability and operations of a regional system. The business case analysis found significant benefits for the Bay Area and a strong return on investment of a fully harmonized system (Tier 3) with an option to enable full brand integration (Tier 4) over the longer term, aligned to wider service and fare integration (see Figure 3).

Stakeholder outreach throughout the second phase supports this recommendation. Additionally, public focus groups conducted during Phase 2 found that standardized information and graphics, and unified branding, make travelers feel more confident and make transit easier to navigate. Standardized graphics and symbols were especially important for non-English speakers.

With Phase 2 complete, staff is returning to this Committee to provide an update on findings and recommendations for the next phase of the work (see Attachment B). The next step is to procure consultant services for system design and development, with staff returning for approval later this year. The scope of work would include development of regional design standards for print and digital environments, a kit of mapping resources, a digital mapping database, and a regional graphic identity/branding. While the final cost is subject to the competitive procurement process, staff estimates it will fall in the range of \$4-5 million. Prototype hub testing and possible subregional pilot implementation in several counties that have indicated interest would enable opportunities for public feedback, assessment of inclusive and adaptive design, and recommendations for wider regional deployment. Following design and implementation of the pilots, regional implementation would be phased in over a multi-year period and will require a substantial commitment of funds.

The Blue Ribbon Transit Recovery Task Force (Task Force) is considering recommending that MTC implement this project as a major component of its Transformation Action Plan, which is slated to be approved by the Task Force this July and will be presented to the Commission for adoption in September with implementation and prioritization of key action items to be the topic of an upcoming Commission workshop in October. The Task Force's recommendations include not only development of the regional design standards by mid-2023, but also deployment of two to three North and East Bay consistently-branded subregional pilots by the end of 2024.

Issues: Regional deployment and long-term operations and maintenance will require a dedicated funding source and increased staffing commitment by MTC. MTC's role overseeing the system and agency cost-sharing will need to be considered.

Recommendation: Information only

Attachments: Attachment A: Supporting Figures
Attachment B: PowerPoint

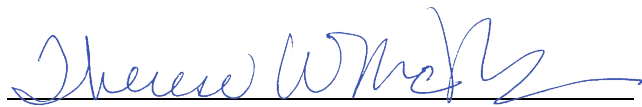

Therese W. McMillan

Figure 1: Prototype Regional Transit Map

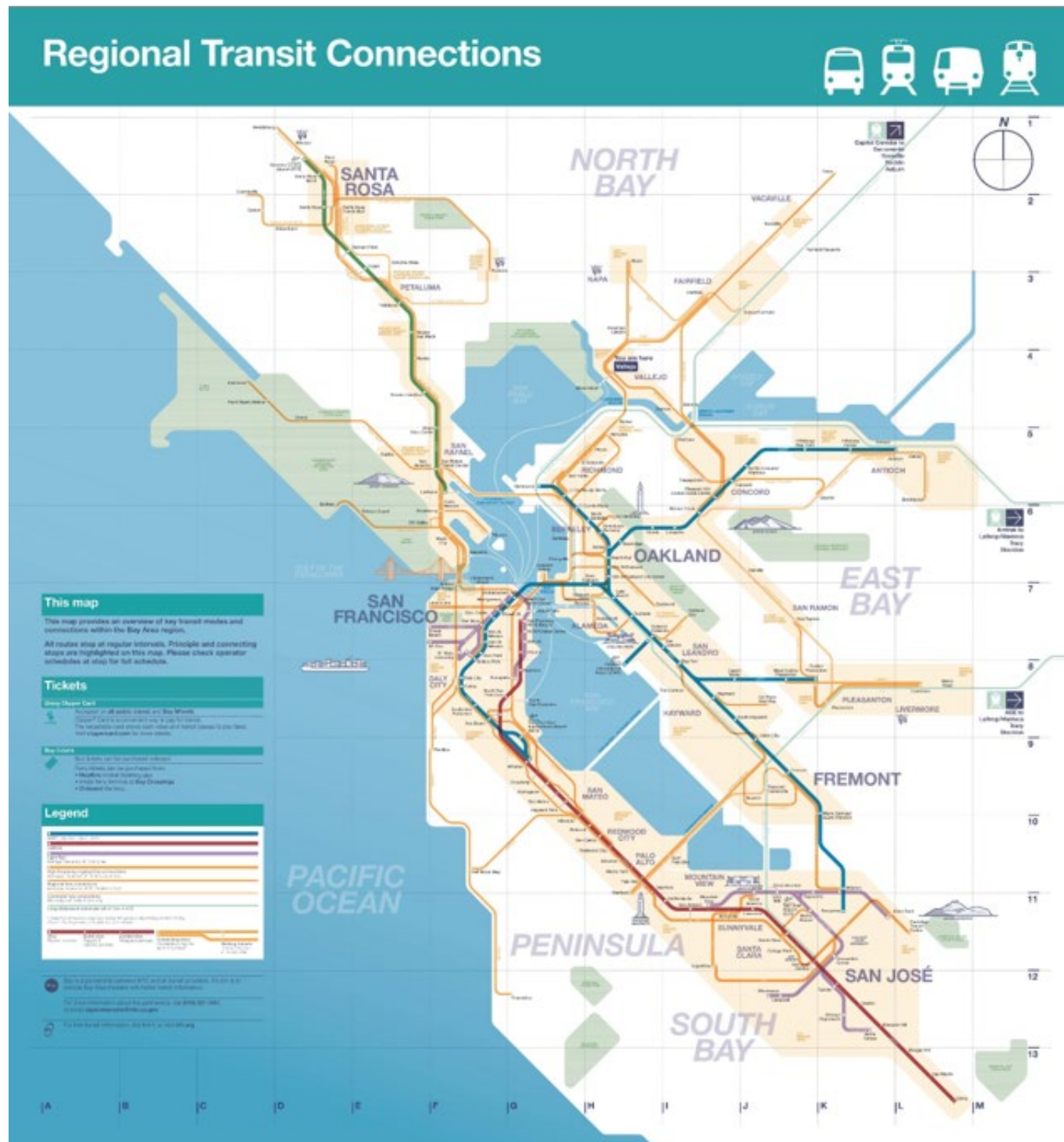





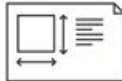
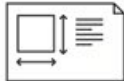






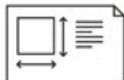










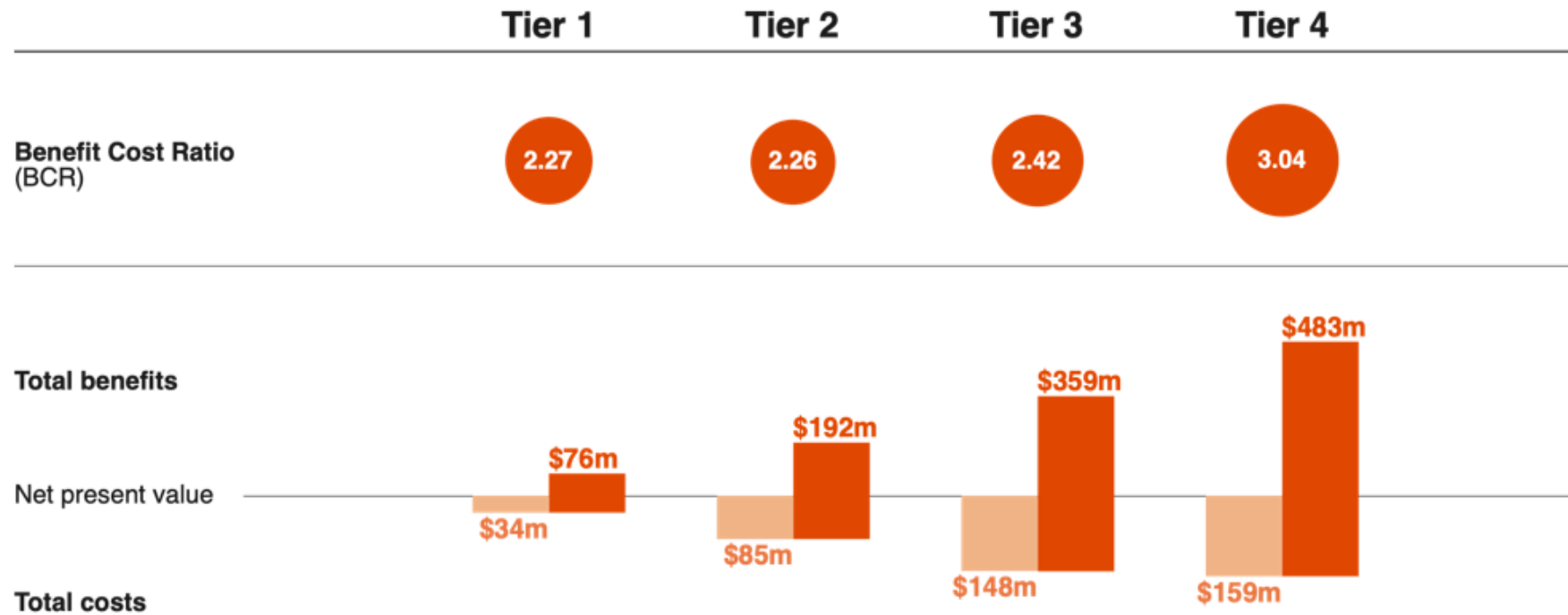


Figure 2: Regional Harmonization Tiers

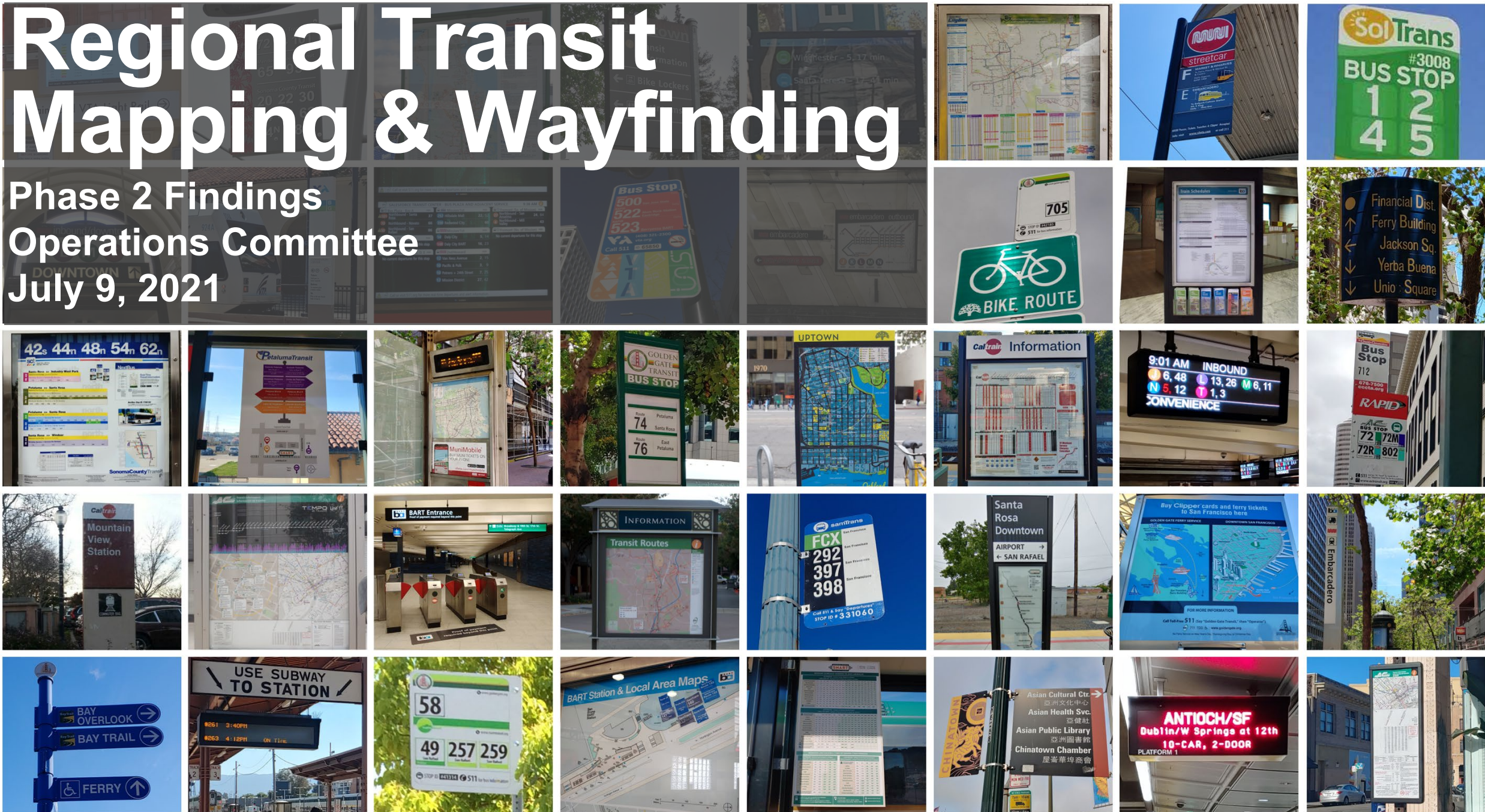
| Tier | Identity | Environments | | |
|------|--|---|--|--|
| | | Plan & Transfer Multi-provider environments | Regional Travel Rail, ferry & regional bus environments | Local Travel Light rail, streetcar & bus environments |
| 1 |    Others |  |  |  |
| 2 |    Others |  |  |  |
| 3 |    Others |  |  |  |
| 4 |    |  |  |  |

Note: The “Bay” identity serves as a conceptual placeholder. A common graphic identity would be designed in Phase III.

Figure 3: Business Case Benefit Cost Ratio Findings



Phase 2 Findings Operations Committee July 9, 2021



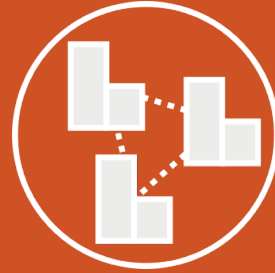


Program goals

**Better
information**
for travelers



**Better
ways of
working**
for providers



**Better
outcomes**
for the region



Dependable

Information where you need it

Predictable

Recognizable patterns

Familiar

Learn once, use anywhere

Common parts

Economies of scale

Common application

Efficiencies in O&M

Common standards

Effective processes

Social

Health, well-being & equity

Environmental

Sustainability & resilience

Economic

Ridership, visits & spend

User research

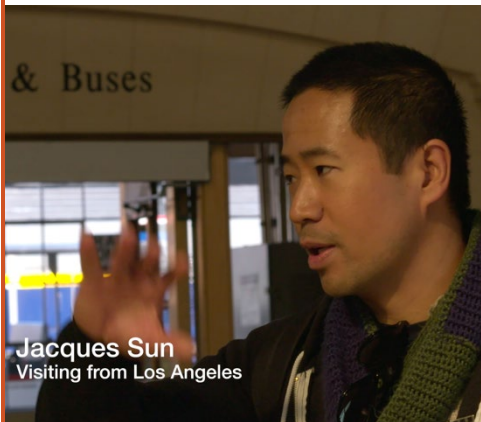
2017/18



2019



Jeremy Schradly
Traveling from Berkeley to Monterey



Jacques Sun
Visiting from Los Angeles

2020

Information per trip stage Información - etapas de su viaje

A. Planning a trip Planeando un viaje
B. On route to the station En ruta a la estación
C. At a regional station En la estación
D. On board A bordo
E. Transferring Transfiriéndose
F. At a local stop En una parada

What types of information do people need? ¿Que tipo de información necesita la gente?

1. More consistent **Less consistent**

1. Placement **2. Form** **3. Layout** **4. Naming** **5. Brand**

1. Placement Gives riders confidence. Changing placement can confuse riders.

2. Form It's confusing if the signs change. Consistency helps you know what to look for.

3. Layout Making the information more consistent as long as it's there it doesn't affect rider confidence.

4. Naming **5. Brand**

Program

Phase 1 2017-18

Project development

- Stakeholder outreach
- Regional map prototype

Phase 2 2019-21

Harmonization Tiers & Business Case

- Tier development
- User research
- Business case
- Map examples
- Tier recommendation

Phase 3 2021-25

System development & pilots

- Regional standards
- Mapping database
- Prototype testing and pilot projects

Future phases 2024 -->

Implementation

- Phased regional implementation

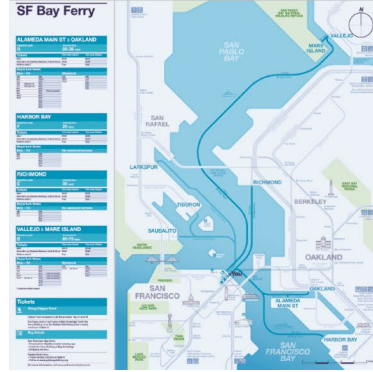
A New Suite of Maps



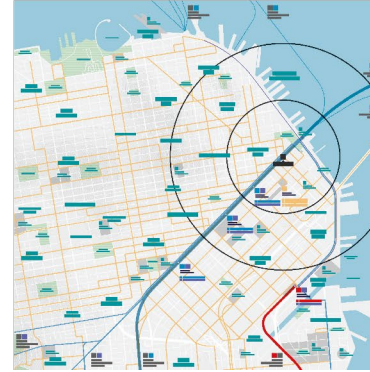
Regional Transit



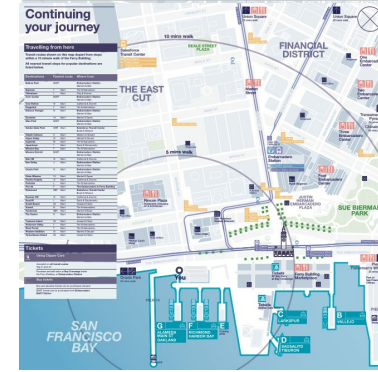
Sub-Regional Transit



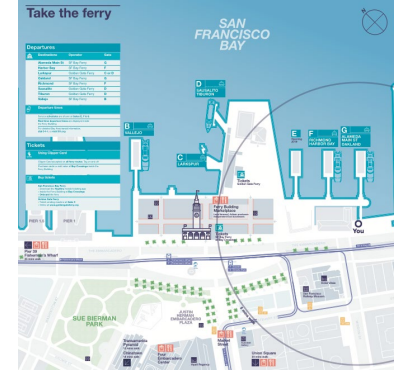
System



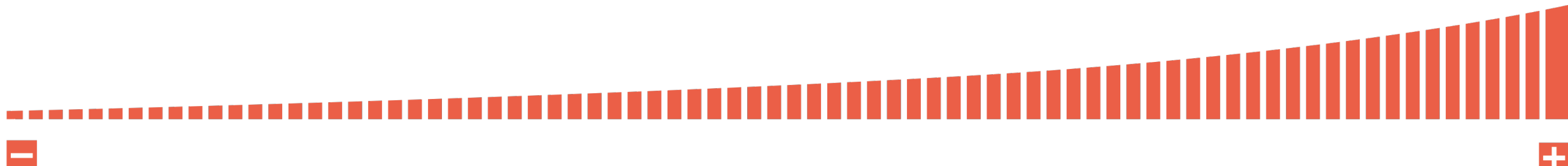
City Transit



Area










Destination



- Adaptable to multiple situations
- Applied based on user need















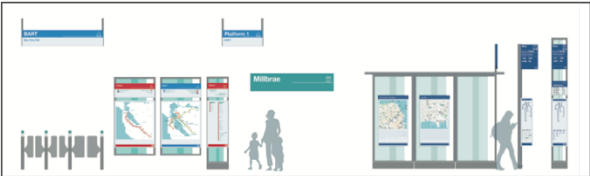

- Supporting hand-overs between modes
- Consistent service terminology and representation

Tiers for comparison

| Tier | Identity | Environments | | |
|------|---|---|---|---|
| 1 |      | Plan & Transfer Multi-provider environments |  | Regional Travel Rail, ferry & regional bus environments |
| | | |  Design guidance | Local Travel Light rail, streetcar & bus environments |




















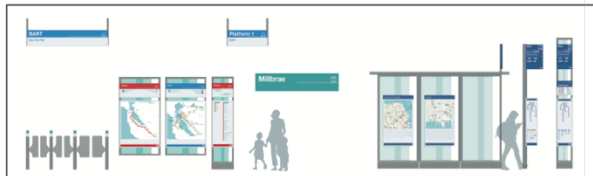

All tiers include support for city wayfinding

Tiers for comparison

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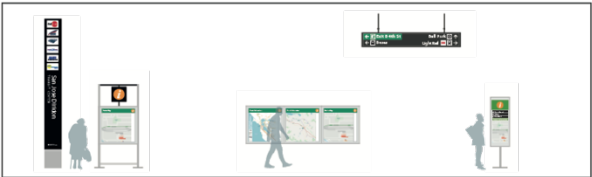







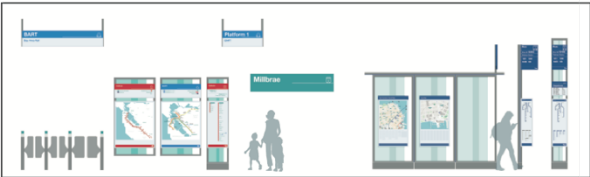






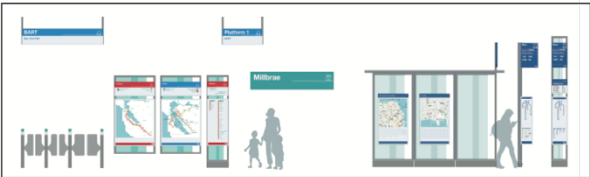







Tiers for comparison

| Tier | Identity | Environments | | |
|------|---|---|--|---|
| | | <div>Plan & Transfer</div> <div>Multi-provider environments</div> | <div>Regional Travel</div> <div>Rail, ferry & regional bus environments</div> | <div>Local Travel</div> <div>Light rail, streetcar & bus environments</div> |
| 1 | <div></div> <div><div></div><div>Others</div></div> |  |  <div>Design guidance</div> |  <div>Design guidance</div> |
| 2 | <div></div> <div><div></div><div>Others</div></div> |  |  |  <div>Design standards</div> |
| 3 | <div></div> <div><div></div><div>Others</div></div> |  |  |  |

All tiers include support for city wayfinding

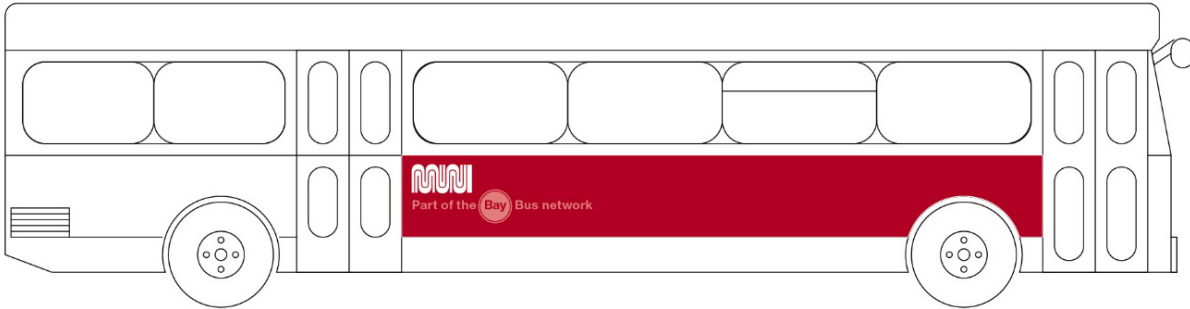
All tiers include support for city wayfinding

Tiers for comparison

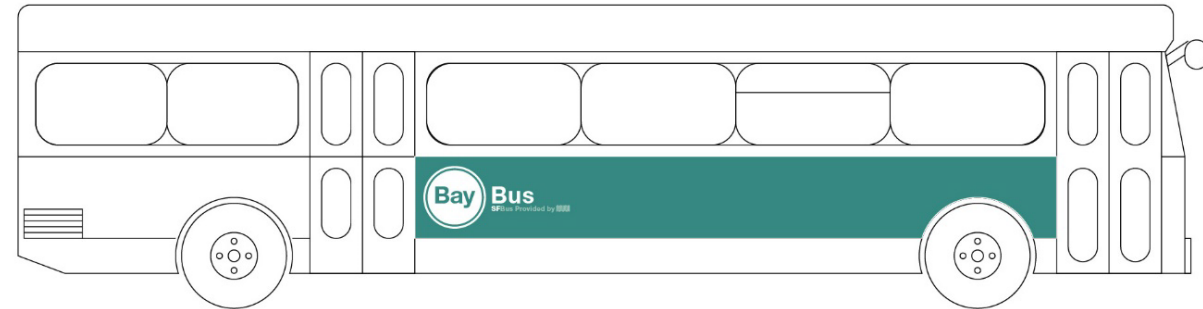
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All tiers include support for city wayfinding

Potential Harmonization of Transit Services

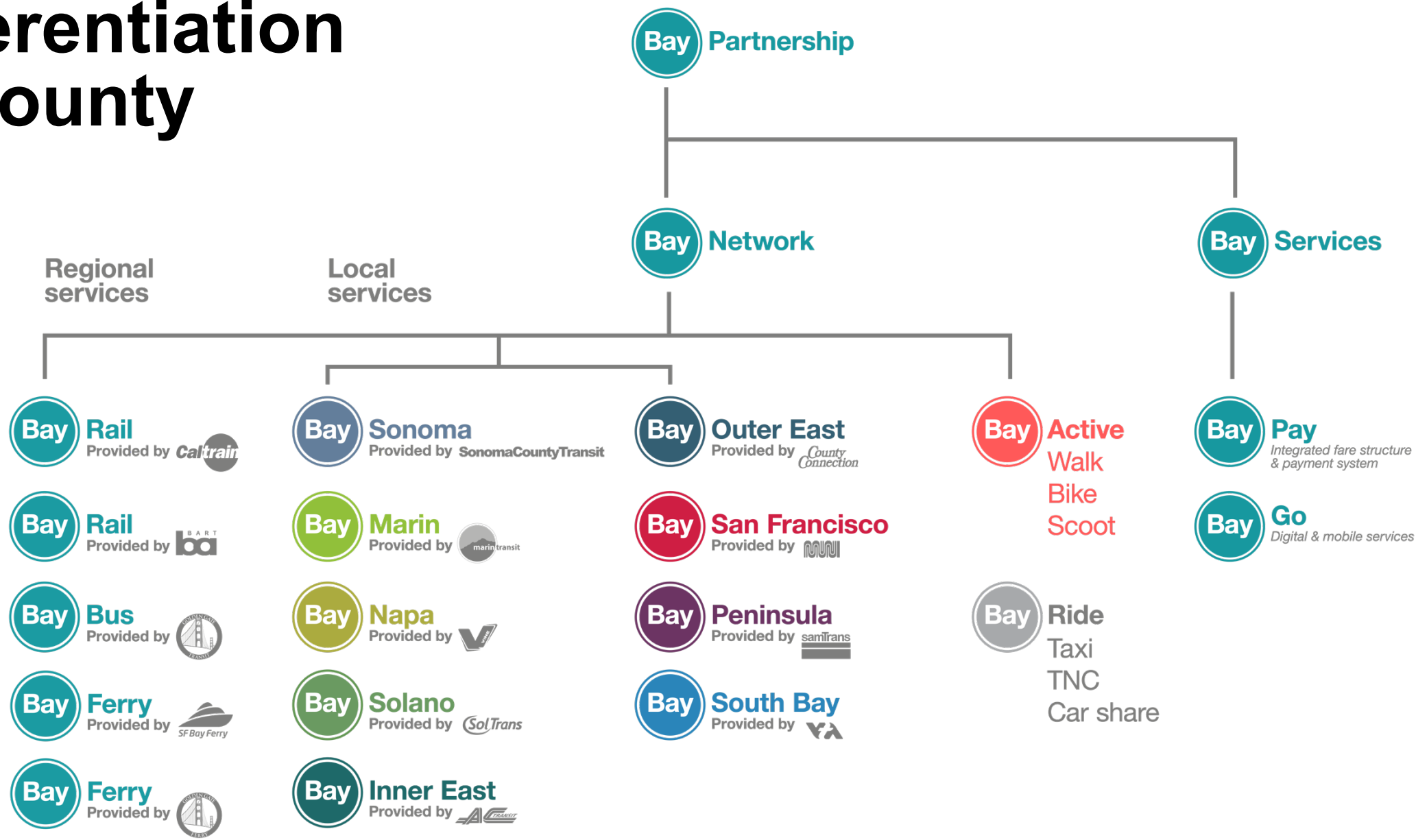


Local approach
Endorsed by
Regional Identity

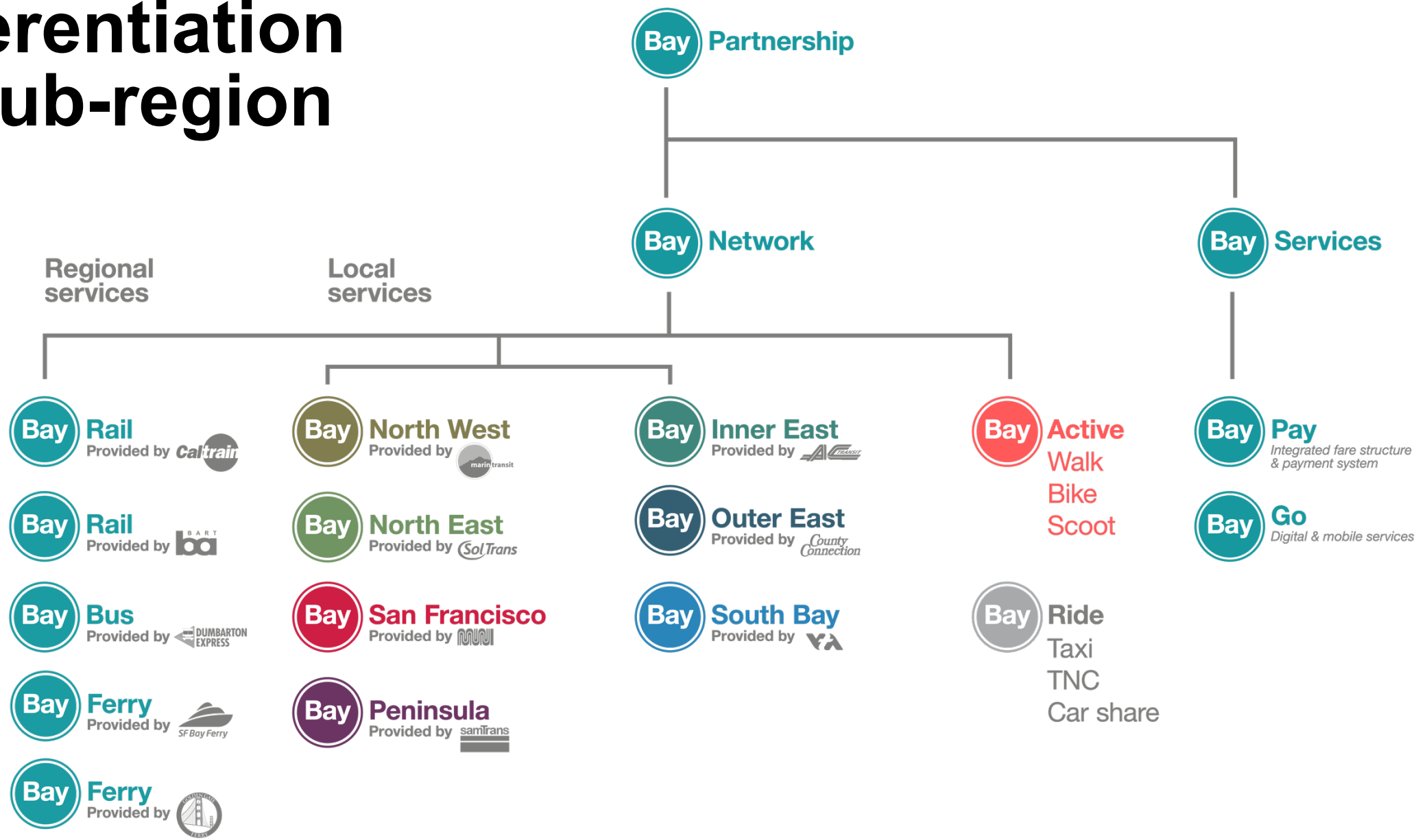


Regional approach

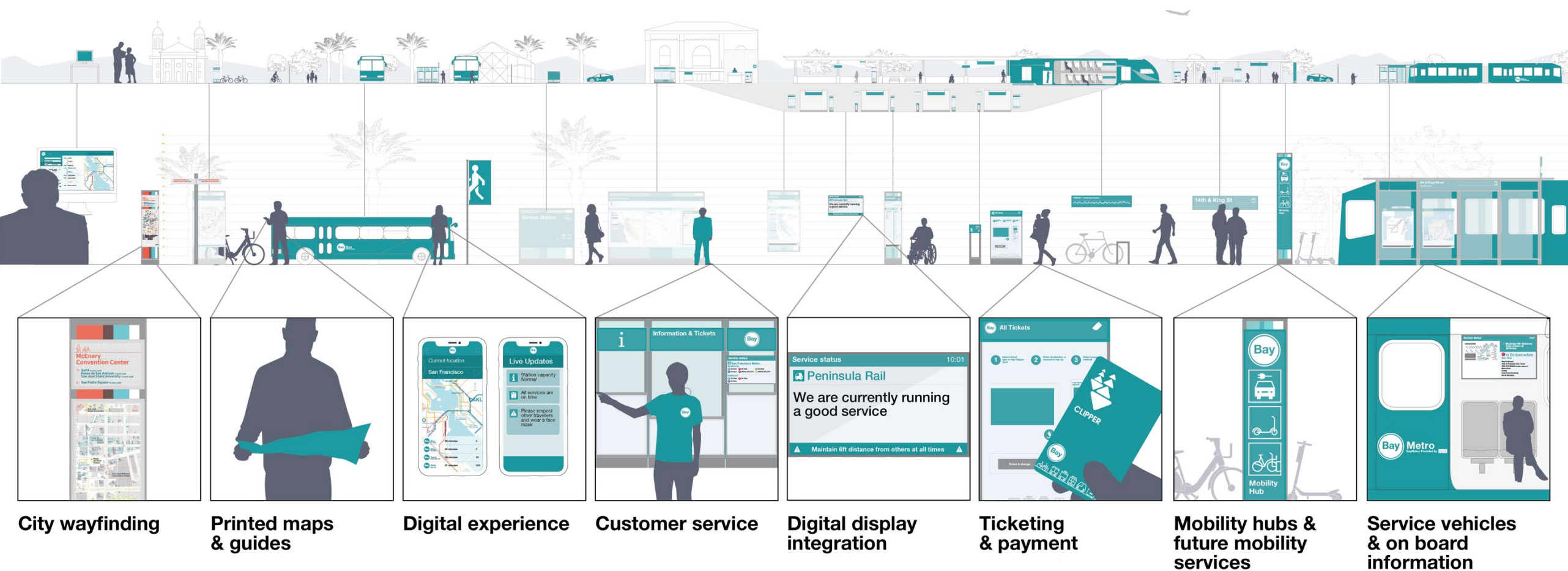
Differentiation by county



Differentiation by sub-region



Related opportunity areas



The dimensions of the business case



Strategic case

Determines the **strategic value** to the region of addressing the problem



Economic case

Establishes the **overall benefit to society** in monetary terms



Financial case

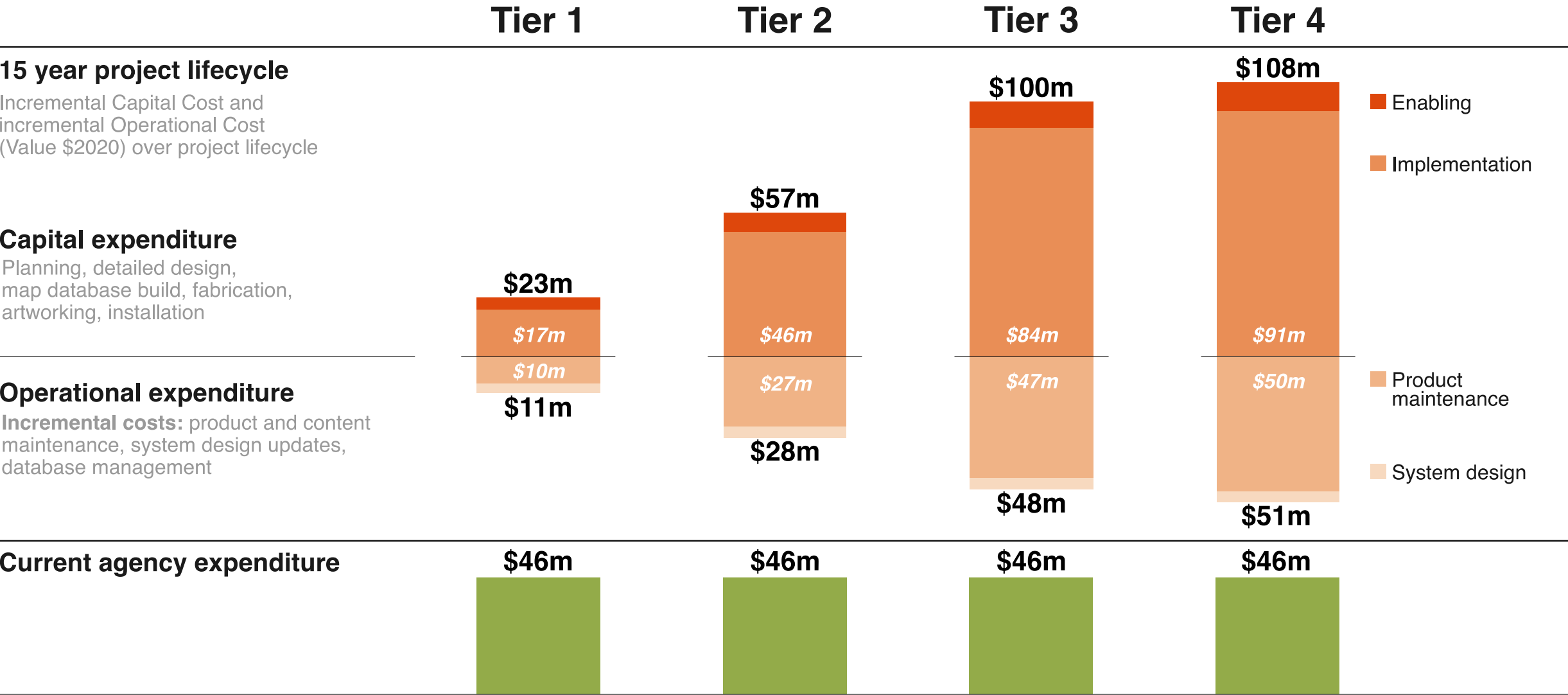
Outlines what is required to **fund & finance** the investment over its full lifetime



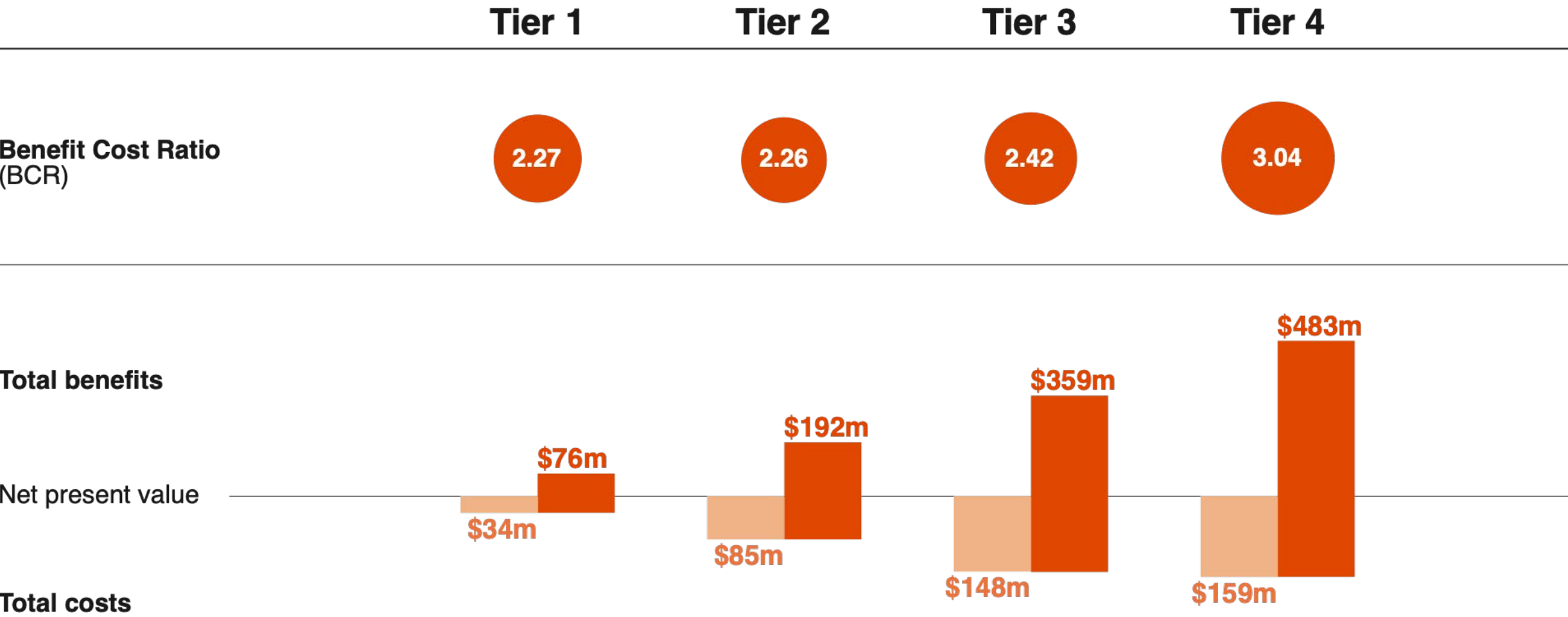
Deliverability & operations case

Establishes **what is required to deliver and operate** the project

Program costs



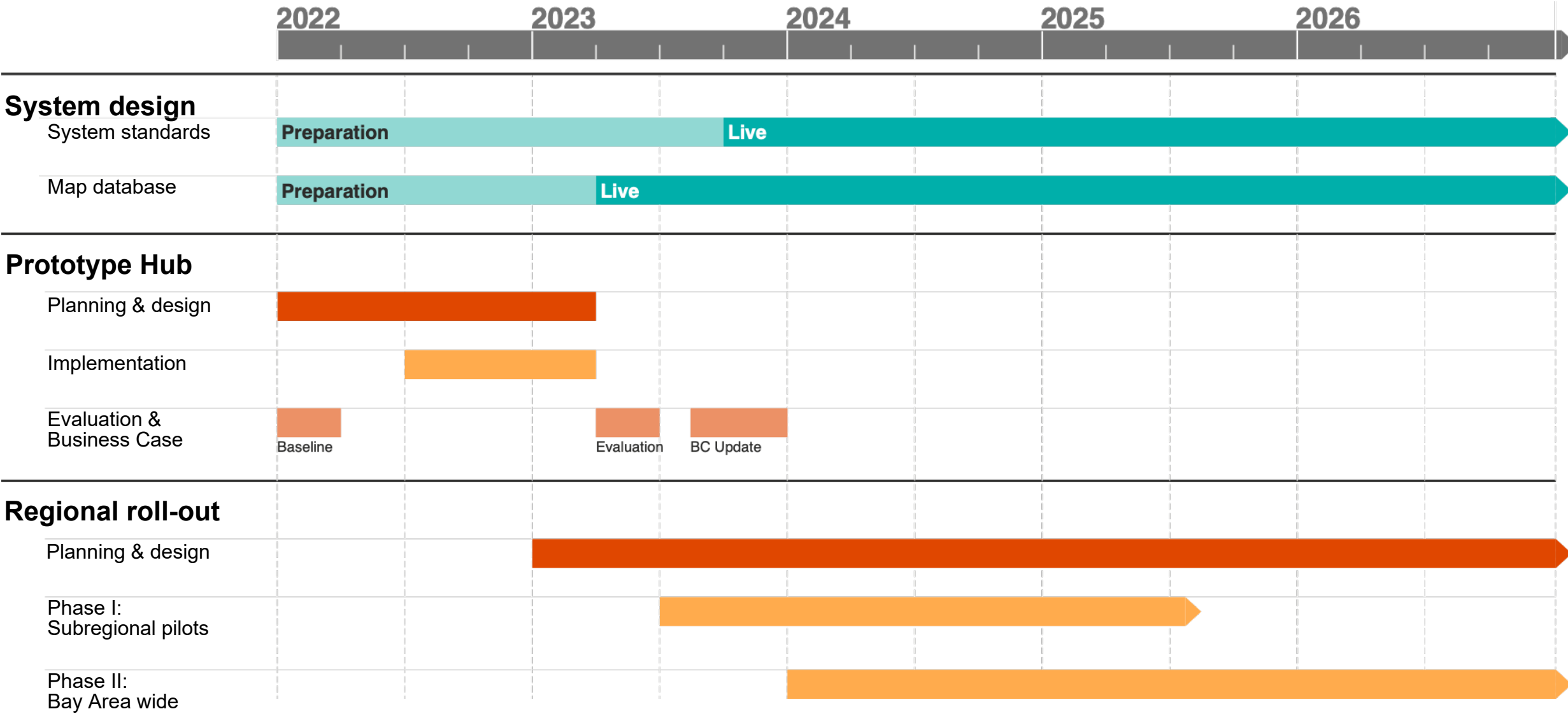
Benefit Cost Ratio



Conclusion

Tier 3 is achievable with current conditions and allows for a **migration to Tier 4** if and when conditions allow.

Proposed future phases



Next Steps

- Issue procurement for standards design, prototype testing, and subregional pilot implementation.
- Identify long-term funding and staff resources for regional roll-out.
- Determine network management role and agency cost-sharing.

