

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

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Participants:

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Existing Hub Conditions:

The Dublin/Pleasanton BART Station is a relatively new BART station that began operation about ten years ago. The station is located in Eastern Alameda County adjacent to the cities of Dublin and Pleasanton and is within the Alameda County Redevelopment Area. While there have been some operations, station access and customer improvements at the station over the past ten years, the most significant improvements are underway. In the Alameda County portion of the station, approximately 500 residential units and some retail development are under construction and adjacent to existing parking lot and bus platforms on the Dublin side of the station, a new 1550 space parking structure is also under construction. It is essential that before these projects are completed, design plans include and the developers install clearly visible station entry signs and other information that promotes the regional transit services available at this regional transit hub.

The local bus operator, Wheels, has embarked on a new program to identify "bus-to-BART" on all of their bus stops and buses that access the BART station. Additionally, the County Connection (CCCTA) agency has implemented a new bus service, Route #135, which connects the BART Station with the Dougherty Valley and Bollinger Canyon Road areas. Finally, this BART station is served by approximately six local shuttles that are encouraged by the Hacienda Business Park to provide local connections to employees at numerous work sites.

The transit operators, local developments, business parks and customers they serve would still benefit from improved wayfinding, customer information and real-time signage. The pending developments present an opportunity to complete such connectivity improvements.

This transit hub is served by BART, County Connection (CCCTA), Wheels (LAVTA), Tri-Delta, SMART(San Joaquin Regional Transit District, MAX (Modesto Area Transit), and Amtrak bus transit agencies.

CORRECTIVE ACTIONS

WAYFINDING:

One element of success for the new transit oriented community is improved station access and connectivity for customers and visitors. Consequently, it is important to develop a wayfinding sign program that will connect the BART station and bus intermodal facility with the surrounding roadways, pedestrian and bicycle entries and new commercial and residential developments. A comprehensive wayfinding sign program would create a

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

consistent, easy to read, easy to find hierarchical set of information that would allow passengers to flow from entries to transit services to exits in a convenient and accessible manner. Alameda County, the project developer and the transit agencies must all participate in the development of such a wayfinding program to make it successful and usable by customers and residents.

Wayfinding program corrective actions should include but are not limited to:

Identification of station or transit operator

- Maintain the BART logo station name signs at the front and sides of station. Include logos for other transit operators (see checklist questions #1, 5, and photo # 1);
- Install pathfinder signs from I-580, surrounding streets, pedestrian ways and regional bikeways. (see checklist questions #2, 3, and photos # 2 and 3);
- Add bus operators logos for County Connection, Wheels, SMART, MAX and Amtrak transit agencies at hub entries and BART faregate exits (see checklist questions #6, 7, and photo #4);
- Require new development projects to include station directional signs for all station entry directions.

Moving around or entering or exiting the station

- Install signs at all decision points in the hub which direct passengers between BART, County Connection, Wheels, SMART, MAX, Amtrak and shuttle transit services, ticket machines, RTIC's, bicycle facilities, and delineates the accessible pathway. Locations would include:
 - Station entrances/exits (see photos #4 and 5);
 - RTIC and ticket machines (see photo # 6);
 - Between BART and bus intermodal (see photo # 7).
- Use a consistent set of graphics, fonts, and colors for directional signs (see checklist questions #10 - #15);
- Include operator logo on all directional signs. Operator logos on directional signs would help users find their desired bus stop (see checklist question #6);
- Use a consistent and bold arrow design at all decision points (see checklist question # 16);
- Add international icons and symbols where appropriate;
- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding sign program, including providing funding for program development and P S & E costs.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

Identification of where to board or wait for transit

- Improve bus stop identification for transit operators (see checklist questions # 21- 25, and photos #8 and 9);
- Provide schedule information for all bus transit operators at bus stops/shelters. Insure that information is maintained and replaced as needed (see checklist question #20 and 25, and photo # 10);
- Improve more customer friendly waiting areas and better protection from weather (see checklist question # 25 and photo # 10);
- Install consistent Braille signs on all bus stop poles and/or shelters. Use mounting hardware that allows for changeable route information (see checklist question #23).

CUSTOMER INFORMATION:

Customer information at this hub is not consistent, presentation is not well organized and sometimes it is hard to find. Customer information displays should be coordinated with the new wayfinding sign program at key locations within the facility and with completion of the new development. The new program would address, but not be limited to the following customer information elements:

Regional Transit Information (RTIC)

There is currently no RTIC at this station.

- Establish three locations in the hub where RTIC(s) could be provided;
- The RTIC(s) would include
 1. The regional 511.org transit map; and
 2. Subregional or system map for local operators.
- Recommended locations:
 - Central location near BART faregates (see photo # 4);
 - Near existing bus platforms on north and south sides of the station (see photos #9 and 10);
- Combine RTIC installation with local transit/customer information wherever possible (see checklist questions #28 - 33, and photo # 11);
- Use consistent graphics, message and hierarchy of information that promotes 511.org and local operator information (see checklist questions #26 and 27).

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

Local Transit Information

- Local transit information would include:
 1. Subregional or system map for local operators;
 2. Schedules and service hours;
 3. Fares and specific system information;
 4. Hub layout map (see photo # 12; and
 5. Local vicinity map (see photo # 12).
- These displays should be combined with RTICs where possible. See locations noted above.

REAL-TIME SIGNAGE:

Existing Real-Time Signage

Existing real-time signs are located at the BART platforms, the station agent's booth and near the exit gate. Currently the sign at the exit gate is supposed to provide real-time information about BART trains that serve this station.

Future Real-Time Signage Installations

- Three locations for future real-time transit information would be helpful:
 - A central location near the station entry/exit (see photo # 5);
 - A central location at each bus platform of the north and south side of the station (see photos # 9 and 10).
- Signs should include next train and bus time, destination, safety and service change information. Signs should also include information for paratransit and shuttles.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

STATION PHOTOGRAPHS



1. Signs for existing bus operator logos. These logos could be used at many locations to reinforce wayfinding and transit connectivity.



2. Walkway entry from parking lot, lack direction signs to station entrance.

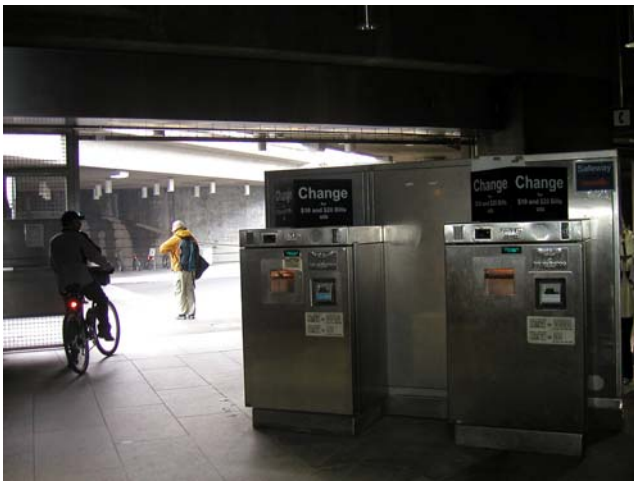


3. BART station entry from south side bus platform. Lacks good entry and directional signs.



4. BART station exit gates. Bus operator logos and directions to connecting transit and shuttles would be helpful.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION



5. BART station exit needs wayfinding and directional signs to all buses and shuttles. Also a good location for future real-time signs.



6. Existing BART ticket machines.



7. BART station entry/exit. Needs wayfinding and directional signs to bus platforms.



8. Existing bus stop signs are not bold enough.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION



9. Existing bus stops need improved location and transit information.



10. Existing bus shelter. Existing bus canopies do not provide adequate shelter from weather and do not provide adequate transit and bus information.



11. Existing BART information kiosk. Could be better integrated with future RTIC.



12. Existing hub and bus information seems to stand alone. Integrate and organize it better with RTIC information.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION



13. Existing Wheels bus stop signs. Good size and clarity. Easy to find.



14. Existing Wheels schedule information at bus stop. Attractive and easy to read.



15. Existing hub vicinity map. It is good and easy to read but should be integrated with the future RTIC.



16. Existing hub layout map. It is good and easy to read, but should be integrated with the future RTIC.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION



17. Existing BART station agent booth. Create a place for temporary signs and messages.



18. New parking structure construction site on north side of station adjacent to the existing parking lot and bus platform.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

Hub Review Checklist Summary			
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
7	5		<p>1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic.</p> <ul style="list-style-type: none"> • Yes, the station is identified on the Pleasanton side by street signs; • Current construction on the Dublin side interferes with finding the station. The future projects should be required clearly identify BART station entries; • Bike signs should be improved to promote access to regional trail.
4	8		<p>2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic.</p> <ul style="list-style-type: none"> • Lack of good BART station pathfinder signs from roadways and pedestrian and bicycle facilities; • Need pedestrian entry sign from Dublin side parking lot.
2	9		<p>3. Transit operators serving the hub are clearly identified at the entrances with their logo and name.</p> <ul style="list-style-type: none"> • Wheels service is visible at bus stops, although other transit operators are not clearly identified; • A "You are here" sign is located at the Station Agents booth but other directional information is lacking.
9	2		<p>4. Station identification reinforces information on printed maps and schedules.</p> <ul style="list-style-type: none"> • Good - Wheels bus stop signs have 511.org logo which reinforces regional transit connections and phone information; • Wheels also provides "you are here" on their maps.
5	6		<p>5. Station name is identified on the entrance sign along with agency logo.</p> <ul style="list-style-type: none"> • Yes - BART station name and logo are clear, although it is still difficult to see where the station entry is located; • Limited connecting transit operator names and logos.
			Moving around or entering or exiting the station
Yes	No	N/A	
4	7	1	<p>6. Agency logos are included with names on directional signs within the facility.</p> <ul style="list-style-type: none"> • BART logo is there but hard to see; • Lack of directional signs and logos in the station. Need to improve this with the new development.
0	9	1	<p>7. Turnstile level street exit directional signs also include connection agency names and logs.</p> <ul style="list-style-type: none"> • No directional signs to bus platforms and bike trials.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

0	11	1	<p>8. Vital connections information is grouped together on signs.</p> <ul style="list-style-type: none"> No signs to direct passengers to bus stops on either side of the station.
0	11		<p>9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow.</p> <ul style="list-style-type: none"> Many gaps and not consistent; Need signs at bus drop-off location; No clear direction to connecting buses or access to the regional pedestrian and bike trail.
0	11		<p>10. Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations.</p> <ul style="list-style-type: none"> Non existent.
0	9	2	<p>11. Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> There is a hub station map but it is outdated.
2	7	1	<p>12. In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services.</p> <ul style="list-style-type: none"> BART schedules are clearly posted and there is a sign at the Agent's booth; Also real-time signs on BART platforms give train, time and other important information. Bus information is not consistent or clear.
3	7		<p>13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> Many signs are hidden by poles, walls and some landscaping.
0	11		<p>14. Exiting connection information is color-coded to emphasize and make it easier to find directions and connections.</p>
1	9	1	<p>15. Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels.</p> <ul style="list-style-type: none"> Many paper signs are confusing and look tacky; Overall need larger and clearer signs in station which provide directions to connecting transit.
0	9	1	<p>16. Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages.</p> <ul style="list-style-type: none"> No arrows directing patrons to bus stops on either side of the station; Need signs/arrows for taxi shuttles and kiosks when existing BART Station.
			Identification of where to board or wait for transit
Yes	No	N/A	
4	7		<p>17. Transit boarding platforms are clearly and boldly identified.</p> <ul style="list-style-type: none"> Need signs at decision points near entry/exit to station; Bus platforms are unclear and there are few signs which direct passengers to the different connecting buses and shuttle stops.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

2	8		<p>18. Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name).</p> <ul style="list-style-type: none"> • Need more information for wheels route #10 since it can be boarded on either side of the station; • Need static signs for bus direction to platforms.
1	6	3	<p>19. At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided.</p> <ul style="list-style-type: none"> • Real-time signs at BART platforms and at station agent's booth; • No real-time information in bus areas, this could be improved; • BART was testing real-time train information near exit gates; • Signs have route numbers but lack destination/direction information.
5	7		<p>20. Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> • Good for BART, wheels and Amtrak services; • Not so good for County connection, SMART, MAX and Tri Delta; • County connection #960 is on the wrong sign post.
7	5		<p>21. Bus stop signs have agency logos large and bold.</p> <ul style="list-style-type: none"> • Yes for Wheels and Amtrak bus stops; • Larger bus signs would be helpful for the other operators.
1	6	2	<p>22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs.</p> <ul style="list-style-type: none"> • Station parking restriction need to be clearly posted. The entire station is now paid parking; • Fire lane red curbs are available.
7	3		<p>23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines - minimum 2" route number character height.</p> <ul style="list-style-type: none"> • Good for the most part but not consistent.
6	5		<p>24. Bus stop sign faces are visible from each approach direction.</p> <ul style="list-style-type: none"> • Yes for Wheels stops; • Not consistent for other operators and many signs are hidden by other signs and the bus canopy; • Bus signs are hidden by platform poles.
3	6		<p>25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist.</p> <ul style="list-style-type: none"> • Improvements have been made at Wheels stops; • Few shelters, none have signs; • Bus canopy has no information, although there is one bus shelter; • Bus platforms lack good wind breaks and waiting areas; not friendly to passengers.

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
2	6	1	<p>26. Transit information in Regional Transit Information Display Cases is accurate and easy to read.</p> <ul style="list-style-type: none"> • No RTIC's; • Integrate new RTIC's with new development at pedestrian plaza. This is critical; • Information available for Wheels
1	9		<p>27. Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases.</p> <ul style="list-style-type: none"> • Good information for BART, but lacks connecting information to local and regional buses.
			Local Transit Information
3	7	1	<p>28. Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub.</p> <ul style="list-style-type: none"> • No, it is dispersed throughout the station; • Need better organization; • Direct passengers to Dublin and Pleasanton sides of the station; • Hub information is provided but is poorly maintained and largely out of date.
5	5		<p>29. Hub layout maps are provided in the hub information display case.</p> <ul style="list-style-type: none"> • Outdated hub map and it is hard to find and poorly lit.
6	4		<p>30. Map of hub vicinity with landmarks and attractions is posted in the hub information case.</p> <ul style="list-style-type: none"> • Outdated vicinity map, hard to find and poorly lit.
4	8		<p>31. Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find.</p> <ul style="list-style-type: none"> • Schedules are available for BART, County Connection, Wheels and SMART; • The central information kiosks is a great location but the information is out of date; • Bus information is hard to see and read and is poorly lit.
6	5		<p>32. Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms.</p> <ul style="list-style-type: none"> • Yes, at some Wheels stops; • No hub layout maps are present at bus platforms; • Not consistent, no regional bus information; • Need more bus information in station to help with planning (e.g. fliers, bus books at display cases).

HUB REVIEW FINDINGS - DUBLIN/PLEASANTON BART STATION

4	3	1	<p>33. Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases.</p> <ul style="list-style-type: none"> • Yes for BART, limited for County Connection and Wheels; • Many are out of date and hard to find.
			REAL-TIME SIGNAGE
Yes	No	N/A	
			Existing Real-Time Signage
3	3		<p>34. Real-time signage is provided at the hub.</p>
			<p>35. Location of signs (indicate on station diagram).</p> <ul style="list-style-type: none"> • BART platform and station agent’s booth; • BART train information (TIM) near agent’s booth is out of date.
			<p>36. Description and photo of signage types.</p>
			<p>37. Identification of transit services included on real-time signage (Include operator and mode).</p> <ul style="list-style-type: none"> • Next train, time, system safety and transit information; • Kiosk in lobby with County Connection and San Joaquin RTD is somewhat up to date
			Future Real-Time Signage Installations
			<p>38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24</p> <ul style="list-style-type: none"> • Need next train and bus information for all services at a central location outside the BART fare gates; • Integrate real-time with new transit village development and at bus platforms.
			<p>39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26.</p> <ul style="list-style-type: none"> • Next train and bus, time, destination, safety and service change information. Include information for paratransit and shuttles; • Carrier logo, city or region served, arrival and destination time, origin/destination information.