

# Regional Mapping & Wayfinding Project Prototype Implementation Update



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Regional Network Management Council  
December 16, 2024  
Agenda Item 3b Attachment A

# Today's meeting

- **Project goals & schedule**
- **Prototype updates**
  - Schedule
  - Regional transit map
  - Digital wayfinding proof of concept
- **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

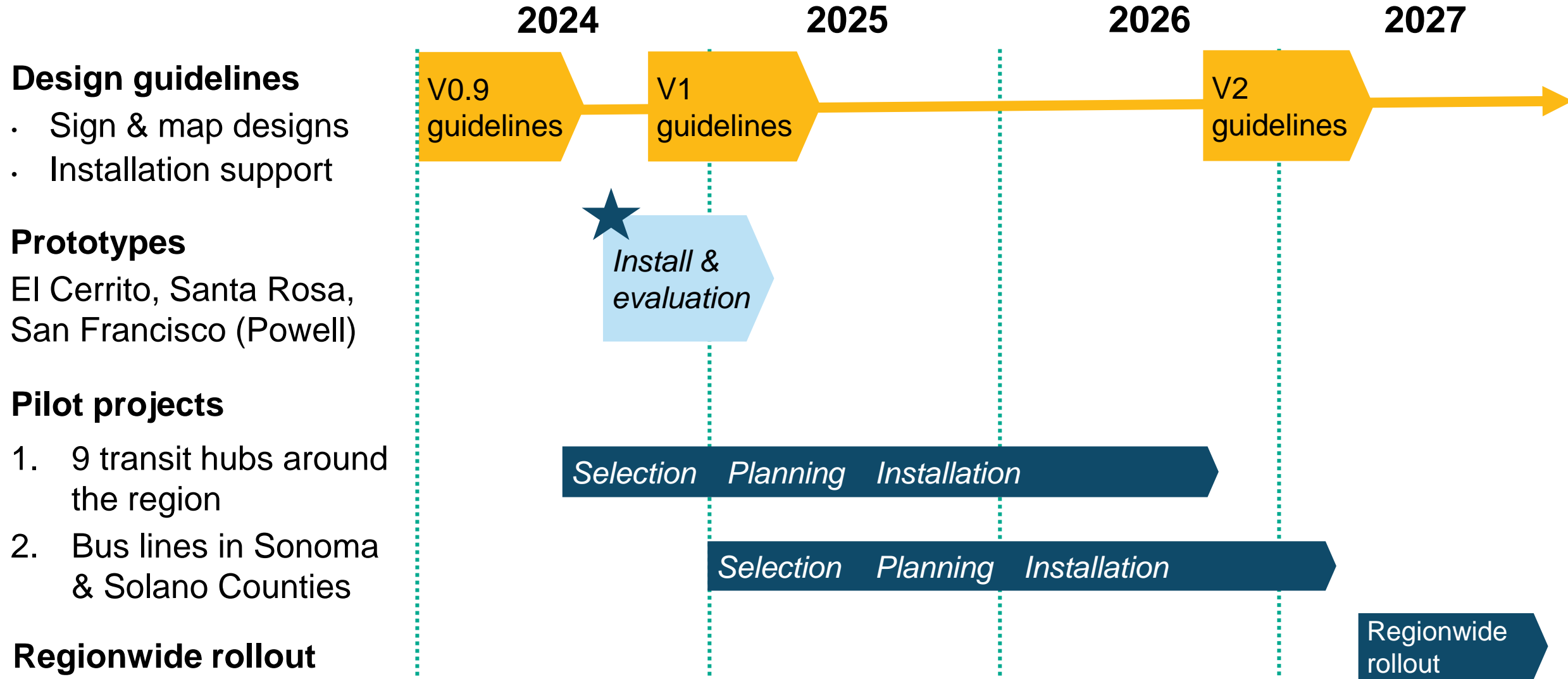
- Regional guidelines
- Prototypes
- Pilot projects
- New mapping database

Phase 4+  
**Full implementation**  
Unfunded

- Expand new wayfinding system regionwide

# Design development process

★ = We are here



## Design guidelines

- Sign & map designs
- Installation support

## Prototypes

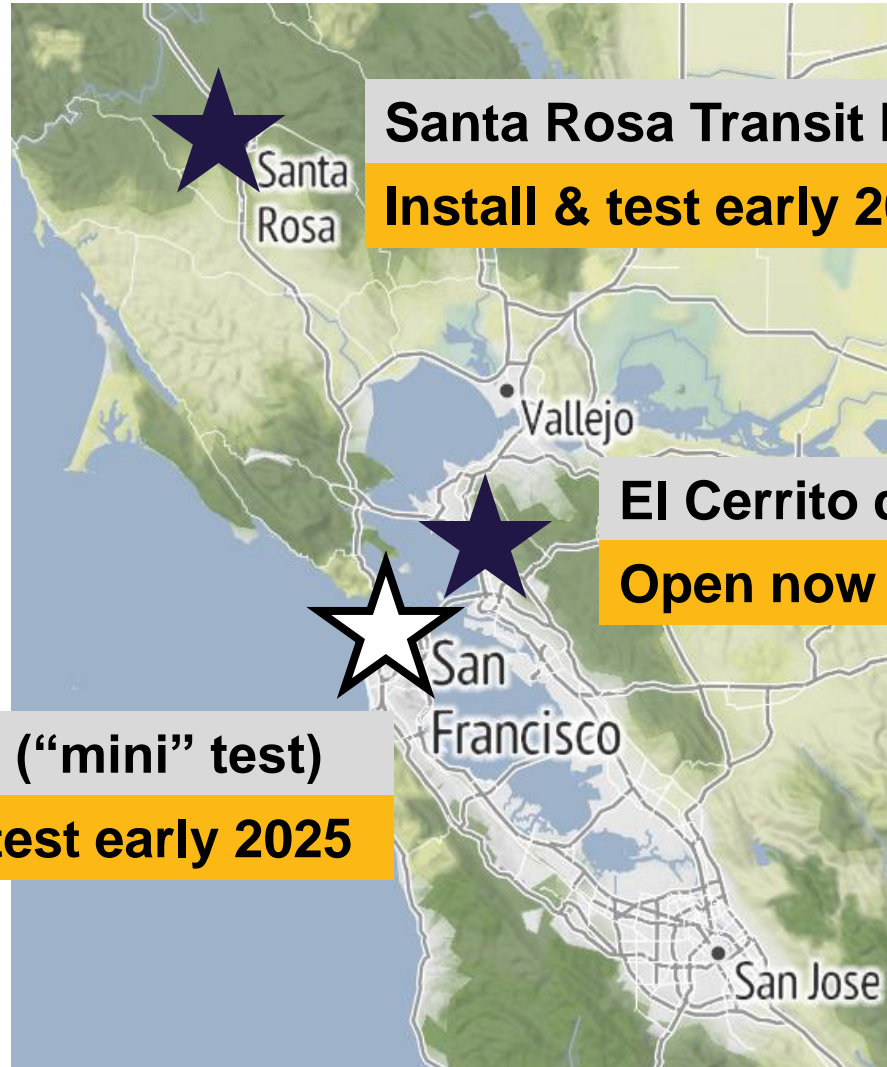
El Cerrito, Santa Rosa, San Francisco (Powell)

## Pilot projects

1. 9 transit hubs around the region
2. Bus lines in Sonoma & Solano Counties

## Regionwide rollout

# Prototype schedule



**Santa Rosa Transit Mall & SMART station**

**Install & test early 2025**

**El Cerrito del Norte BART station**

**Open now**

**Powell St (“mini” test)**

**Install & test early 2025**



# Prototypes

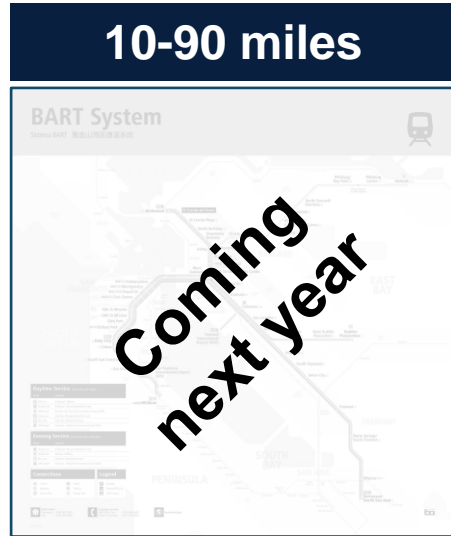
# Set of maps

Geographic scale



## Regional transit

Overview of Bay Area transit services and connections.



## Fixed guideway

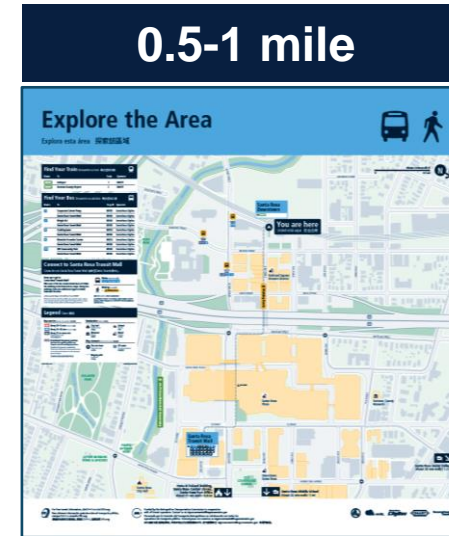
Overview of routes in a specific closed transit system, e.g., BART.

*Builds on design of regional transit map.*



## Local transit

Overview of local transit connections from a specific location.



## Neighborhood

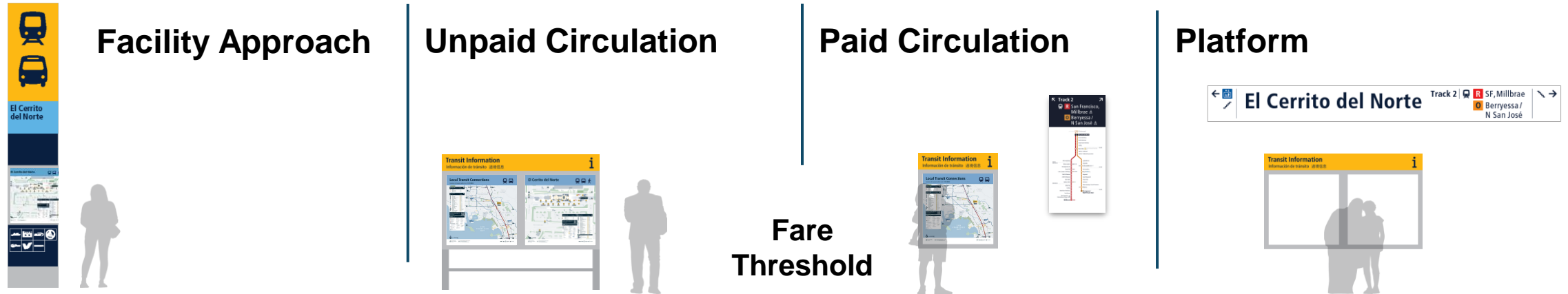
Overview of nearby activity areas, destinations and transit facilities.



## 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

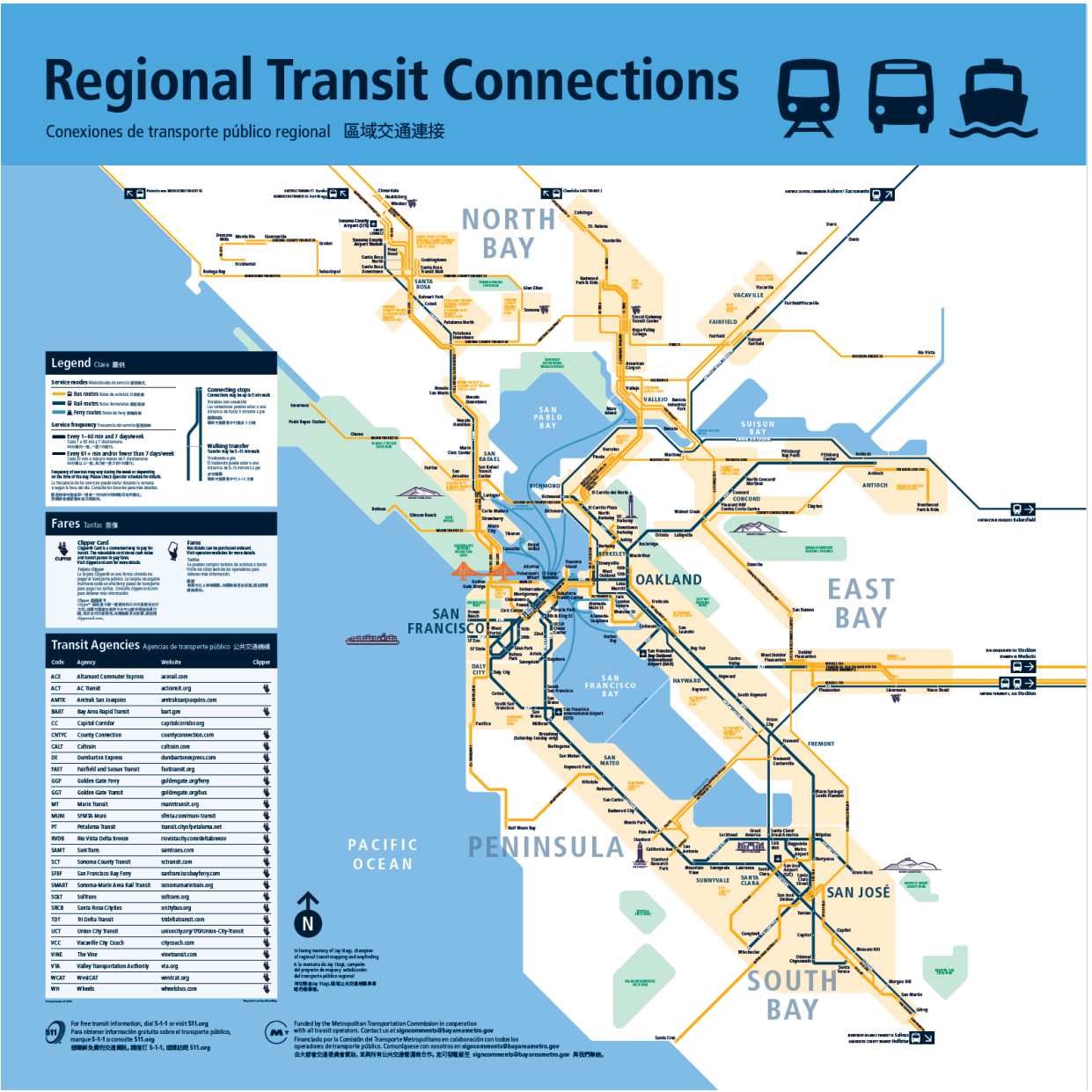
**Map-Based Signage**

BART line diagram w/ destinations

Map suite

# Regional transit map

- **Purpose:** Facilitate regional transit network discovery, awareness, and curiosity
- **Scale:** 130 miles north-south
- **Content includes...**
  - Services of all 27 agencies
  - Key bus, ferry, and rail routes in network identity colors
  - Emphasis on services that operate at least every hour, every day





## Map suite

# Regional transit map criteria

- Include all **fixed guideway services** (i.e., BRT, ferry, and rail), with some omissions for clarity
- Include all **bus service areas**
- Include **specific bus routes** if they:
  - Connect 2+ service areas not served by fixed guideway or more frequent bus;
  - Provide more service than a parallel fixed guideway route within a service area;
  - Provide a direct link between city/town centers, or a city/town center and a multimodal transit hub, within a service area;
  - Directly serve a commercial airport not served by fixed guideway.



# Prototypes

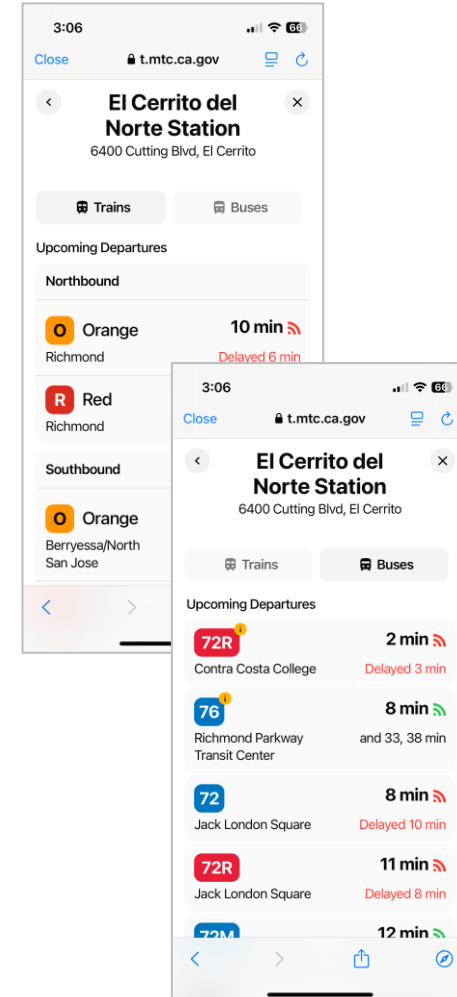
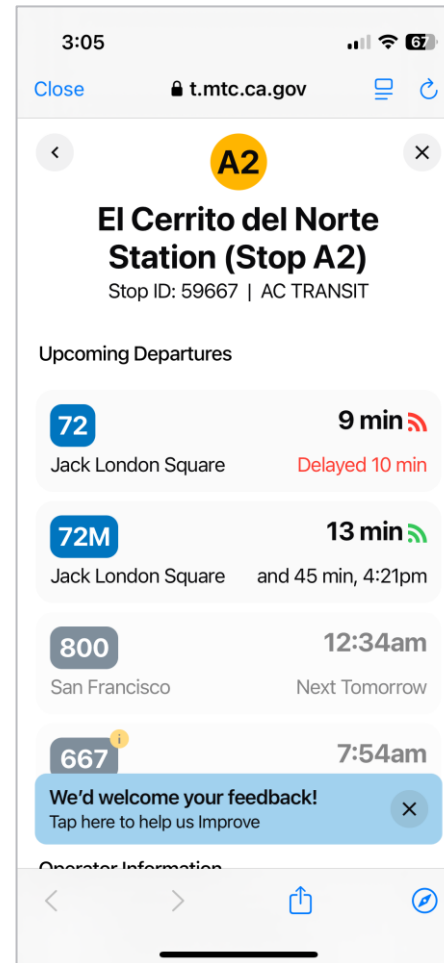
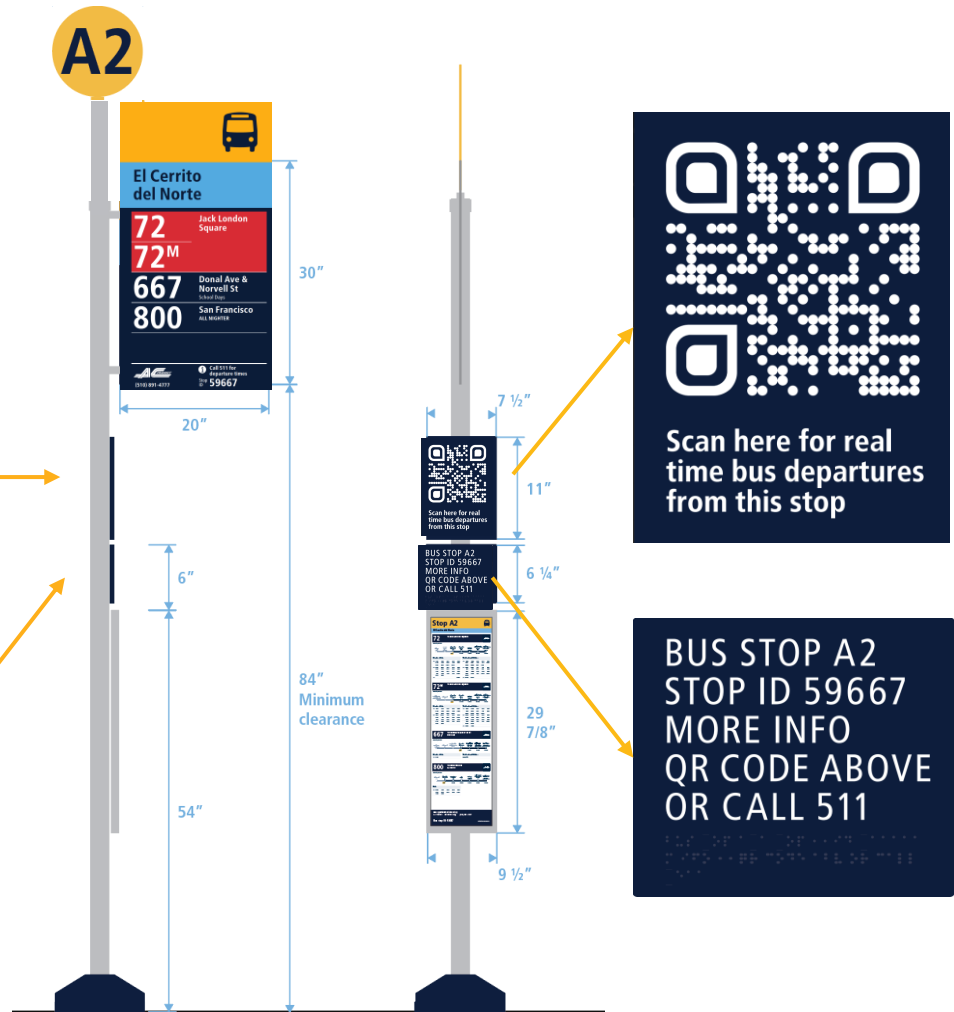
# Digital wayfinding “proof of concept”

## Bus stop features (El Cerrito del Norte)

## Real-time info linked by QR code

QR code for digital wayfinding

Tactile and braille Stop ID



## Next steps

# Milestones

Pilot projects



### Winter 2025

- Complete prototype map and sign evaluation
- Draft V1 Design Guidelines

### 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)