

Regional Mapping & Wayfinding Project Applied Wayfinding Contract Amendment



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Committee

February 14, 2025

Today's meeting

- Project purpose and goals
- Winter 2025 updates
- Looking ahead
 - Contracts & recommended amendment
 - Project budget
- Next steps



Project goals & phasing

Project goals

- Retain existing and attract new riders by making transit journeys easier to understand
 - Create dependable, predictable, and familiar navigation information
 - Provide standard wayfinding guidelines to simplify transit agency operations
 - Sustain regional growth, health, equity, and sustainability by reinvesting in transit

Project phases

Phases 1 & 2
**Project development
& business case**
Completed

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

Phase 3
**Design
development**
Funded

We are here

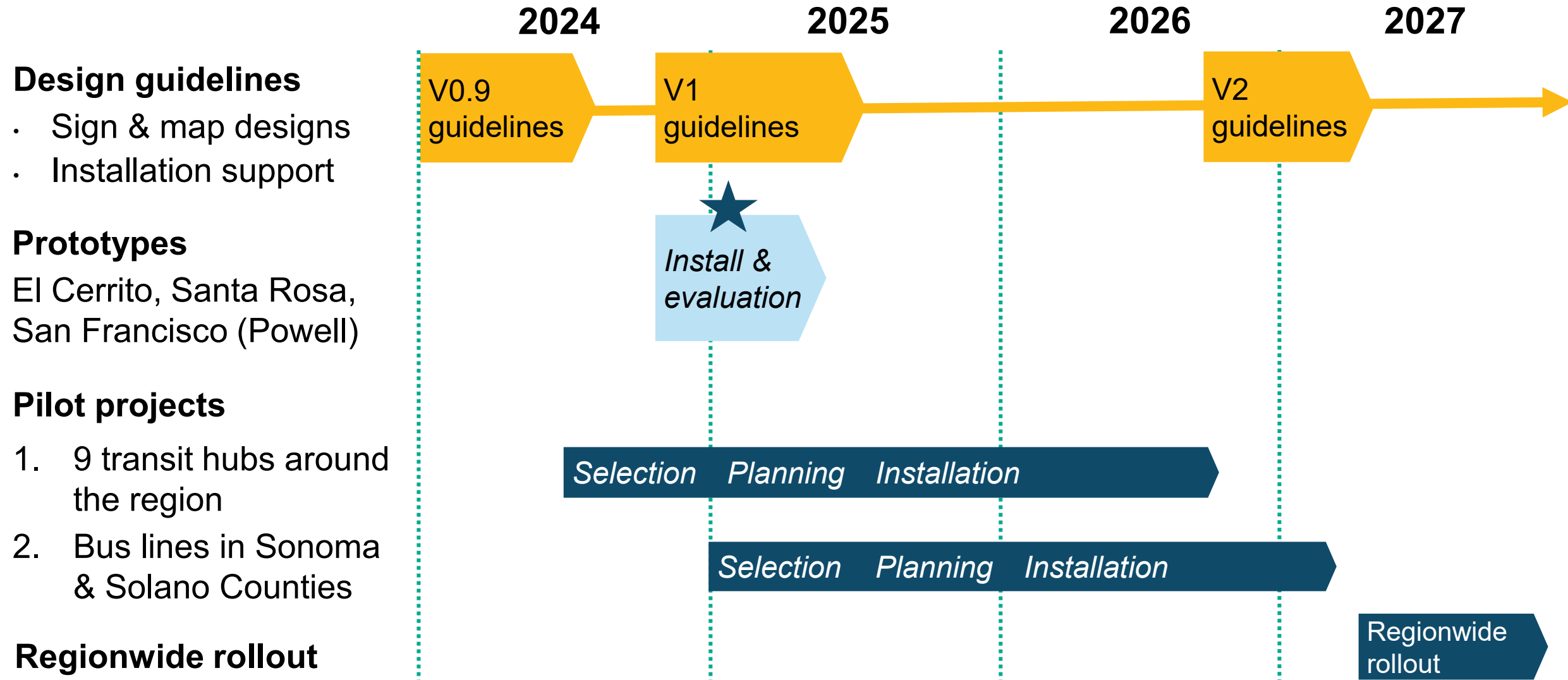
- Regional guidelines
- Prototypes
- Pilot projects
- New mapping database

Phase 4+
Full implementation
Unfunded

- Expand new wayfinding system regionwide

Design development process

★ = We are here



Project updates – Winter 2025

Prototypes

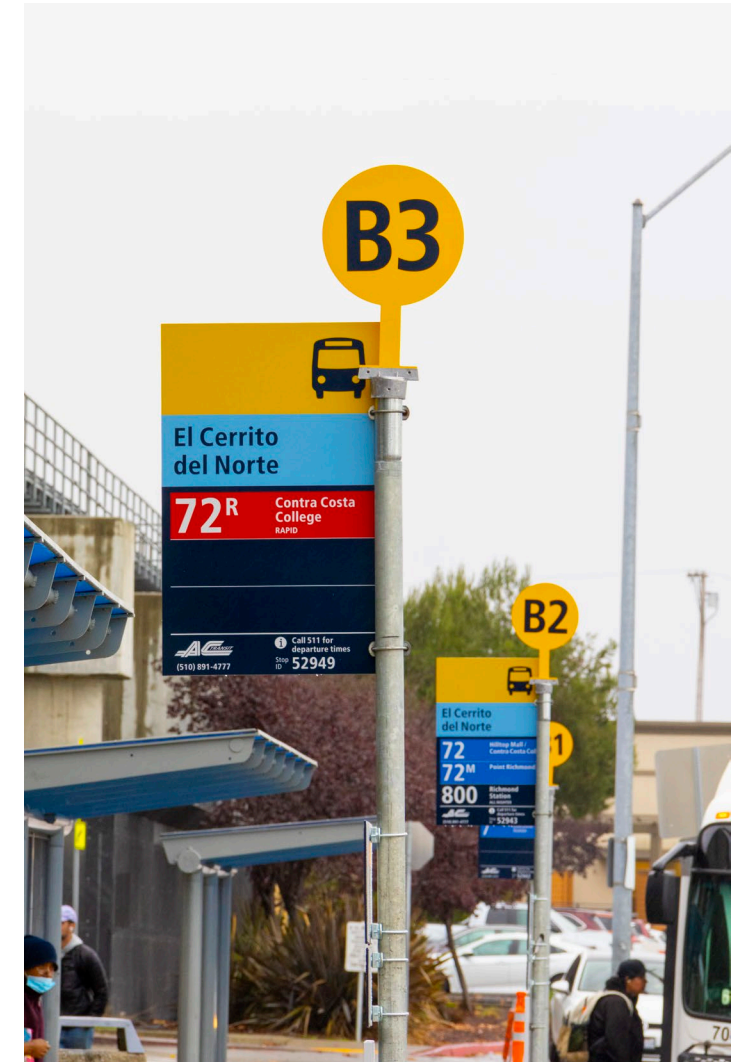
- El Cerrito del Norte evaluation underway
- Santa Rosa launch in February
- Powell St "mini-prototype" testing later this winter

Pilot Projects

- Preliminary planning underway, including site visits
- Preparing for future installation by determining agency production capacity and drafting RFQ

Positioning the project for future success

- Over the past year, your feedback has helped us build a more comprehensive and representative project
- Prototype development process underscored how proactive, collaborative planning helps reduce future risk
- Delivery of El Cerrito del Norte prototype offers opportunity to ensure project logistics align with goals moving forward



Project contracts

Vendor	Applied Wayfinding	Corporate Sign Systems	Accessible Avenue (Ron Brooks)	Future Fabrication Vendor(s)
Purpose	Design, artwork implementation, and operational support; public & agency engagement, governance planning	Final design, manufacturing, installation, operations and maintenance (O&M)	Accessibility consultant	Final design, manufacturing, installation, construction mgmt., O&M
Project stage	Prototypes & pilots	Prototypes	Prototypes & pilots	Pilots
Contract details	Budget allocated via Task Order; 14% DBE	Remaining budget allocated via Task Order	N/A	TBD
Not to Exceed (NTE) & term	\$6m thru 6/30/27	\$700k thru 6/30/25	\$98k thru 12/31/25	TBD
Next steps	Request to increase NTE amount by \$4m to \$10m to support project design	MTC to extend term to 6/30/26 to allow for O&M at prototype sites	N/A	Draft RFQ for Q2 2025; ask agencies about capacity to fabricate/install signs

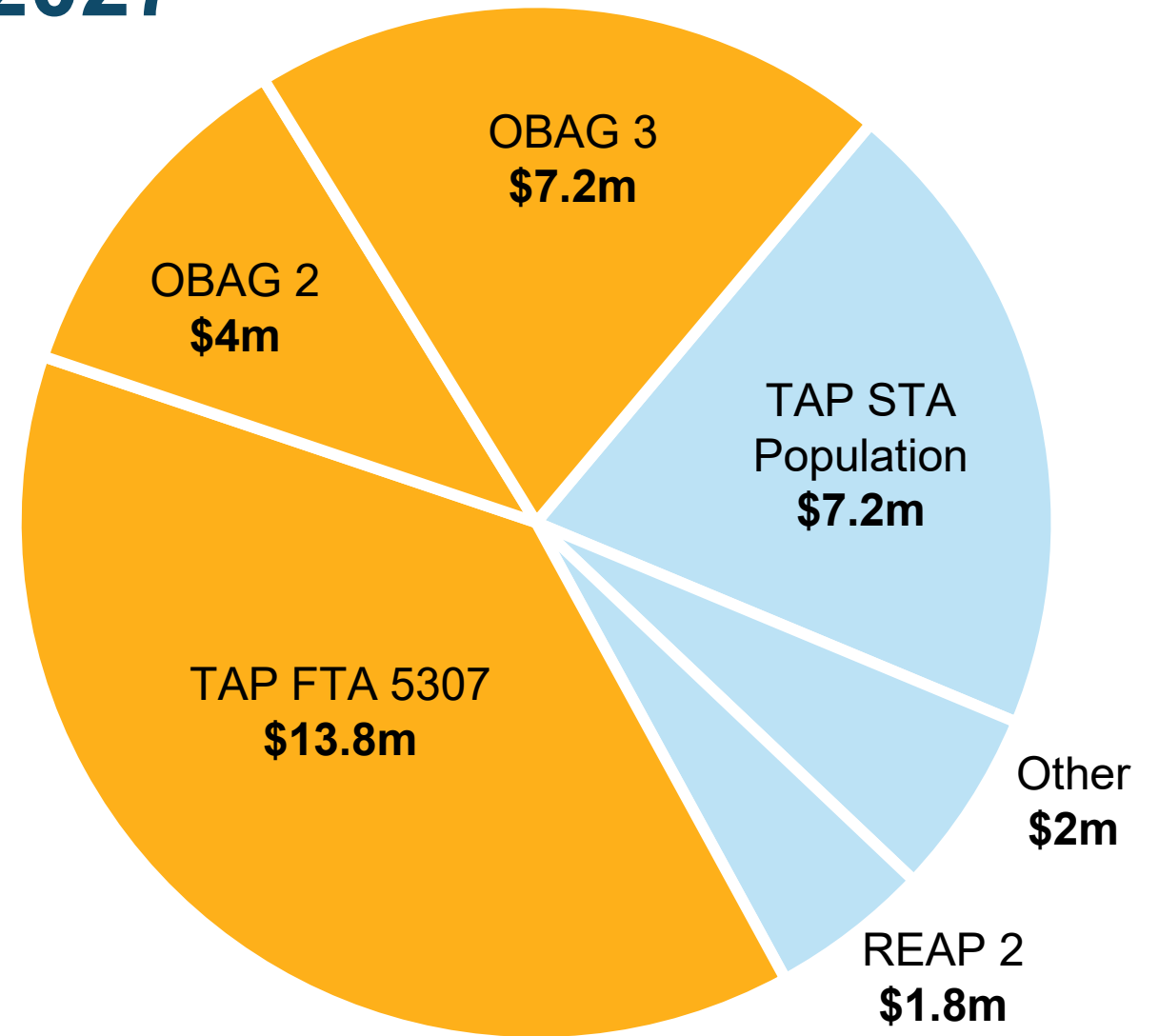
\$4m Applied contract amendment supports project delivery

Project element	Project approach	Currently funded	\$4m NTE increase will fund
Prototypes	Deliver two facilities & "mini prototype" at Powell	✓	
Pilot Projects	Complete planning and design for 9 regional hub stations		✓
Pilot Projects	Develop and design a selection of North Bay bus lines		✓
Outreach	Conduct agency working groups and workshops, outreach to Equity Priority Communities and other stakeholders, and convene bimonthly Accessibility Working Group meetings	✓	
Project planning	Develop V1 wayfinding standard, pilot & prototype MOUs, project evaluation, 511 coordination	✓	
Digital tools - Customers	Develop digital wayfinding (QR codes) at El Cerrito del Norte	✓	
Digital tools - Agencies	Research/develop automated artworking & asset management tools		✓
Long-term planning	Develop V1.1 regional standards, long-term governance plan, business case; potential agency implementation assistance		✓

Project budget through 2027

Funding Source	Total
Federal	\$25m
Non-Federal	\$11m
Total	\$36m

Spending Source	Total
Applied contract	\$10m
Wayfinding fabrication/install; other expenses	\$26m
Total	\$36m

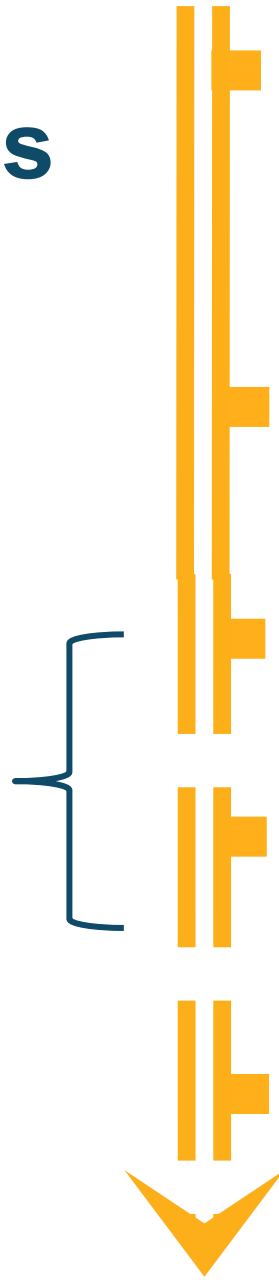


Note: numbers are rounded to nearest hundred thousand.

Next steps

Milestones

Pilot projects



Winter 2025

- RNM Committee approves Applied contract amendment
- Draft V1 Design Guidelines based on map and sign evaluation
- Pilot project planning and stakeholder engagement

Spring-Summer 2025

- Authorize contract(s) with fabricator(s) for Pilot Projects
- Release V1 Guidelines for Pilot and agency-led projects

Fall 2025

Begin to implement new wayfinding at 9 hubs around the region

2026+

Implement new wayfinding on selected bus lines in Sonoma/Solano Counties

2027+

Expand new wayfinding signs and maps throughout the region (dependent on funding)