

---

# Regional Mapping & Wayfinding Project Accessibility & Equity Update



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

**Policy Advisory Council Equity & Access Subcommittee**

September 22, 2023

---

# Project team

## MTC

**Shauna Callow** (she/her)  
Asst. Director, Innovation and Development

**Gordon Hansen** (he/him)

**Aaron Priven** (he/him)  
Principal Co-Managers

**Lysa Hale** (she/her)  
Marketing Principal, Electronic Payments

**Ky-Nam Miller** (he/him)  
Equity Officer

**Drennen Shelton** (she/her)  
Snr. Planner, Funding Policy and Programs

## Transit Operator Liaison

**Jumana Nabti** (she/her)  
BART, Manager of Access Programs

## Consultants

**Accessibility consultant**  
*Contract negotiations underway*

**Applied Information Group**  
*Subconsultants*  
Nelson Nygaard  
Reflex Design Collective  
TransSight  
Access Planning

# Wayfinding includes...



Identity



Directional



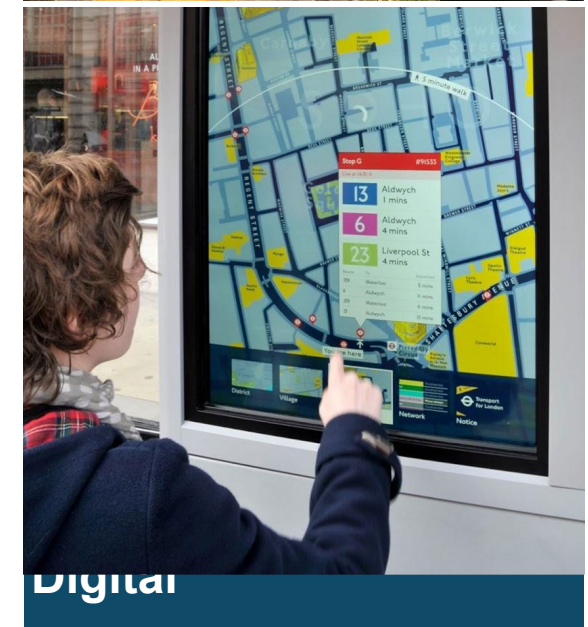
Accessibility



Maps



Information and schedules



Digital

# Brief project updates

## Project purpose and goals

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

- **Better information for travelers**  
Dependable, predictable, and familiar
- **Better ways of working for transit providers**  
Common parts, applications, and standards
- **Better outcomes for the region**  
Health, equity, sustainability, and economic vitality

## Project progress in 2023

### Spring 2023

Review of current conditions, experiences, and national & international examples.

### Summer/Fall 2023 **\*We are here\***

Survey, focus groups, co-creation workshops, and transit operator working groups to develop preliminary wayfinding standards and prototype designs.

### Early 2024

Implementation and evaluation of prototypes.

# Accessibility commitments to engagement

## Findings

- Ensure all public engagement materials adhere to MTC's established accessibility guidelines
- Contextualize requests for public input and continue providing multiple opportunities for participation

## Next steps

- Integrate perspective of those with disabilities into project team
  - Accessibility consultant (MTC project team advisor)
  - Naomi Armenta, Nelson\Nygaard (Applied consultant team)

# Engagement update: workshops

- Four "co-creation" workshops May-June 2023, including:
  - individuals with travel-limiting disabilities
  - people of color
  - seniors
  - individuals with low income
  - individuals with low English proficiency

## Partnered with:

- St. Mary's Center
- Moorland Neighborhood Action Team
- Harbor House
- Lighthouse for the Blind

## Key needs identified

- Better path directions to help riders find stops and directions in the surrounding area
- More prominent bus route numbers at stops
- Information on available services at facilities such as restroom and elevators
- Digital should not replace print info

# Engagement update: network identity survey

## Survey details

- Survey open June 30 – August 3
- 1,021 participants
- Questions focused on current use and perception of transit; colors, words, and images associated with Bay Area; and preliminary network identity preferences

## Key survey findings

- Bay Area transit described as *disconnected, fragmented, disjointed, unreliable, and slow*
- The variety of operator brands and logos make transit complicated, and transfers difficult
- Bus, ferry, and cable car are the most understood transit symbols
- "Bay" and "Bay Area" have strong regional meaning

# Upcoming engagement and communications

## Prototype wayfinding development and evaluation plan

- Preliminary designs inspired by universal design principles and address graphic and physical/sensory design needs.
- Staff developing inclusive evaluation plan and exploring ways to gather on- and off-site feedback.

## Project web page

- Will include project updates, participation opportunities, and specific information about accessibility and equity.
- Tentative launch October 2023



# Upcoming milestones

## Fall 2023

- Finalize prototype designs for El Cerrito del Norte and Santa Rosa Transit Mall locations
- Deliver prototype evaluation and public participation plan

## Winter/spring 2024

- Install and evaluate prototypes

# Thank you

**Gordon Hansen**

**MTC Co-Managers**

[ghansen@bayareametro.gov](mailto:ghansen@bayareametro.gov)

**Aaron Priven**

**MTC Co-Managers**

[apriven@bayareametro.gov](mailto:apriven@bayareametro.gov)

**Adrian Bell**

**Applied Information Group**

[adrian.b@appliedinformation.group](mailto:adrian.b@appliedinformation.group)