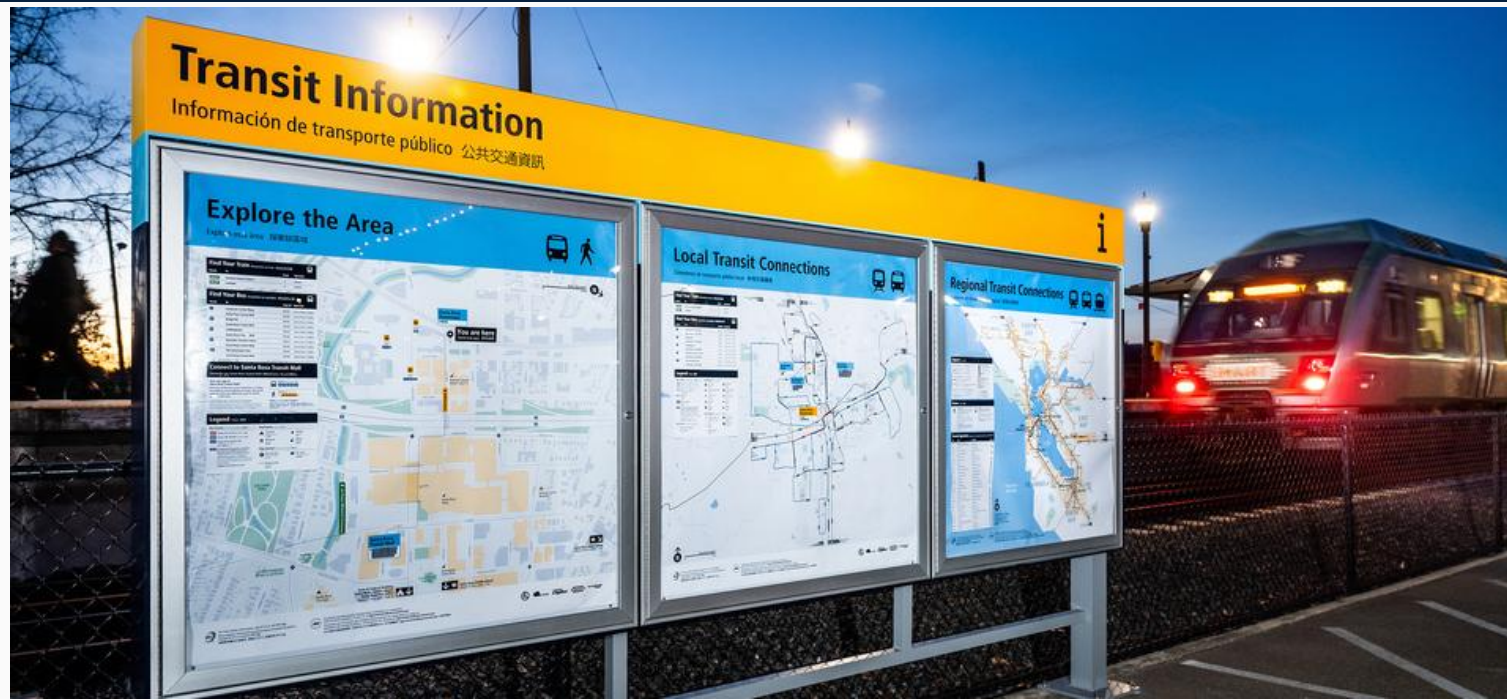




Regional Mapping & Wayfinding Project Update



Regional Network Management Customer Advisory Group

October 20, 2025

Agenda Item 4b Attachment A

Today's meeting

- Project goals and values
- Updates
 - Bus Stop Signage Design Guidelines development
- Next steps



Project goals & values

Goals

- **Increase accessibility of transit for all**
- **Maintain/increase ridership** by making transit more visible and easier to understand
- **Increase operational efficiency** with standard maps, signs, and other navigation materials for all agencies

Project values

Designing for all

Advance access to anyone who wants to use public transit

Interconnectedness

Support the harmonization and connectivity of the regional system

Design excellence

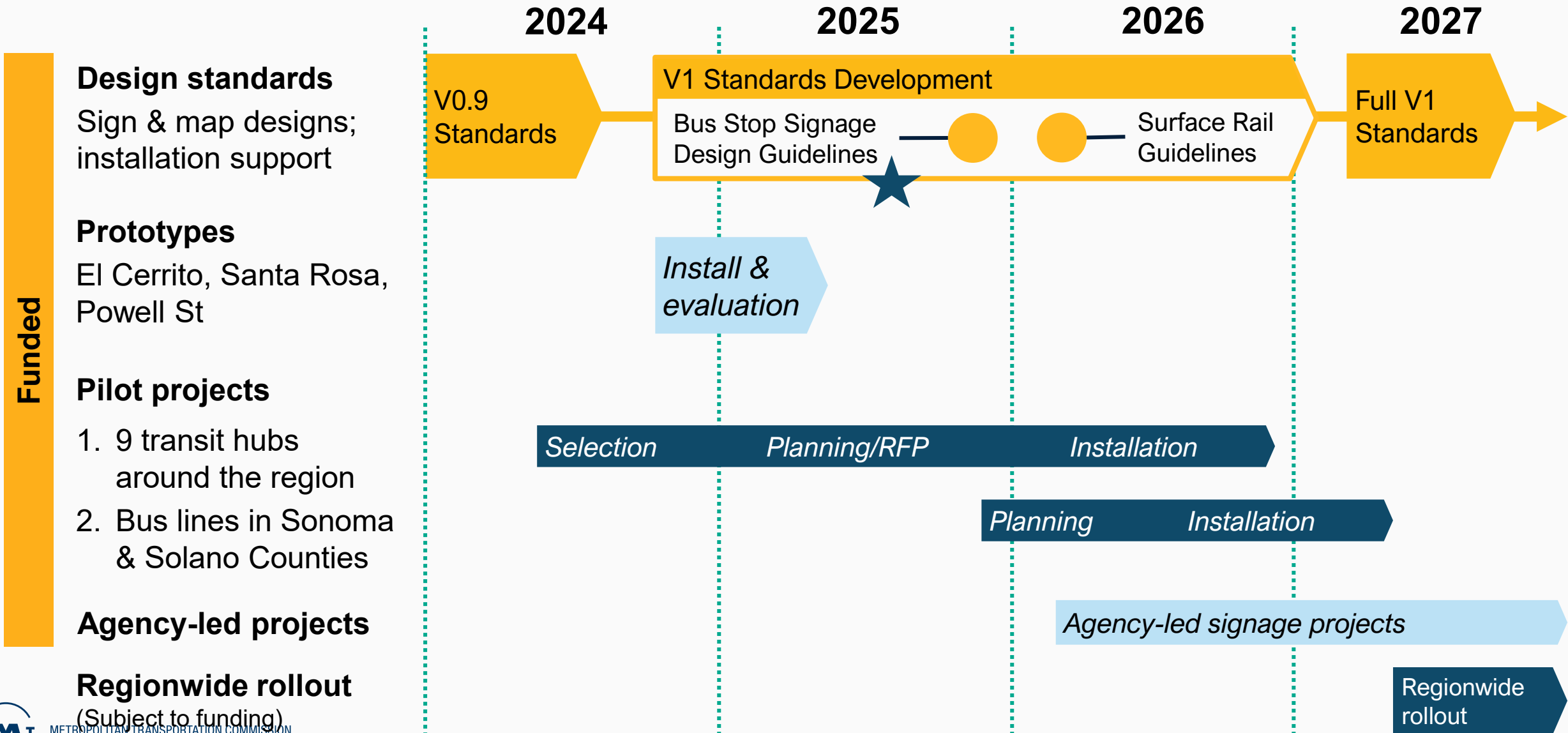
Create attractive signs and maps for welcoming transit environments

Operational viability

Affordable and practical for transit agencies to implement and maintain

Design development process

★ = We are here



Developing regional Bus Stop Signage Design Guidelines

Regional network identity

- Colors
- Modal icons
- Info hierarchy



Why?

Bus stop signs are entry points to an interconnected regional transit network



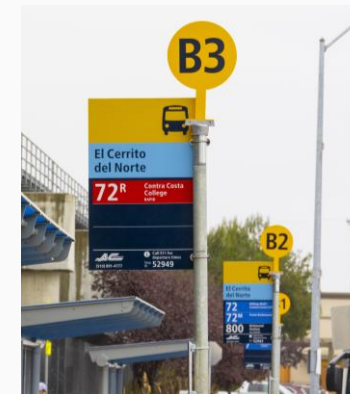
Why now?

Advance agency funded sign projects that have been on hold pending the release of draft regional bus stop guidance

Bus stop signage design development process

Prototype development

- Extensive transit agency staff engagement
- Design changes from agency feedback, like inclusion of frequency and more agency info



Current process includes...

(Agency) best practices for information and operations

Prototype public evaluation

Technical testing results

Consensus-building approach

Accessibility Working Group input

Staff input from 20 agencies

Project values

RNM Committee, Council and CAG engagement

Bus Stop Signage Design Guidelines feedback process

- Recorded “page turn” of design recommendations and questions
- Resources:
 - Shared comment form among all agencies
 - Specific questions to guide input
 - “Office Hours” with MTC team
 - Separate meeting(s) with agencies for clarification and feedback



1st round: bus stop design basics
June-July 2025

2nd round: refinements based on feedback
September 2025

Limited public review of revisions
September 2025

Share Final Draft with agencies
October 2025

Deliver Final to agency partners
November 2025

Existing bus stop signs...



...the prototypes...



...and the future



Developing a regional bus stop sign design

Bus rider needs

- Clear, legible information consistent with ADA requirements
- The name of the stop
- Bus route number and where it goes
- How often the bus comes, and when it does not come
- Agency logo and how to get more information about services

Design opportunities

- Leverage agency past efforts and best practices in signage design
- Increase baseline level of rider information across region
- Support agencies who have not had capacity to consider signage or information upgrades

Design challenges

- Wide range of services, names, and descriptions
- Agencies have different priorities for what information is most important
- Some agencies have recently redesigned and/or replaced their signage
- Basic elements differ, like the sign's background color

Challenges: wide range of background colors & service info

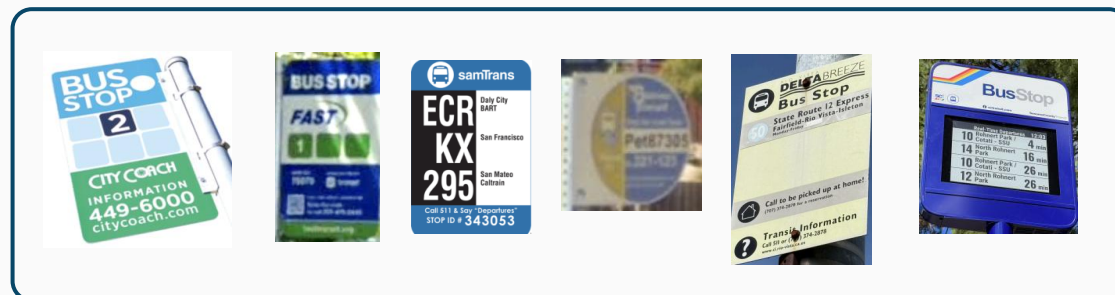
White



Blue



Other



No route information



Route number only



Destination, span/limitations, service type, frequency



Destination, limitations, modal connections, service type/logo



Destination, route name, span (days/hours), service type/logo, modal icon



Other design elements being discussed/developed

Content

Agency customer service info

QR codes

Guidance for multi-agency shared signs at shared stops

Occasional routes (e.g., school services)

Combined frequency

Braille/tactile panels

Schedule panels

Special markers for "Rapid" or "Limited" stops

Implementation

What's necessary for initial release?

What needs more engagement?

...and more!

Using project values for decision making

Designing for all

- Prioritize route number and destination
- Minimum ADA text sizes
- Adequate color contrast
- Appropriate amount of information

Interconnectedness

- Consistent design across all agencies
- Customer learns only one system: terms like “Rapid” and “Limited” mean the same wherever you are

Design excellence

- Attractive, engaging, and aesthetically pleasing signage
- Signs and maps match
- Incorporate best practices in maps and signs, like showing service frequency

Operational viability

- A design that fits the Bay Area's diverse operating environments
- Balancing flexibility for individual agencies with consistent regional standard
- Easy for agencies to install, update, maintain, and replace

Next steps

Milestones

Fall 2025

- **Bus Stop Signage Design Guidelines** available for agency-led signage projects
- Release RFP for Pilot Project fabrication and installation

Winter 2025-6

- Develop Surface Rail Signage Design Guidelines
- Begin Pilot Project final design, engineering, and permit processes

Mid 2026

- Begin to install new wayfinding at 9 hubs around the region
- Agency-led signage projects begin

Late 2026

- Accessibility Pilot

2027+

- Begin to install new wayfinding on selected North Bay bus lines
- Deliver full V1 Regional Wayfinding Standard for approval/adoption
- Expand wayfinding signs and maps regionally (funding dependent)