Regional Mapping & Wayfinding Project Update

METROPOLITAN TRANSPORTATION COMMISSION

Regional Network Management Customer Advisory Group

January 26, 2024

Today's presentation

- **What is wayfinding**
  - Project context, schedule, and status; accessibility & equity

- **Core project elements**
  - New regional network identity, signage, and digital wayfinding

- **Next steps**
  - Prototype installation and public evaluation plan
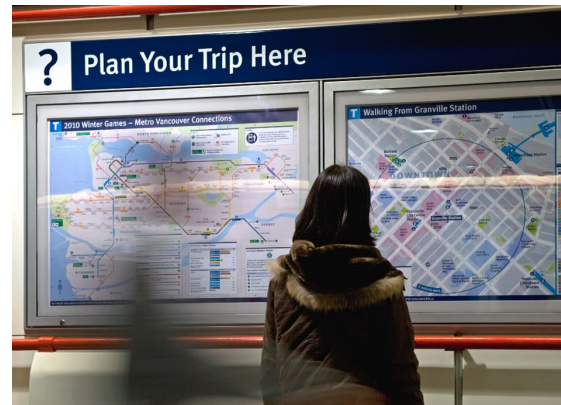
What is wayfinding:
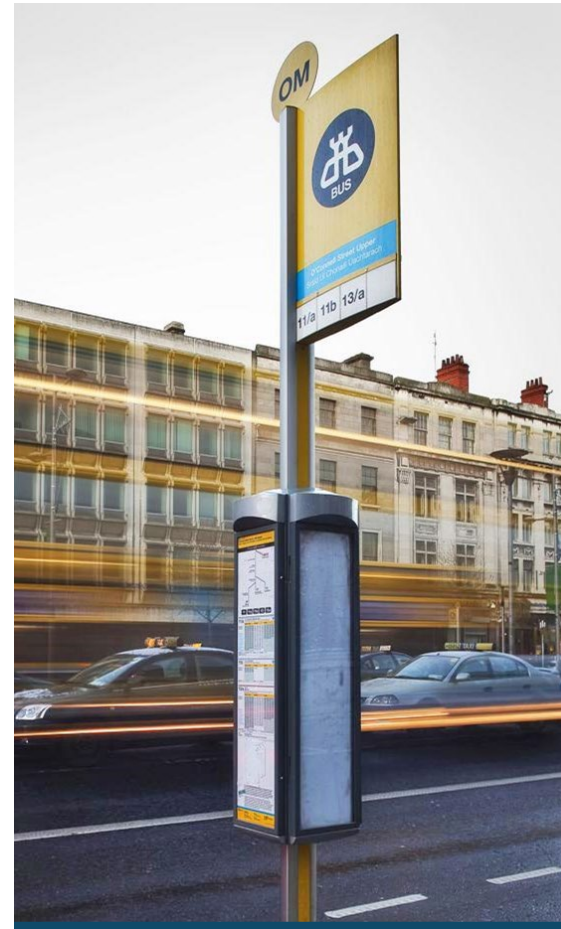# Wayfinding includes…

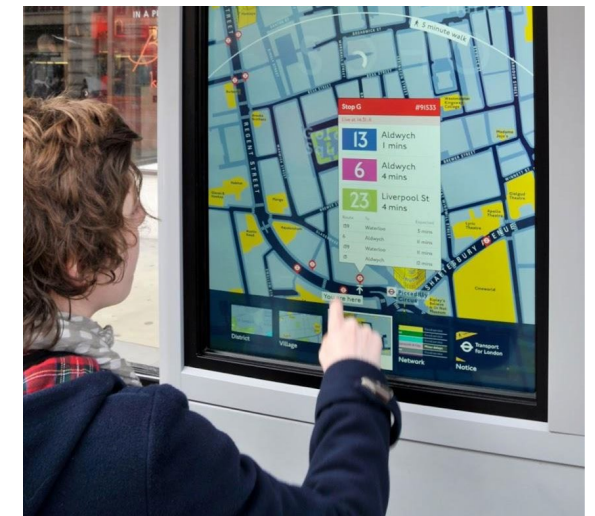
Identity

Directional signage

Information and schedules

Accessibility

Maps

Digital tools

What is wayfinding:
Part of the Transit Transformation Action Plan

This project

| I. Fares and Payment	II. Customer Information	III. Transit Network	IV. Accessibility	V. Funding
Simpler, consistent, and equitable fare and payment options.	Make transit easier to navigate and more convenient.	Transit services managed as a unified, efficient, and reliable network.	Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.	Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.
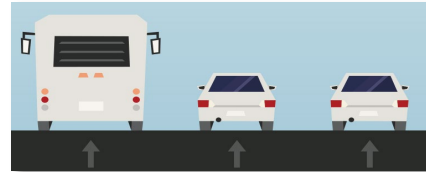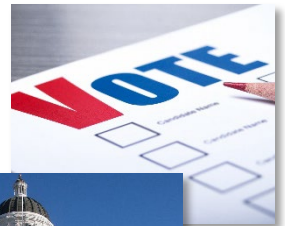
Project goals & schedule

Make transit journeys easier to understand to retain existing and attract new riders

- **Better information for customers**
  - Dependable, predictable, and familiar

- **Better operations for transit providers**
  - Standard wayfinding parts, applications, and guidelines

- **Better outcomes for the region**
  - Health, equity, sustainability, and economic vitality

Phases 1 & 2
Project development, harmonization & business case
Completed

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

We are here

Phase 3
System development
Funded

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

Phase 4+
Full implementation
Unfunded

- Expand new wayfinding system regionwide

What is wayfinding:
Phase 3 iterative design process

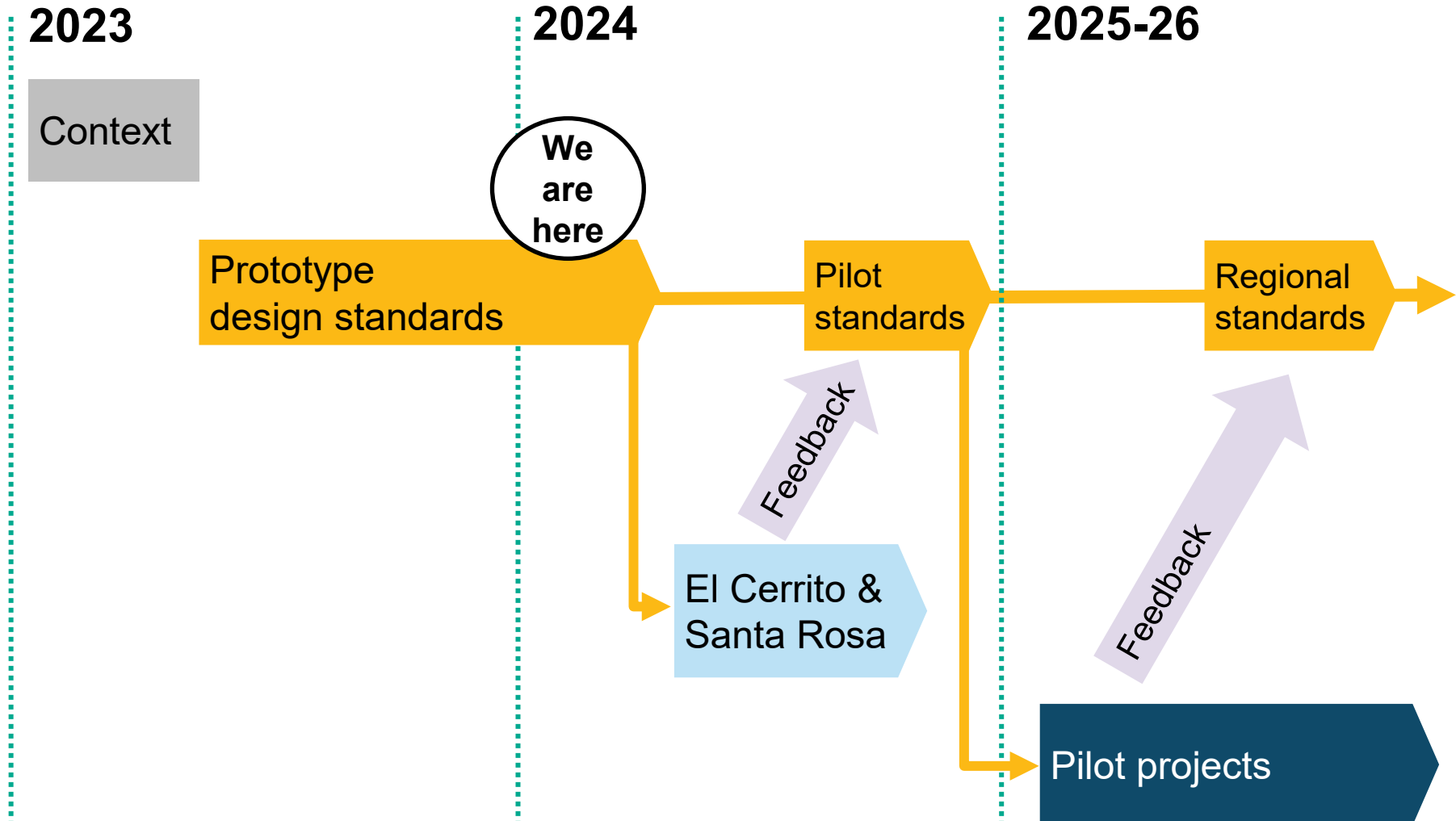**Wayfinding context**
- Current practices
- Stakeholder needs

Design standards
- Network identity
- Signage family

Prototypes
- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station

Pilot projects

2023

2024

2025-26

Context

We are here

Prototype design standards

Pilot standards

Regional standards

El Cerrito & Santa Rosa

Feedback

Feedback

Pilot projects

Centering accessibility and equity

Accessibility is a cornerstone of the new wayfinding system.

Project engagement with Equity Priority Communities (EPCs)

Four "co-creation" workshops held in spring 2023, including:

- Individuals with travel-limiting disabilities
- People of color
- Seniors
- Individuals with low income
- Individuals with low proficiency in English

Key needs identified

- Better path directions to help riders find stops and destinations nearby
- More prominent bus route numbers and braille/tactile information at stops
- Information on available services at facilities such as restroom and elevators
- Digital should not replace print information

Prototype regional network identity

"Network identity" is the "look and feel" of the regional transit system.

Developed for prototypes:

A. Color palette

B. Modal icons

C. Hierarchy of information

To be considered later:

- System symbol & name
- Tone of voice & narrative
- Audio elements

Development and refinement

- Network identity should be memorable, evocative, and familiar for customers across the region

- Informed by input and feedback from public survey, focus groups, and transit agencies

- Will be evaluated with the prototypes and refined with public and transit agency feedback

A. Color palette

Inspired by the natural beauty of the Bay Area.

Golden Yellow

Sky Blue

Dark Blue

B. Modal icons

Rail, bus, and ferry icons should be easily recognizable and serve as the primary transit system identifiers.

TRAINS

- ACE
- BART
- MUNI METRO
- AMTRAK
- SMART
- VTA LIGHT RAIL
- eBART
- CALTRAIN
- STREETCAR
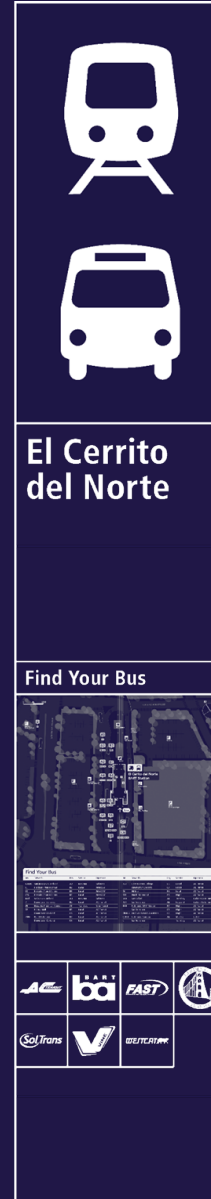
BUSES

FERRIES

CABLE CAR

Core project elements > prototype regional network identity:

C. Hierarchy of information

Modal icons – rail, bus, or ferry – are the most important symbol, followed by individual transit agency logos.

1

#1: Transit modal icons
Visible from distance, identifies public bus, rail, or ferry services.

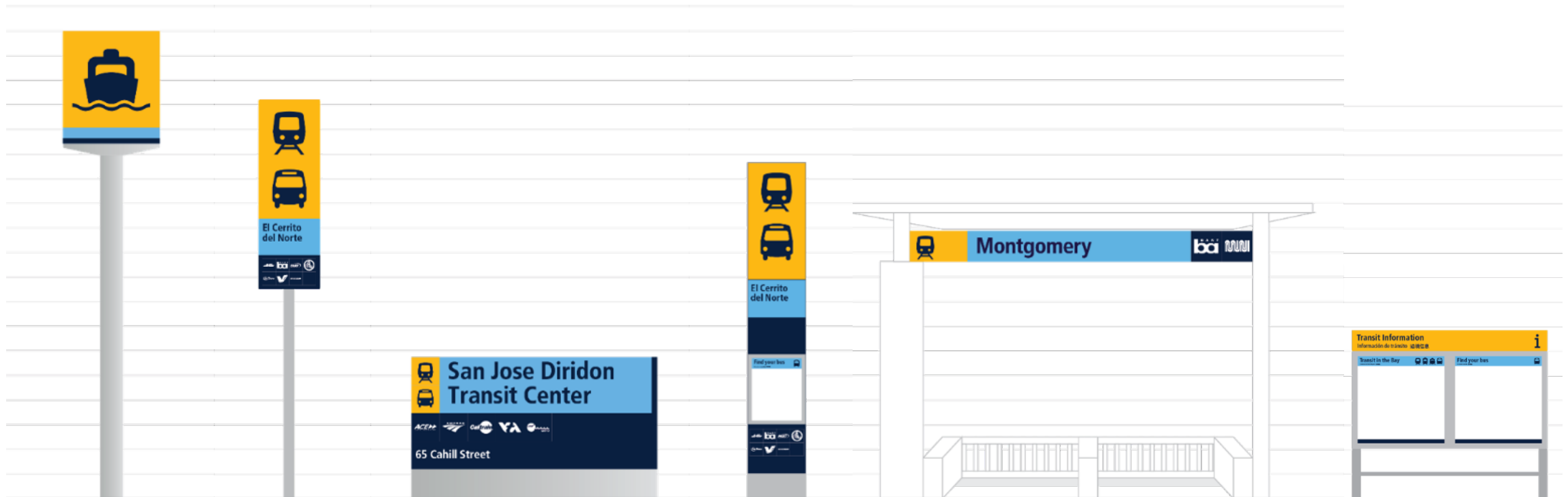El Cerrito del Norte

Find Your Bus

2

#2: Transit agency logos
Indicate specific providers.

Core project elements:
New signage

The regional network identity creates a design language for prototype wayfinding signs.

Vehicular Facility Beacon

Pedestrian Facility Beacon

Vehicular Entrance Marker

Entrance Monolith

Facility Entrance

System Info Unit

Street / approaching the facility → Entrance → Inside the facility →

Note: designs for additional sign types, such as bus stop markers, platform-level station signs, and directional signs are still being discussed with transit agency staff.
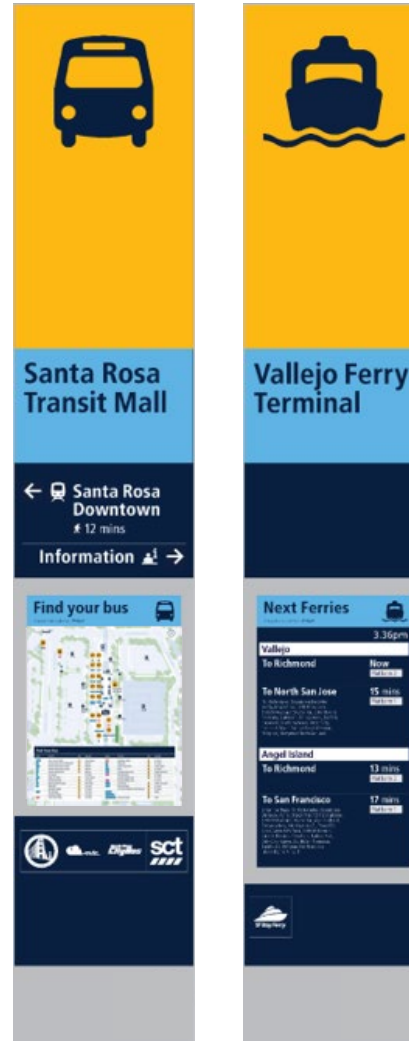
A new sign type – Entrance Monoliths

The new Entrance Monolith sign type can accommodate up to three (3) transit modes in the sign's yellow 'beacon.'
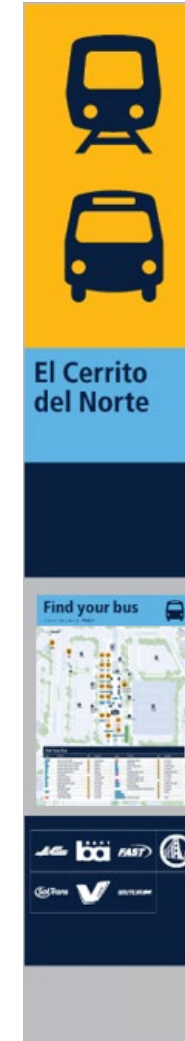
Transit service information is provided at the base of the sign at accessible heights.
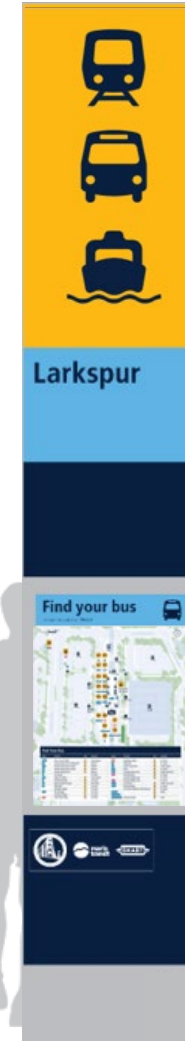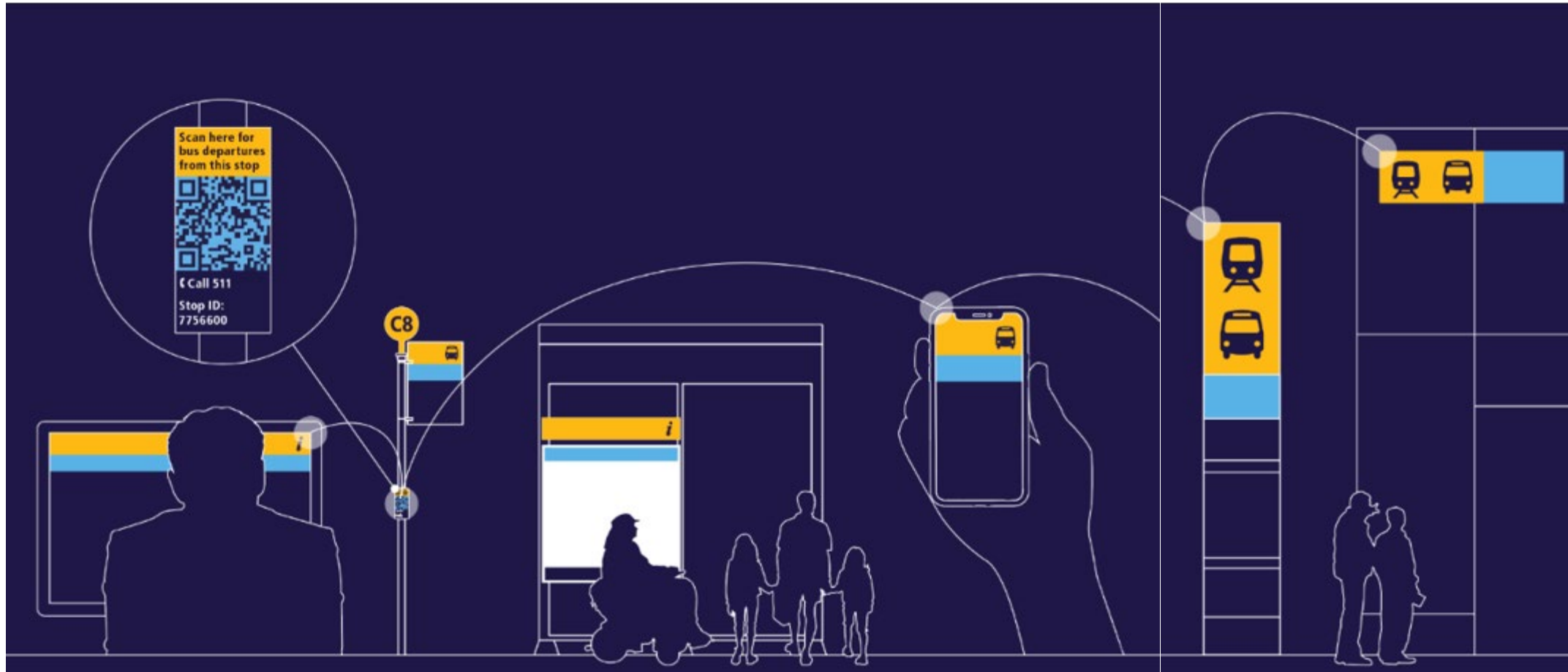
One mode   **Two modes**   **Three modes**

Extended digital wayfinding

A new QR code-based mobile web site will provide accessible real-time information consistent with each stop's signage and the regional network identity.

Note: designs for bus stop markers are still being discussed with transit agency staff.
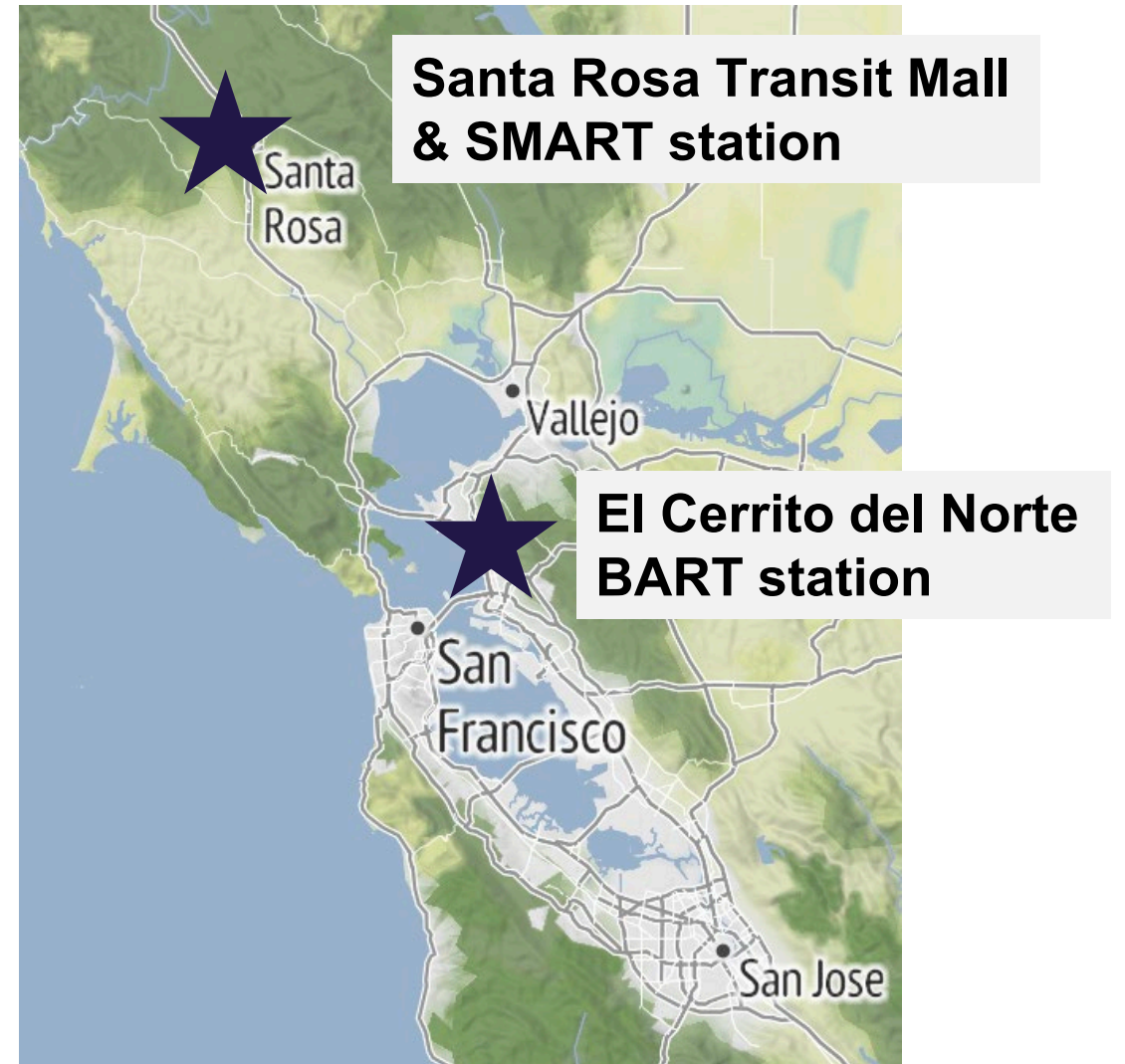
Prototype installation and evaluation

Installation

- Finalize fabricator contract
- Coordinate with partner agencies in El Cerrito and Santa Rosa

Evaluation plan

- Identify types of community and agency engagement
- Develop qualitative and quantitative metrics

Santa Rosa Transit Mall & SMART station

El Cerrito del Norte BART station

Schedule outlook

- **Winter/Spring 2024**
  - Finalize detailed designs for service-related signs and maps with transit agency staff.
  - Develop prototype evaluation and engagement plan.
  - Coordinate with partner agencies to facilitate prototype installation.

- **Summer/Fall 2024**
  - Evaluate prototypes to refine standards for wider implementation.

Project contacts

Gordon Hansen (he/him)
Project Manager
Aaron Priven (he/him)
Project Staff
Jumana Nabti (she/her)
Transit Operator Liaison (BART)

https://mtc.ca.gov/operations/transit-regional-network-management/regional-mapping-wayfinding