

Regional Mapping & Wayfinding Project Update



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Customer Advisory Group

January 26, 2024

Today's presentation

- **What is wayfinding**
 - Project context, schedule, and status; accessibility & equity
- **Core project elements**
 - New regional network identity, signage, and digital wayfinding
- **Next steps**
 - Prototype installation and public evaluation plan



What is wayfinding: Wayfinding includes...



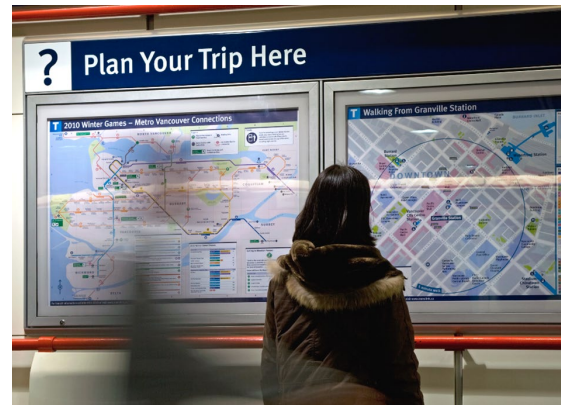
Identity



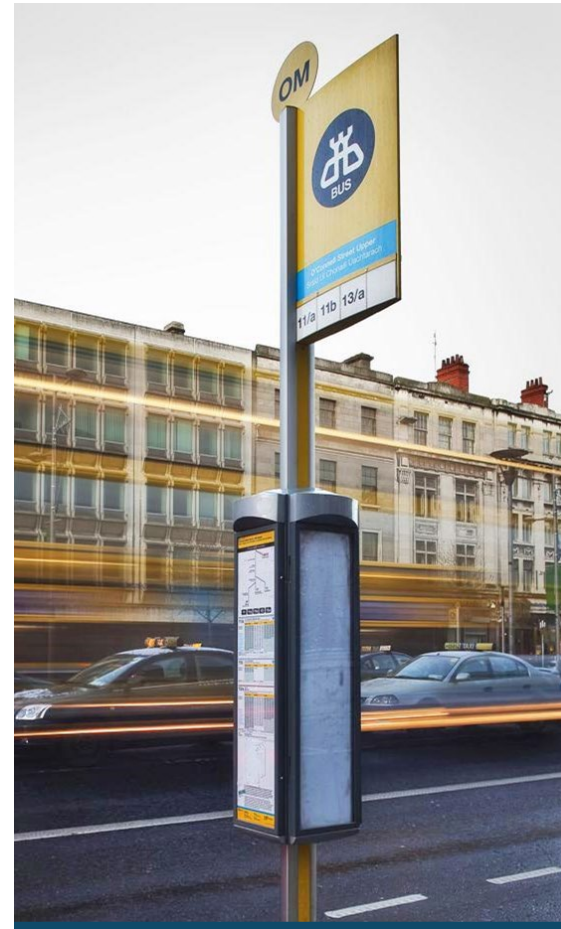
Directional signage



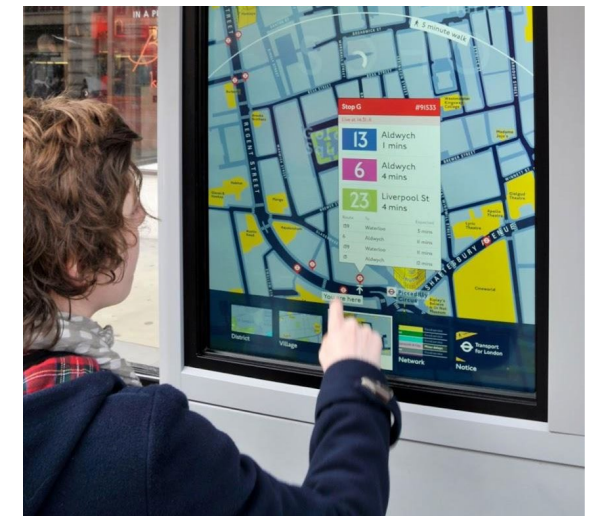
Accessibility



Maps



Information and schedules



Digital tools

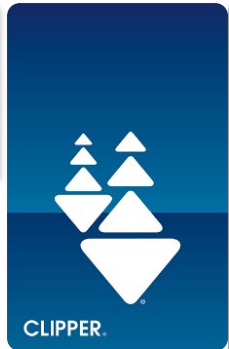
What is wayfinding:

Part of the Transit Transformation Action Plan

This project

I. Fares and Payment

Simpler, consistent, and equitable fare and payment options.



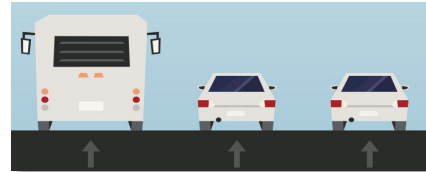
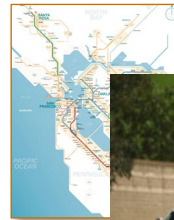
II. Customer Information

Make transit easier to navigate and more convenient.



III. Transit Network

Transit services managed as a unified, efficient, and reliable network.



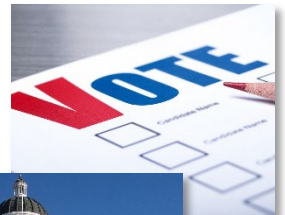
IV. Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently.



V. Funding

Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.



What is wayfinding:

Project goals & schedule

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

- **Better information for customers**
 - Dependable, predictable, and familiar
- **Better operations for transit providers**
 - Standard wayfinding parts, applications, and guidelines
- **Better outcomes for the region**
 - Health, equity, sustainability, and economic vitality

Phases 1 & 2
Project development, harmonization & business case

Completed

- User research & outreach
- Regional map prototype
- Business case
- Map examples
- Tier development

Phase 3
System development

Funded

We are here

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

Phase 4+
Full implementation

Unfunded

- Expand new wayfinding system regionwide

What is wayfinding:

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

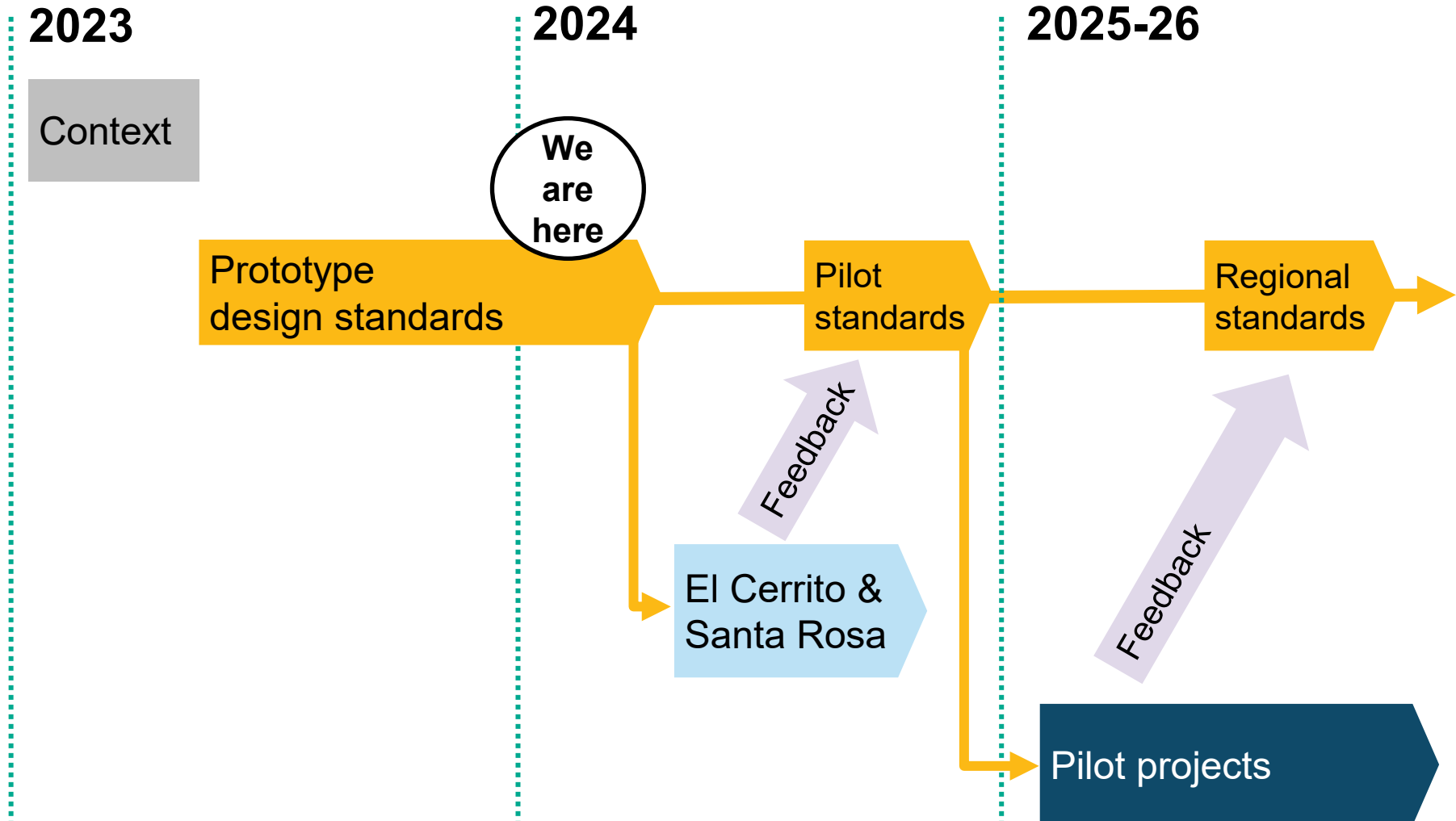
Design standards

- Network identity
- Signage family

Prototypes

- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station

Pilot projects



What is wayfinding:

Centering accessibility and equity

Accessibility is a cornerstone of the new wayfinding system.

Project engagement with Equity Priority Communities (EPCs)

Four "co-creation" workshops held in spring 2023, including:

- Individuals with travel-limiting disabilities
- People of color
- Seniors
- Individuals with low income
- Individuals with low proficiency in English

Key needs identified

- Better path directions to help riders find stops and destinations nearby
- More prominent bus route numbers and braille/tactile information at stops
- Information on available services at facilities such as restroom and elevators
- Digital should not replace print information

Core project elements:

Prototype regional network identity

"Network identity" is the "look and feel" of the regional transit system.

Developed for prototypes:

- A. Color palette
- B. Modal icons
- C. Hierarchy of information

To be considered later:

- System symbol & name
- Tone of voice & narrative
- Audio elements

Development and refinement

- Network identity should be memorable, evocative, and familiar for customers across the region
- Informed by input and feedback from public survey, focus groups, and transit agencies
- Will be evaluated with the prototypes and refined with public and transit agency feedback

Core project elements > prototype regional network identity:

A. Color palette

Inspired by the natural beauty of the Bay Area.



Golden Yellow

Sky Blue

Dark Blue

Core project elements > prototype regional network identity:

B. Modal icons

Rail, bus, and ferry icons should be easily recognizable and serve as the primary transit system identifiers.



TRAINS



ACE



BART



MUNI METRO



AMTRAK



SMART



VTA LIGHT RAIL



eBART



CALTRAIN



STREETCAR



BUSES



FERRIES



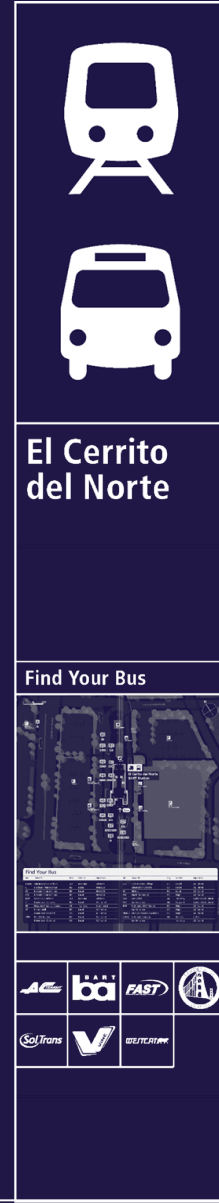
CABLE CAR



Core project elements > prototype regional network identity:

C. Hierarchy of information

Modal icons – rail, bus, or ferry – are the most important symbol, followed by individual transit agency logos.



El Cerrito del Norte

Find Your Bus

AC ba EAST

Caltrans V DELTA

1

#1: Transit modal icons

Visible from distance, identifies public bus, rail, or ferry services.

2

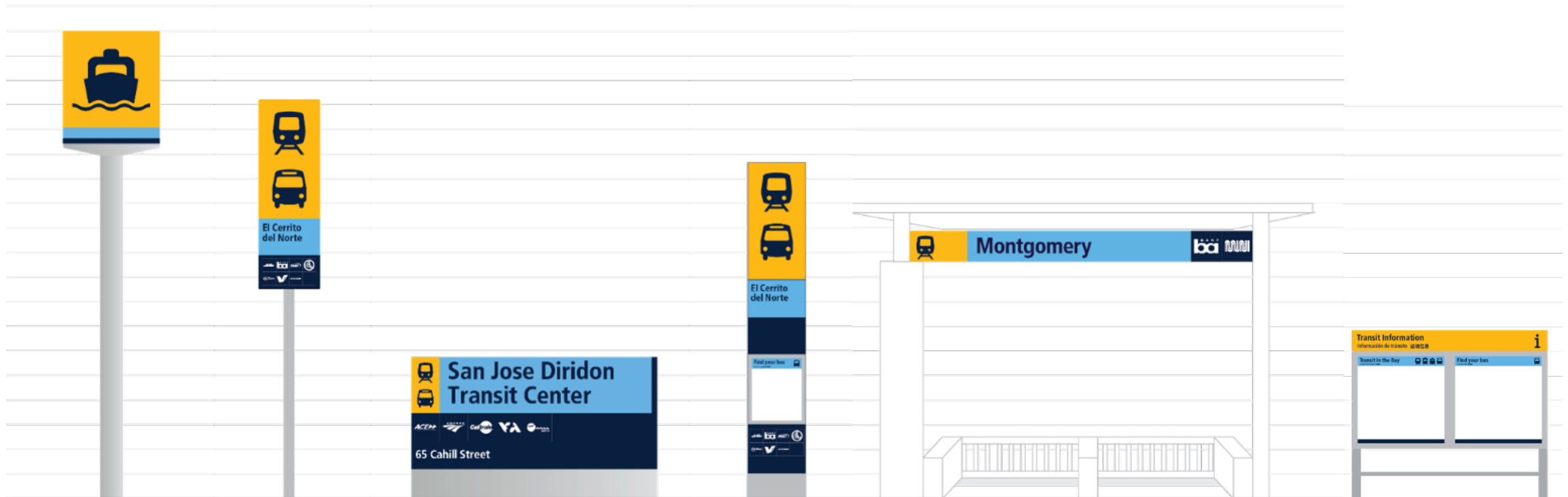
#2: Transit agency logos

Indicate specific providers.



Core project elements:
New signage

The regional network identity creates a design language for prototype wayfinding signs.



Vehicular
Facility
Beacon

Pedestrian
Facility
Beacon

Vehicular
Entrance Marker

Entrance
Monolith

Facility Entrance

System Info Unit



Core project elements > new signage:

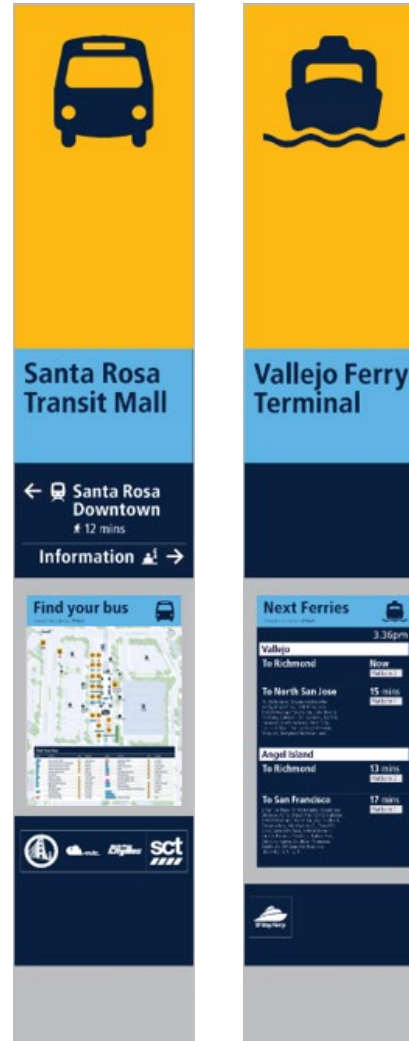
A new sign type – Entrance Monoliths

The new Entrance Monolith sign type can accommodate up to three (3) transit modes in the sign's yellow 'beacon.'

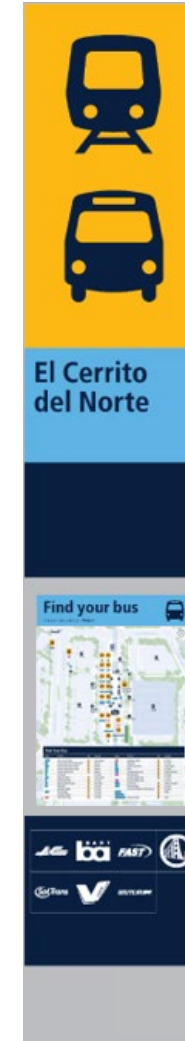
Transit service information is provided at the base of the sign at accessible heights.



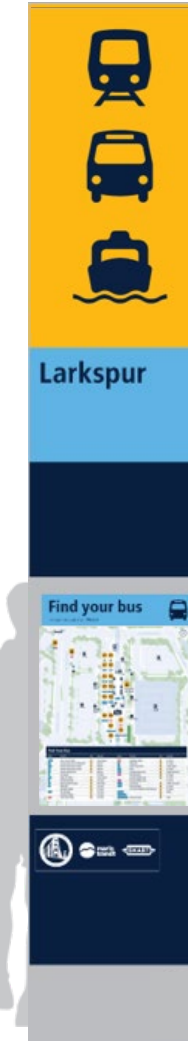
One mode



Two modes



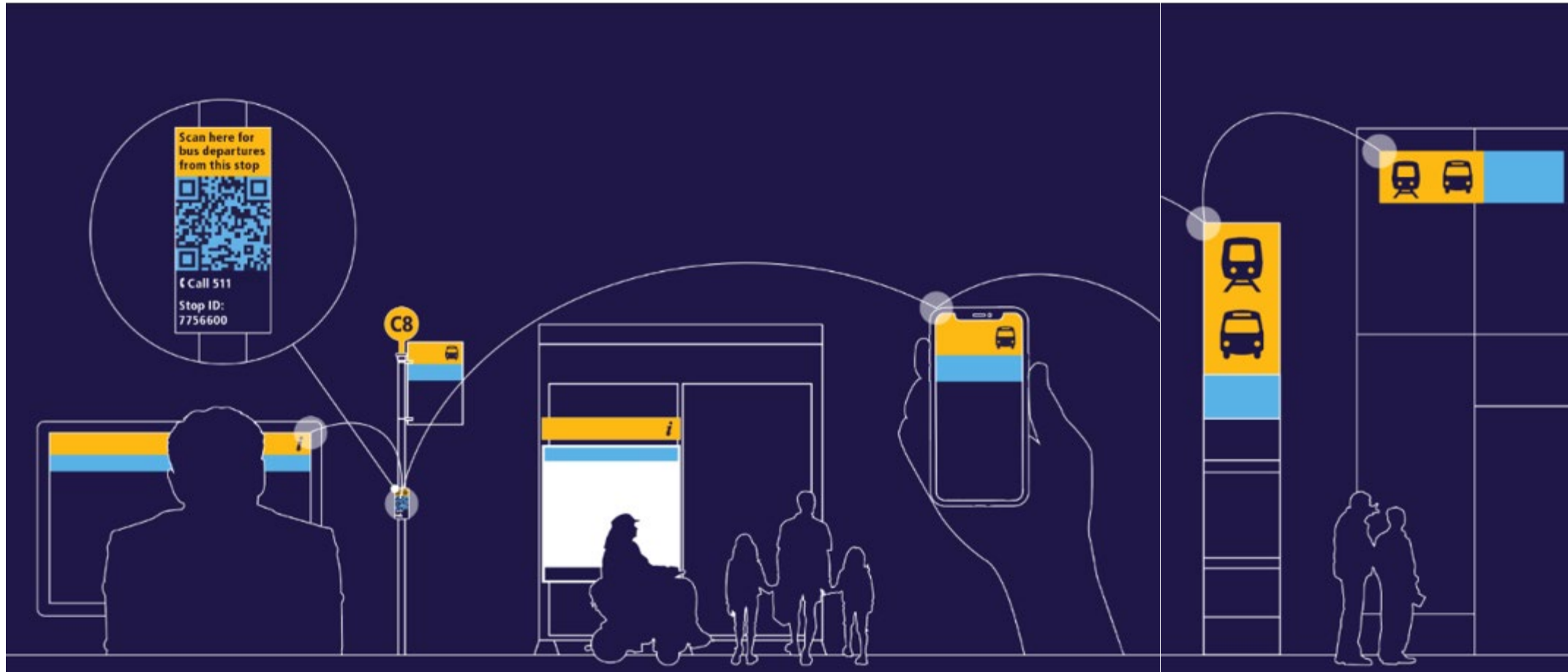
Three modes



Core project elements:

Extended digital wayfinding

A new QR code-based mobile web site will provide accessible real-time information consistent with each stop's signage and the regional network identity.



Next steps:

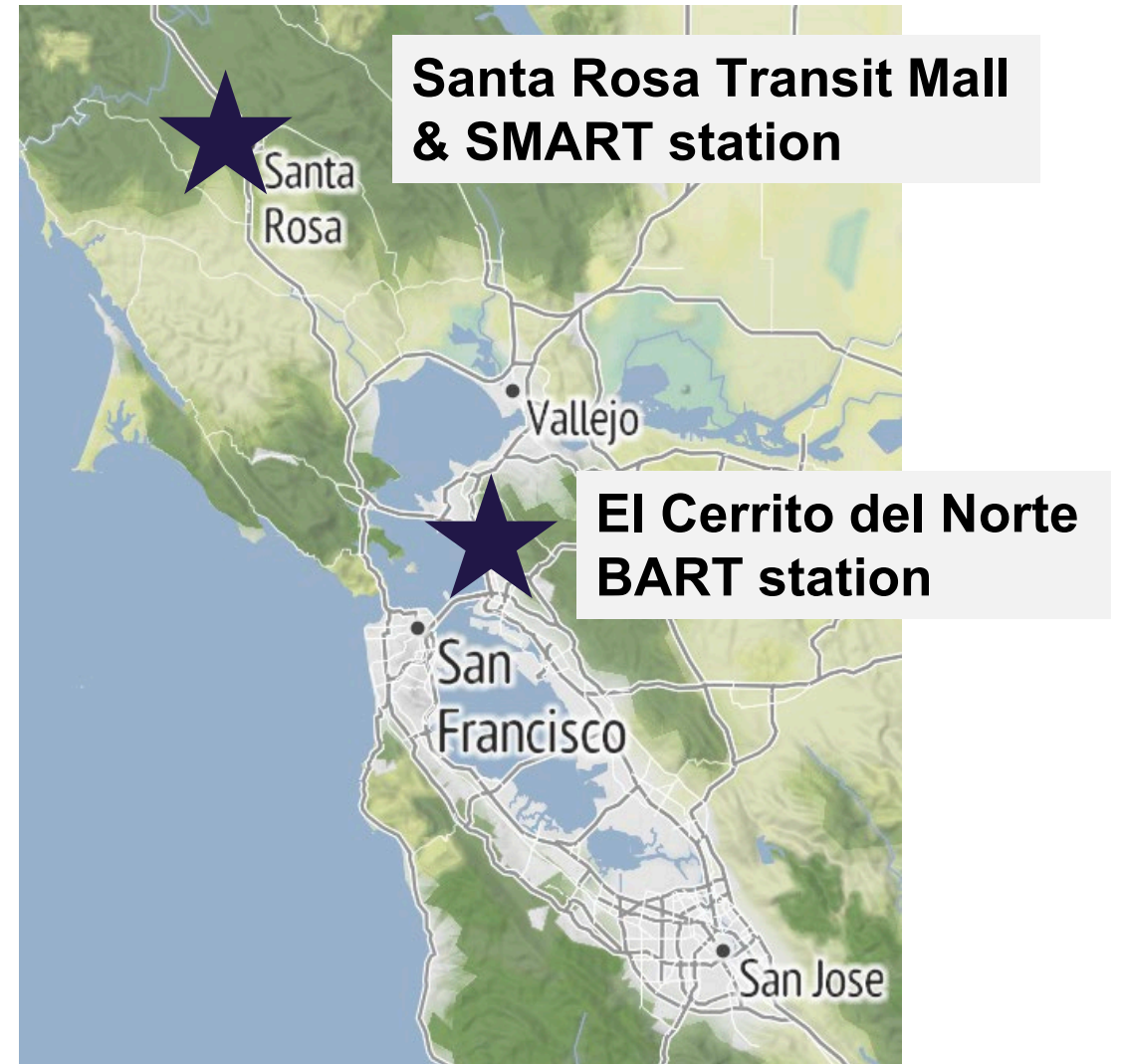
Prototype installation and evaluation

Installation

- Finalize fabricator contract
- Coordinate with partner agencies in El Cerrito and Santa Rosa

Evaluation plan

- Identify types of community and agency engagement
- Develop qualitative and quantitative metrics



Schedule outlook

- **Winter/Spring 2024**
 - Finalize detailed designs for service-related signs and maps with transit agency staff.
 - Develop prototype evaluation and engagement plan.
 - Coordinate with partner agencies to facilitate prototype installation.
- **Summer/Fall 2024**
 - Evaluate prototypes to refine standards for wider implementation.

Project contacts

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Project Manager

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Project Staff

Jumana Nabti (she/her)

Transit Operator Liaison (BART)

<https://mtc.ca.gov/operations/transit-regional-network-management/regional-mapping-wayfinding>