

**Metropolitan Transportation Commission**  
**Regional Network Management Committee**

February 14, 2025

Agenda Item 3a

**Contract Amendment - Regional Wayfinding Project: Design, Implementation and  
Operations Planning: Applied Wayfinding, Inc. (\$4,000,000)**

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**Subject:**

Request for approval of a contract amendment with Applied Wayfinding, Inc. (Applied) to conduct design, implementation, and operations planning services for the Regional Mapping & Wayfinding Project (RMWP) in an amount not to exceed \$4,000,000, which would increase the total not to Exceed (NTE) amount from \$6,000,000 to \$10,000,000.

**Background:**

The Blue Ribbon Transit Recovery Task Force recommended a regionally harmonized mapping and wayfinding system as a key action item in the Task Force's Transformation Action Plan. RMWP will redesign and standardize maps and signage across all nine Bay Area counties to help people navigate transit more easily. Staff has achieved several project milestones in the last two years:

- 2022: Contracted with Applied Wayfinding, Inc., to design and support implementation of the new wayfinding system.
- 2023: Conducted initial round of public outreach, extensive transit agency engagement, developed draft design standards and guidelines, and identified two initial prototype locations.
- 2024: Introduced prototype design standards in January, confirmed nine Pilot locations, and installed the El Cerrito del Norte Prototype for public evaluation in December.

**Prototype and Pilot Project Updates**

RMWP implementation consists of Prototype and Pilot project phases. The purpose is to test and refine these designs iteratively based on customer and agency feedback as well as to gain operational experience, first at selected Prototype locations and then more broadly at Pilot sites located throughout the region.

On December 12, 2024, MTC and transit agency leaders officially unveiled the RMWP Prototype signs and maps at the El Cerrito del Norte Station, including a new regional transit map discussed at the December 2024 Regional Network Management Council meeting. Prototype signs and maps are currently being installed at the Santa Rosa Transit Mall and SMART station with an expected official opening in February 2025. A smaller “mini-prototype” at Powell Street station in San Francisco will further test the draft designs in a complex multi-agency underground station later this winter.

With institutional knowledge and feedback gained in the Prototype phase, the RMWP will soon transition to the Pilot phase. The project team will implement:

- New wayfinding at nine multimodal transit hubs around the region, starting this year; and
- New wayfinding on a selection of bus lines in Sonoma and Solano Counties, starting in 2026.

By encompassing the entire Bay Area, the Pilots will test the production, installation and maintenance of the new wayfinding system with more transit operators and modes – ultimately making the regional wayfinding design standards more responsive and robust prior to a full regionwide rollout.

### **Evolution of Project Delivery Plan**

The RMWP delivery plan has evolved as the Project team received feedback from stakeholders and gained experience from Prototype implementation. In particular, the Regional Network Management Committee, Council and Customer Advisory Group have emphasized developing harmonized, consensus-based signage, maps, and digital navigation that provide a unified travel experience for customers across the region’s complex set of transit services.

In summer 2024, to partner with more transit agencies and create design guidelines appropriate for all Bay Area transit environments, the RMWP broadened the Pilot Projects’ focus from the outer northern and eastern portions of the Bay Area to include major multimodal transfer hubs throughout the region. Based on stakeholder feedback, MTC has also increased engagement with Equity Priority Communities, particularly people with disabilities, to create a more representative wayfinding design development process.

### **Contract Amendment with Applied Wayfinding, Inc. & Project Budget Update**

MTC has contracted with Applied Wayfinding, Inc. to conduct design, implementation, and operational planning for the RMWP, including developing new regional wayfinding guidelines through the development of Prototype and Pilot Projects. The current contract of \$6 million is funding the Prototype design tests and evaluation, agency and stakeholder engagement, digital wayfinding test (QR codes) at El Cerrito del Norte, and preliminary planning for the regional hub Pilot sites.

As we enter the Pilot phase of the project, MTC seeks to amend the contract by increasing the not to exceed amount by \$4 million to \$10 million. This will fund planning and design for the nine regional hub and Sonoma and Solano County bus routes Pilot Projects, research and/or development of digital navigation and project support tools, post-Pilot updates to regional standards, long-term governance planning, and contingency. On January 27, 2025, the RNM Council was briefed on this item and supported the project team's approach. As leaders representing multiple transit modes and diverse geographical areas of the region, Council members offered strategic guidance on accessibility, project scalability, maintenance, digital navigation and other key topics to continue to help shape the RMWP.

A total budget of \$36 million has been allocated for the RMWP. This contract increase is within the existing funding plan for the project. Following the Committee's approval of the recommended Applied contract amendment, approximately \$26 million will remain. Based on initial site planning and current signage costs, the project team anticipates this amount will be sufficient to support the fabrication and installation of new wayfinding materials at the regionwide Pilot Project locations, including North Bay bus routes.

#### **Next Steps:**

The anticipated next steps and project schedule are:

- Winter 2025: Synthesize public feedback on the maps and sign designs being tested at El Cerrito del Norte and Santa Rosa Prototype locations.
- Spring 2025: Release Version 1 of Regional Wayfinding Design Standards.

Spring-Fall 2025: Conduct planning, design, and permitting for installation of new wayfinding at nine regional transit hubs as part of Pilot Projects.

- By end of 2025: Begin installation of new wayfinding at regional transit hub Pilot sites.

**Issues:**

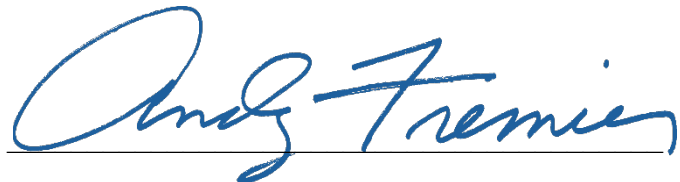
None identified.

**Recommendations:**

Staff recommends that the Regional Network Management Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Applied Wayfinding, Inc. in an amount not to exceed \$4,000,000, increasing the total NTE to \$10,000,000, to conduct design, implementation, and operations planning services for the Regional Mapping & Wayfinding Project.

**Attachments:**

- Attachment A: Disadvantaged Business Enterprise and Small Business Enterprise Status
- Attachment B: Request for Committee Approval – Summary of Proposed Purchase Order
- Attachment C: Presentation



Andrew B. Fremier

**Disadvantaged Business Enterprise and Small Business Enterprise Status**

|                  | <b>Firm Name</b>   | <b>Role on Project</b>                         | <b>DBE*<br/>Yes / No</b> | <b>If DBE Yes,<br/>List #</b> | <b>SBE**<br/>Yes / No</b> | <b>If SBE Yes,<br/>List #</b> |
|------------------|--------------------|--|--------------------------|-------------------------------|---------------------------|-------------------------------|
| Prime Contractor | Applied Wayfinding | Project Lead                                   | No                       |                               | No                        |                               |
| Subcontractor    | Nelson\Nygaard     | Project planning,<br>governance strategy       | No                       |                               | No                        |                               |
| Subcontractor    | Civic Edge         | Stakeholder engagement<br>outreach and testing | Yes                      | 47045                         | No                        |                               |
| Subcontractor    | Davis & Associates | Stakeholder engagement<br>outreach and testing | Yes                      | 26344                         | No                        |                               |
| Subcontractor    | TransSIGHT         | Technology systems<br>delivery/advisory        | Yes                      | 42484                         | No                        |                               |

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

\*\*Denotes certification by the State of California.

**Request for Committee Approval**

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**Summary of Proposed Contract Amendment**

Work Item No.: 1621

Consultant: Applied Wayfinding, Inc.  
San Francisco, CA

Work Project Title: Regional Mapping & Wayfinding Project

Purpose of Project: Develop a regional mapping and wayfinding system.

Brief Scope of Work: Develop design standards, implement prototype and pilot projects, and develop tools, plans and implementation guidance for a regional wayfinding, mapping, and transit information system.

Project Cost Not to Exceed: This amendment: \$4,000,000  
Total authorized contract before this amendment: \$6,000,000  
Total authorized contract after this amendment: \$10,000,000

Funding Source: State Transit Assistance (STA), One Bay Area Grant (OBAG), and Regional Early Action Planning 2 (REAP 2) funds.

Fiscal Impact: Funds are included in MTC Fiscal Year 2024-25 budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Applied Wayfinding, Inc. to develop the regional mapping and wayfinding system described above and in the Regional Network Management Committee Summary Sheet dated February 14, 2025 and that the Chief Financial Officer is authorized to set aside \$4,000,000 for such amendment.

Regional Network  
Management Committee:

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Sue Noack, Vice Chair

Approved: February 14, 2025