

Metropolitan Transportation Commission
Policy Advisory Council Equity and Access Subcommittee

September 22, 2023

Agenda Item 4a

Regional Mapping and Wayfinding Project – Accessibility & Equity Update

Subject:

Update on the Regional Mapping and Wayfinding Project’s approach to accessible design and engagement around accessibility.

Background:

The Blue Ribbon Transit Recovery Task Force (Task Force) recommended that the Metropolitan Transportation Commission (MTC) implement regionally harmonized mapping and wayfinding, including subregional pilots, as key action items in the Task Force’s Transformation Action Plan. The goal of the Regional Mapping and Wayfinding Project (RMWP) is to develop and deploy fully standardized wayfinding, mapping, and transit information throughout the Bay Area in all transit environments, while also providing guidance for pedestrian wayfinding and first/last mile opportunities extending from transit areas, to retain existing and attract new transit riders.

In [January 2023 following project initiation, staff and prime consultant Applied Wayfinding, Inc. \(Applied\), gave a presentation](#) to the Policy Advisory Council’s Transit Transformation Action Plan Subcommittee on the project’s upcoming tasks and engagement plans. Since then, the project team has completed a review of wayfinding existing conditions, including but not limited to a framework of national and international best practices, review of digital technologies in wayfinding and trip planning, an audit of current Bay Area wayfinding signage, documentation of signage procurement processes, and assessment of potential governance strategies for a regional wayfinding program. In preparation for an initial set of physical wayfinding prototypes to be installed in early 2024 at the El Cerrito del Norte BART station and Santa Rosa Transit Mall, the team has also sought feedback from transit operator working groups, transit riders and non-riders, and members of MTC Equity Priority Communities (EPCs), including the local disability community.

At the September 22, 2023 meeting, RMWP Co-Managers, Aaron Priven (MTC) and Gordon Hansen (Applied), will present an update on the project, with a focus on past and upcoming accessibility and equity efforts. Future project updates will be presented at subsequent Policy Advisory Council and/or relevant Subcommittee meetings.

Issues:

None identified.

Recommendations:

Information.

Attachments:

- Attachment A: Presentation