

Regional Mapping & Wayfinding Project Prototype Implementation Update



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Committee
December 13, 2024

Today's meeting

- **Mapping & Wayfinding intro**
 - Project goals & schedule
- **New maps & signs**
 - Bus stop signs & focus on service frequency
 - Digital wayfinding proof of concept
 - New set of transit maps
- **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

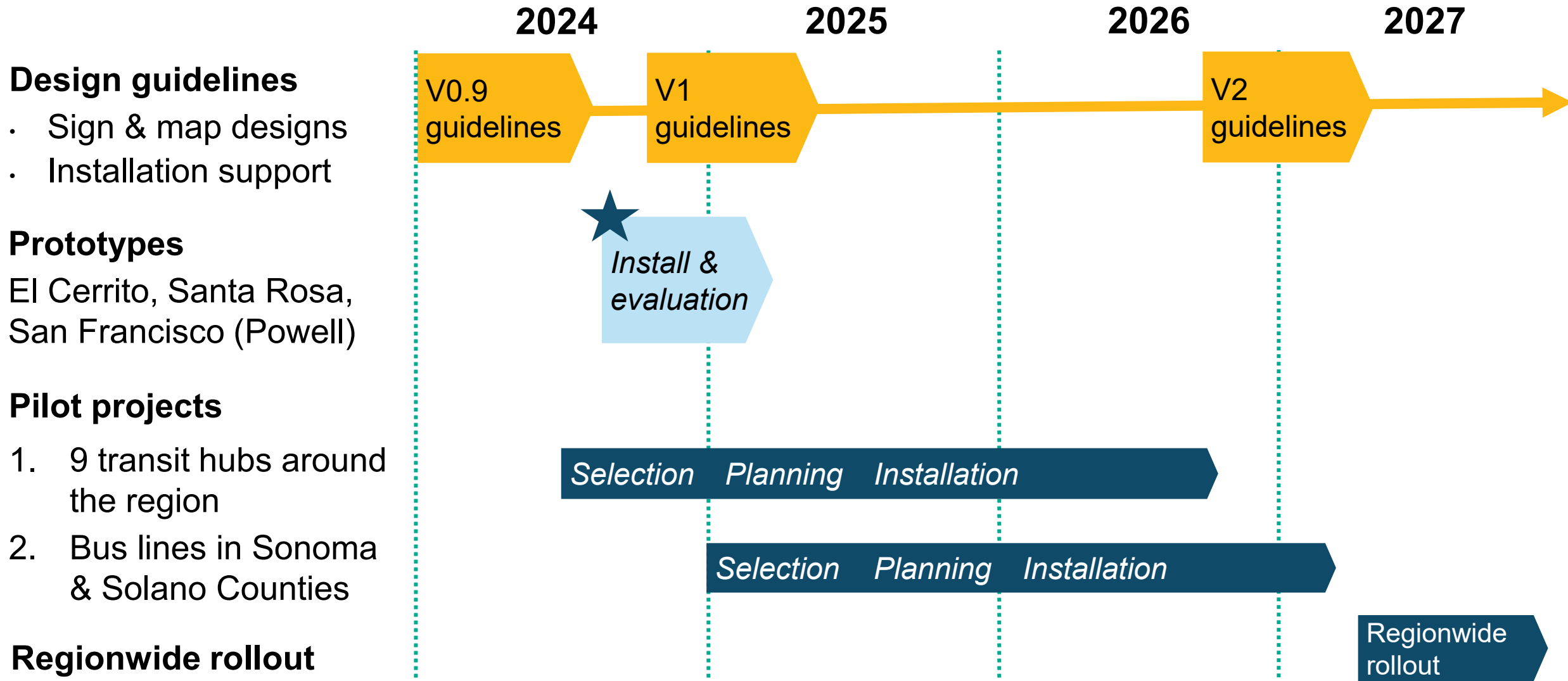
- Regional guidelines
- Prototypes
- Pilot projects
- New mapping database

Phase 4+
Full implementation
Unfunded

- Expand new wayfinding system regionwide

Design development process

★ = We are here



Prototype projects

Initial test of new wayfinding materials.



Prototypes

Focus on service frequency

1-10 mins

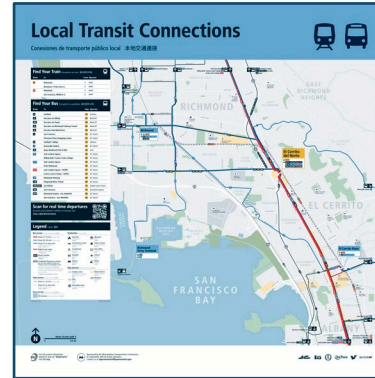
11-15 mins

16-30 mins

31+ mins

Defined as the longest time between vehicles from 7am-7pm, Mon-Fri

Included in maps...



Local transit

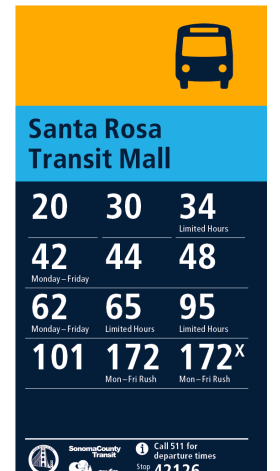
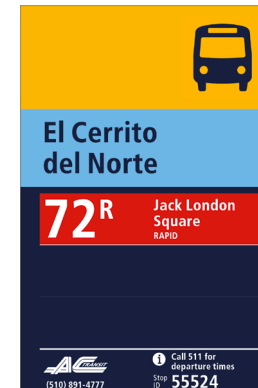


Neighborhood



Facility

...and bus stop signs

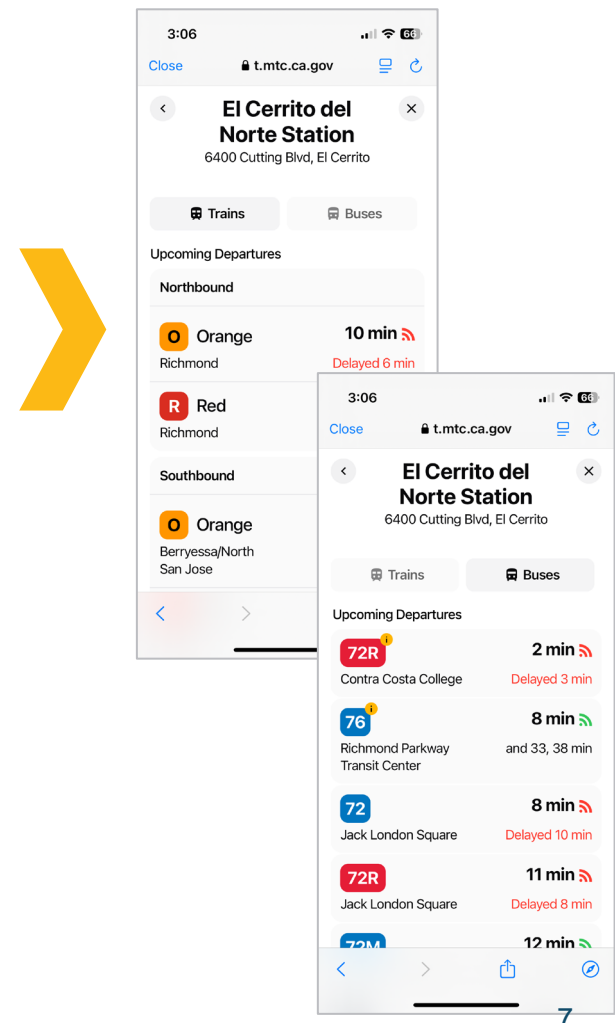
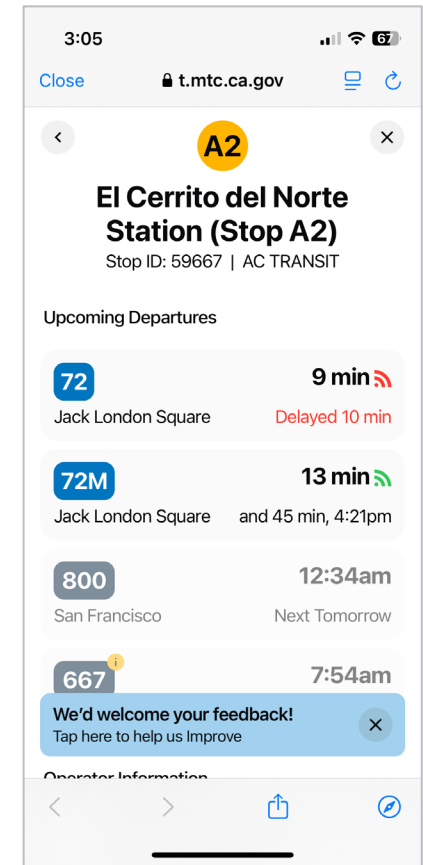
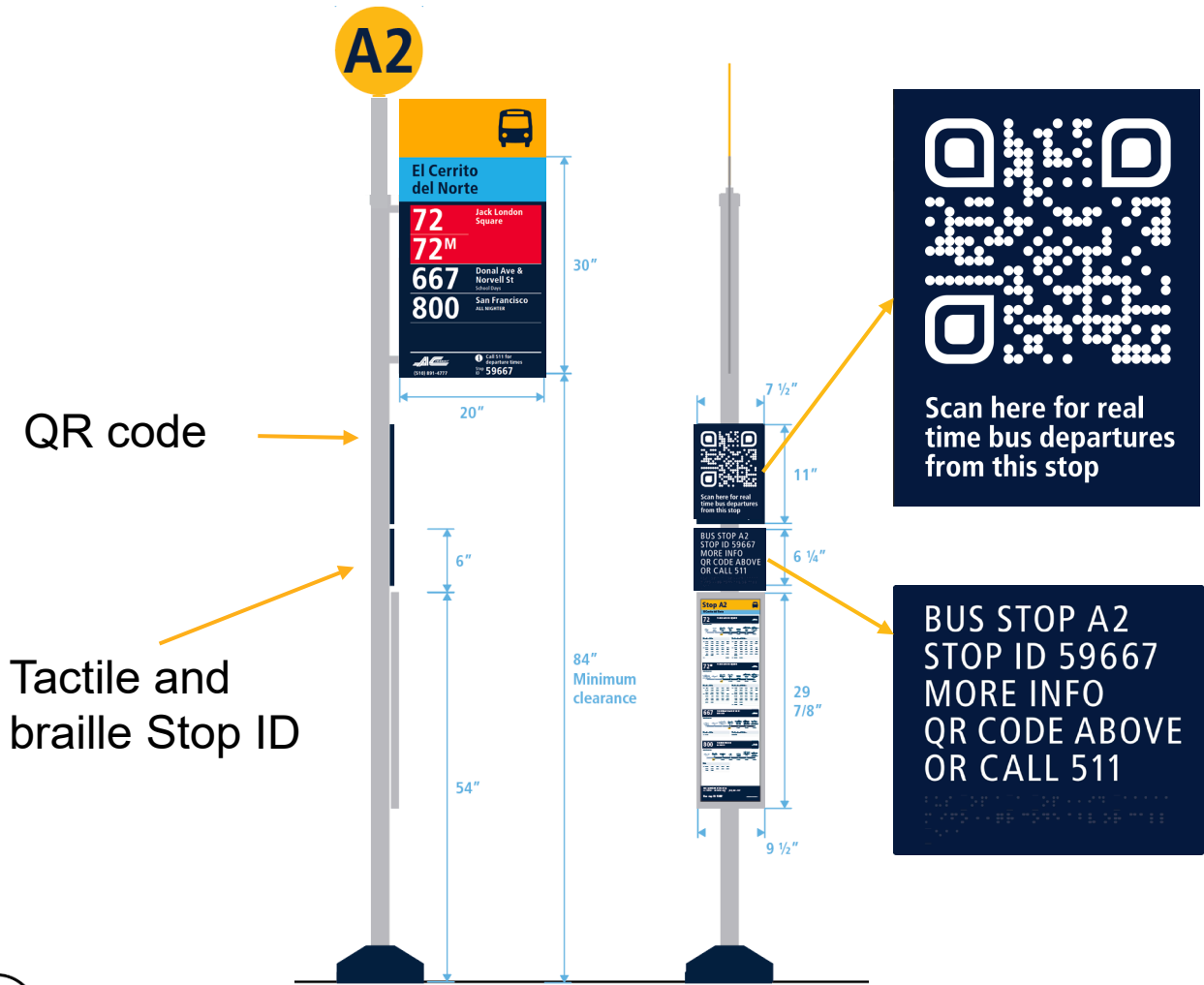


Prototypes

Digital wayfinding “proof of concept”

Bus stop features (El Cerrito del Norte)

Real-time info linked by QR code



Prototypes

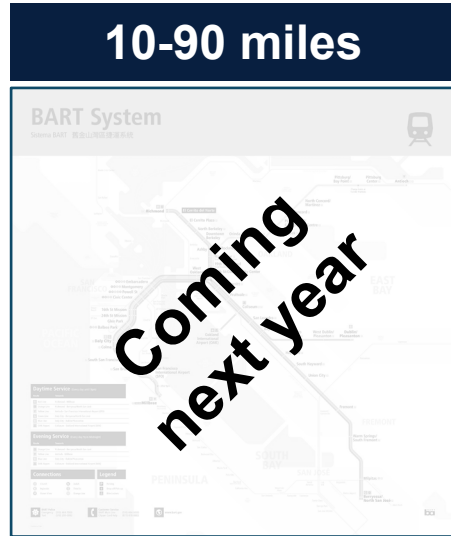
Set of maps

Geographic scale



Regional transit

Overview of Bay Area transit services and connections.



Fixed guideway

Overview of routes in a specific closed transit system, e.g., BART.

Builds on design of regional transit map.



Local transit

Overview of local transit connections from a specific location.



Neighborhood

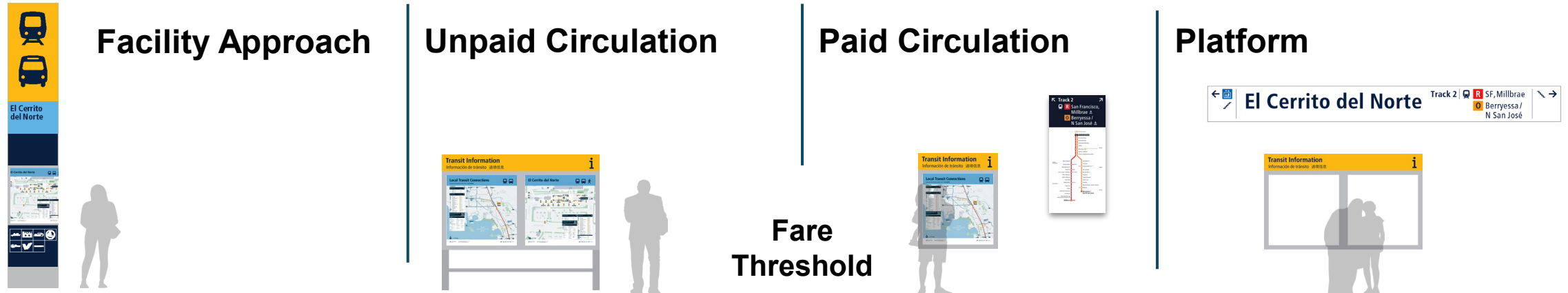
Overview of nearby activity areas, destinations and transit facilities.



Transit facility

Detailed overview of a specific transit facility, depicting key features and amenities.

How maps support user journeys



Transit Facility Map / Direction around facility

Local Transit Map
Awareness of local transit and support for trip planning

Regional Transit Map / Awareness of regional transit network

Fixed Guideway Map
Awareness of specific fixed transit services

Map-Based Signage
BART line diagram w/ destinations

Map set

Regional transit map

- **Purpose:** Facilitate regional transit network discovery, awareness, and curiosity
- **Scale:** 130 miles north-south
- **Content includes...**
 - Transit agency service areas
 - Key bus, ferry, and rail routes in network identity colors
 - Emphasis on services that operate at least once per hour, every day

Regional Transit Connections

Conexiones de transporte público regional 區域交通連接



Next steps

Milestones

Pilot projects



Winter 2025

Draft V1 Design Guidelines based on map and sign evaluation

Spring 2025

Release V1 Guidelines for Pilot and agency-led projects

2025+

Implement new wayfinding at 9 complex stations 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)