

HUB REVIEW FINDINGS

SAN FRANCISCO FERRY TERMINAL/EMBARCADERO STATION

Date of Hub Review:

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Participants:

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Existing Hub Conditions:

The San Francisco Ferry Terminal/Embarcadero Station regional hub encompasses numerous transit facilities and extends through several blocks of the Embarcadero area of downtown San Francisco. At one end is the Ferry Terminal housed on the waterside of the historic Ferry Building. The Ferry Building was first built in 1898 as the city's transportation center and served as the city's principal entry until the bridges were built in the late 1930's. Its distinctive tower punctuates the waterfront; since a 2003 renovation that promoted gourmet food shops, restaurants and a weekly farmers market, the building has become an attraction for locals and visitors alike. The Ferry Terminal provides docking facilities for Alameda/Oakland Ferry, Tiburon Ferry, Vallejo Ferry, Alameda Harbor Bay Ferry, Sausalito Ferry and Larkspur Ferry.

At the other end of the hub is the Embarcadero Station. This underground transit facility houses both Muni Metro and BART on different levels. There are 6 street-level entrances to the Station with the closest located on Market Street at Drumm. Embarcadero Station serves as the last San Francisco stop before BART trains enter the transbay tube for destinations in the East Bay and is the terminus for most Muni Metro light rail routes except the N Judah which continues to Mission Bay.

Numerous transit connections and services are located between these two stations. Amtrak has a ticket office just south of the Ferry Building and includes a stop for Amtrak Thruway buses on Embarcadero for connections to Amtrak and Capitol Corridor trains at Emeryville Station. Vallejo Transit provides express bus service between San Francisco and Vallejo Ferry Terminal to supplement their ferry service. This bus stop is located on Embarcadero just north of the Ferry Building. Muni's historic streetcar (Line F with service between Castro Street and Fisherman's Wharf) travels on Embarcadero and has a stop in front of the Ferry Building as well as stops on Market Street. Muni's California Cable Car terminus is located at Market and Drumm Streets. Lastly, numerous Muni buses board on the streets between the Ferry Terminal and Embarcadero Station including stops on Embarcadero, Stuart, Spear, Drumm, Mission and Main Streets.

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CORRECTIVE ACTIONS

WAYFINDING:

Because of the size of this hub and the number and types of transit services available at this hub, wayfinding is an important element for the functionality of this hub. Although frequent transit users will learn the location of boarding platforms and find the schedule and destination information that they need, occasional users (including the many visitors using this hub) will have more difficulty. The lack of wayfinding signage was noted by hub review team as a significant problem to operation of this hub. This includes signage within each transit facility as well as signage for connection between transit services. Some wayfinding signage has been implemented between the Ferry Building and Market Street and includes direction to some key destinations but is not necessarily oriented towards transit facilities (photos 1 - 3).

All of the transit operators and the customers they serve would benefit from a new wayfinding sign program at the San Francisco Ferry Terminal/Embarcadero Station hub. MTC, in collaboration with BART, Muni and the other transit operators, should consider implementation of a pilot project at this hub to demonstrate the standards and effectiveness of a comprehensive wayfinding sign program. The program should respect the architectural integrity and heritage of the buildings and existing wayfinding signage while providing consistent, easy to read, easy to find hierarchical information that allows customers to flow between transit services and station entries/exits in a convenient and accessible manner.

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

Identification of station or transit operator

- More distinctive identification of Ferry Terminal at front and side entrances to Ferry Building including operator logos (see checklist questions #1, 2; photos #4, 5). Some signs are subtle; others are too large scale to be seen from close in;
- Clear identification of Ferry Terminal for arriving ferry passengers including direction to transit connections (see checklist question #1; photo #6);
- More visible identification of the Amtrak ticket office and bus loading stop (see checklist question #1; photo #7);
- Prominent signage including station name for entrances to the Embarcadero Station (see checklist questions #1, 2; photos #8, 9);
- Improved identification of Muni historic streetcar stop as Muni transit facility (see checklist question #3; photos #10, 11);
- Identification of cable car stop (see checklist question #1; photo #12);

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- More consistent identification of Embarcadero Station and street-level stops for buses, cable car, historic streetcar on posted and printed maps and schedules (see checklist question #4, photo #1).

Moving around or entering or exiting the station

- Consistent set of street wayfinding signs that direct passengers between the Ferry Terminal and the Embarcadero Station including direction to Amtrak, historic street car, cable car and key bus stops. Include operator logos and walking distances (see checklist question #9, 11; photos #1, 2);
- Wayfinding signage at all decision points inside Ferry Building to direct patrons to ferry loading docks and exiting passengers to other transit connections or destinations. Include operator logos. Because of lighting conditions in this building, signage may need to be backlit or of highly reflective material (see checklist questions #9, 10, 13; photos #1, 3, 13, 14);
- Consistent set of signs at all decision points in the Embarcadero Station to (see checklist questions #9, 10):
 - Direct passengers between services in the Station including BART and Muni loading platforms, ticket machines, station agent booths, bicycle parking facilities, and transit information (photos #15, 16, 17);
 - Delineate the accessible pathway through the facility;
 - Identify exits to Market Street by cross-streets and direct passengers to other transit services or destinations outside the Station. Include transit operator logos where appropriate. Some existing signs are outdated and do not use logos and icons (photos #18, 19).
- 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.

Identification of where to board or wait for transit

- Direction to and improved identifying signage for specific loading docks at Ferry Terminal by operator and destination specifically for Alameda/Oakland and Vallejo services at Gates B and E (see checklist questions #17; photos #20, 21, 22);
- Improved signage and maps at Ferry Terminal and Embarcadero Station to bus boarding areas located (see checklist questions #11, 17; photo #23);
- Better identification of boarding area on Muni Metro platform (see checklist question #17; photo #16);
- Improve distinction between entries and platform access between BART and Muni at Embarcadero Station (see checklist question #17, 19; photo #15);

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- Add Muni logos and route identification signs to historic streetcar boarding platform (see checklist questions #17, 21; photo #10).

CUSTOMER INFORMATION:

Customer information is currently dispersed throughout the hub in a variety of formats and accuracies. This is not surprising considering the number of transit operators and other stakeholders involved in the design and maintenance of this complex hub. Customer information displays should be coordinated with the new wayfinding sign program at key locations within the facility. The new program would address these corrective actions.

Regional Transit Information (RTIC)

There currently is no formal RTIC display at this transit hub although much transit information is provided for local and regional transit services at the hub. Because of the size of this station, the following improvements are recommended:

- RTIC installations would include
 1. The regional 511.org transit map; and
 2. Subregional or system map for local operators.
- Provide directional signage to the RTICs with the international icon for information.
- RTIC installations should be combined with local transit information wherever possible (photos #19, 24).
- Improve lighting of transit information in Embarcadero Station (photo #25).
- The following RTIC locations are suggested:
 - Ferry Building in central lobby on waterside. Could be combined with ferry real-time information (photo #14);
 - Ferry Terminal near Golden Gate ticket office (photo #26);
 - Justin Hermann Plaza between Ferry Building and Embarcadero Station (photo #10);
 - Street-level near cable car loading area (photo #12); and
 - Two central locations at each end of Embarcadero Station (concourse level) (photos #17, 27).

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Local Transit Information

Local transit information is available at various locations and through a variety of formats throughout the hub (i.e. posted display cases, distributed at ticket/information offices, printed materials, posted in conjunction with wayfinding signage). This information includes transit maps and schedules, hub layout maps and local vicinity maps; the information is displayed in a variety of formats, completeness and accuracy. The following improvements are recommended:

- 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; and
 5. Local vicinity map.
- Establish two or three locations in each station facility (Ferry Terminal and Embarcadero Station) where local transit information is provided. Similar information could also be provided at key on-street locations (see checklist questions #28 - 31; photo #23);
- Coordinate local transit information with RTIC displays wherever possible (see checklist question #28, photo #17);
- Include all transit boarding locations on hub layout and hub vicinity maps (see checklist questions #29, 30; photos #28, 29, 30);
- Use consistent and easily understood identifiers for information displays (i.e. big 'i' or '?') to distinguish from other signage in the area (see checklist question #31);
- Customer information should include services available at other locations in the hub (i.e. BART maps at Ferry Terminal; ferry maps and schedules at Embarcadero Station) (see checklist questions #28-31; photos #28, 29);
- Centralize customer information displays so they are easy to find (see checklist question #31);
- Improve lighting at information displays (photo #25);
- Customer information could be improved through real-time scrolling message signs placed at the agent booths or central locations (see checklist question #19);
- Install consistent Braille signs on all bus stop poles and/or shelters. Use mounting hardware that allows for changeable route information (see checklist question #20);

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REAL-TIME SIGNAGE:

Existing Real-Time Signage

Real-time signage is provided for some of the services at this hub including:

- Ferry Building - Ferry real time signage being tested at Bay Crossings store in Ferry Building and was to be fully operational on Dec 1, 2006. Signage Includes map with color coded routes and predicted departure times.
- Embarcadero Station - BART platforms and station agent booth.
- Embarcadero Station - Muni platform and primary station agent booth.

Future Real-Time Signage Installations

- Ferry Building - Future real-time signage should be installed at a more visible location than the current sign. A possible location would be in conjunction with the RTIC at the central waterside exit of the Ferry Building. Existing signage should be expanded to include boarding gate (photo #31).
- Embarcadero Station - One real-time installation on the concourse level central to both the BART and Muni station agent booths. This signage should include both Muni and BART train information. If successful, an additional sign could be posted in the other station agent booth area (photos #16, 32).

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STATION PHOTOGRAPHS



1. Wayfinding signage combined with transit and local area map.



2. Wayfinding signage on Market Street away from Ferry Building approaching Embarcadero Station.



3. Wayfinding signage on Market Street directing towards Ferry Building.



4. Entrance to Ferry Building from ferry docks. Note lack of entry signage at pedestrian scale



5. Signage for ferries is subtle at street entrance to Ferry Building.

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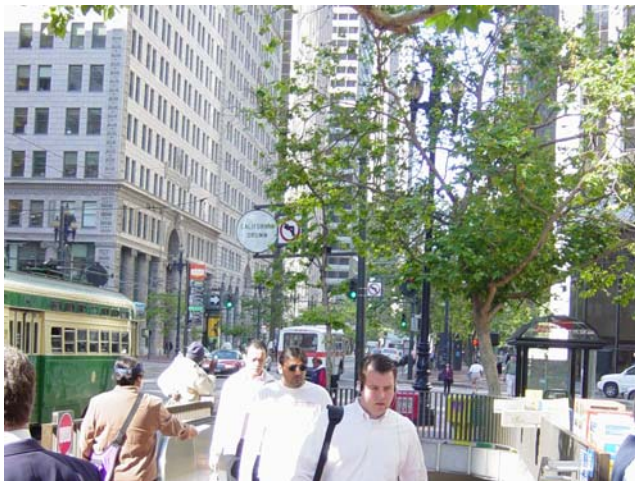
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6. Lack of wayfinding signage for arriving ferry passengers.



7. Amtrak ticket office just south of Ferry Building. Signage is not highly visible from all directions.



8. Entry signage to Embarcadero Station is not prominent enough to compete with other street signage.



9. Artist's representation of larger and more bold entrance signage including station name.

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10. Muni historic streetcar stop. Note lack of Muni or route identification.



11. Muni historic streetcar stop in front of Ferry Building.



12. California cable car stop. Note lack of identifying signage.



13. Lack of signage from Golden Gate Ferry dock.

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14. Exit from Ferry Building to Ferry Terminal. Note lack of signage to ferry loading areas.



15. Directional signs in Embarcadero Station to Muni platforms.



16. Primary Muni station agent booth in Embarcadero Station. Not real-time signage.



17. Transit information and BART ticket machines in Embarcadero Station.

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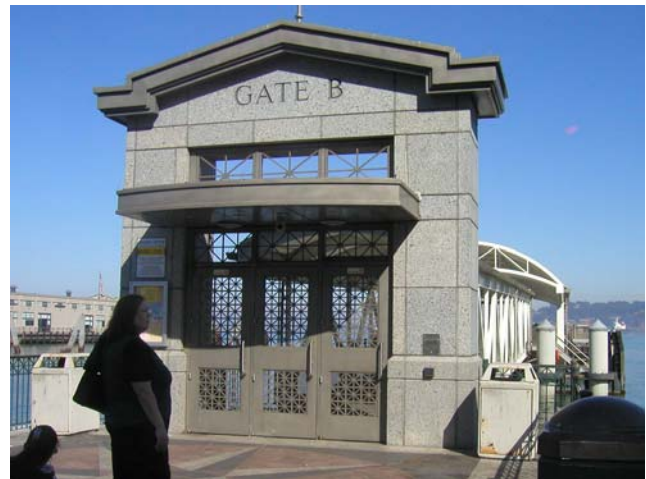
18. Existing exit sign from Embarcadero Station.



19. Artist's rendering of improved, more visible signage.



20. Valljo Ferry Gate B. Note lack of identifying signage.



21. Gate B is clearly identified in posted materials as the loading area for Vallejo Ferry. However, the Gate B sign is only visible from directly in front of gate.

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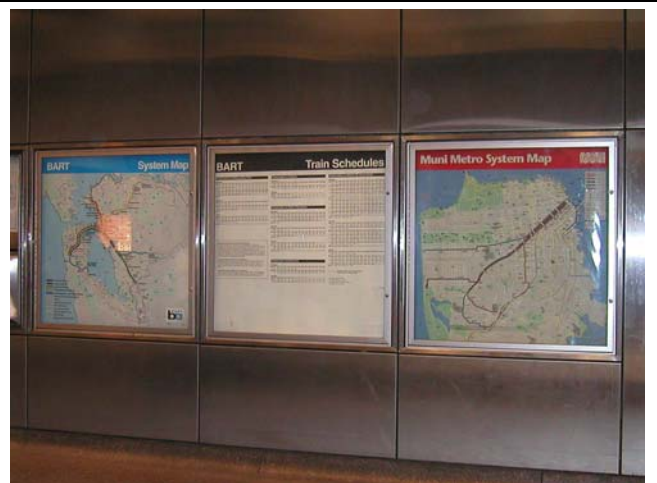
22. Signage on side of Ferry Building. No arrow direction to Gate B. Also sign is lower than would be expected and could be blocked by bicycles in rack.



23. Good signage at ferry docks. This side includes ferry information. Other side (direction of exiting passengers) includes local area information.



24. Possible location for RTIC or local transit information outside Golden Gate Ferry.



25. BART and Muni transit information in Embarcadero Station. Low lighting makes it difficult to find and read.

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26. Possible location for RTIC at Golden Gate Ferry ticket office in Ferry Terminal.



27. Possible location for RTIC at Embarcadero Station.



28. Local area map part of wayfinding signage.



29. Bus boarding location map in Embarcadero Station.



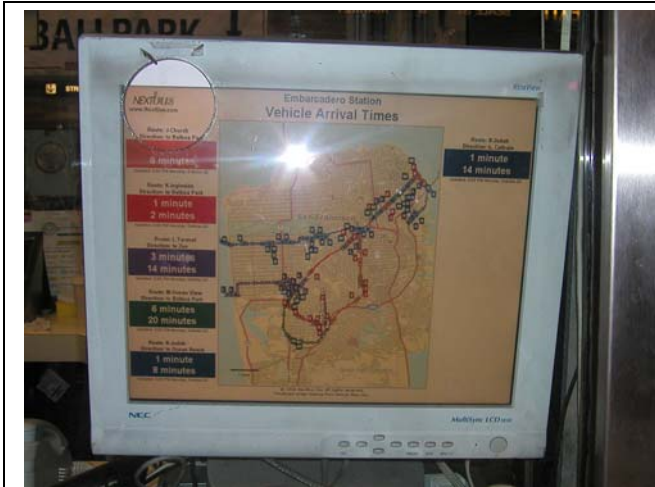
30. Local area map in Embarcadero Station.



31. Real-time signage in Ferry Building.

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32. Real-time signage at Muni station agent booth in Embarcadero Station.



33. Muni bus shelter on Market Street.



34. Muni bus flag.

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Hub Review Checklist Summary			
SFFT = San Francisco Ferry Terminal EMB = Embarcadero BART/Muni Station OTHER = Other transit services between			
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
5	9		1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. <ul style="list-style-type: none"> • SFFT - Ferry Building is architecturally distinctive but not totally clear where the ferries load. "Ferries" signs are too small and too subtle. • SFFT - Name is not posted when arriving by ferry. • SFFT - Amtrak station and bus stop is not well marked. • SFFT - Ferry ticket offices or boarding areas are not visible from roadway. • SFFT - Not clear what ferry services are available. • SFFT - Not obvious that Ferry Terminal is behind Ferry Building. • EMB - Entrances are not clearly marked. Signs are small and often blocked by trees, signs or street furniture. • OTHER - Muni signs are difficult to see from a distance. • OTHER - Cable Car stop is not well-marked.
3	9		2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. <ul style="list-style-type: none"> • SFFT - Ferry Building name is too large scale to be visible from sidewalks. • SFFT - Entrance is not clearly marked from either street or ferry side. • EMB - Entrance to station is not clearly visible and existing signage does not include station name. • EMB - Transit operators need to be more prominent on signage at entrances. • EMB - Entry signs are often blocked by trees or street furniture/kiosks.
3	9		3. Transit operators serving the hub are clearly identified at the entrances with their logo and name. <ul style="list-style-type: none"> • SFFT - Operator names or logos are not included at entrances to Ferry Building. • SFFT - Most ferry loading docks are not identified by name, operator or logos. • OTHER - 'F' historic streetcar canopy does not include Muni logo. Stop in front of the Ferry Building is labeled as Ferry Terminal.

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5	4		<p>4. Station identification reinforces information on printed maps and schedules.</p> <ul style="list-style-type: none"> • SFFT - Referred to as Ferry Building as well as Ferry Terminal. • EMB - Embarcadero Station needs to be better identified on maps and with wayfinding signage. • OTHER - Muni, Amtrak, Baylink bus stops need to be better identified on maps and with wayfinding signage.
7	6		<p>5. Station name is identified on the entrance sign along with agency logo.</p> <ul style="list-style-type: none"> • SFFT - There may be some confusion between Ferry Building (which is the historical landmark that most people will recognize) and the Ferry Terminal which is located behind. • EMB - Station name is not included on lollypop entrance sign but name is included above escalator/stair entry down to concourse level. This sign is small and location is not well-lit.
			Moving around or entering or exiting the station
Yes	No	N/A	
6	8		<p>6. Agency logos are included with names on directional signs within the facility.</p> <ul style="list-style-type: none"> • SFFT - There are no directional signs in the facility • SFFT - No agency logos are included with signage. • EMB - For the most part, agency logos are not included on signage.
2	5	1	<p>7. Turnstile level street exit directional signs also include connection agency names and logos.</p> <ul style="list-style-type: none"> • SFFT - Need more visible signage. Lit signs may be best at this hub because of low light levels and competing signs, etc in the marketplace. • SFFT - Only Muni connections are indicated. • SFFT - There are no exit signs. • EMB - Signage is out of date.
7	6		<p>8. Vital connections information is grouped together on signs.</p> <ul style="list-style-type: none"> • SFFT - Signage to Vallejo and Alameda Ferries is not provided. • SFFT - No directional signage to Ballpark or to Embarcadero Station. • EMB - BART and Muni information is not grouped together. • EMB - Signage is out of date. • OTHER - No directional information is provided

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0	12	<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"> • SFFT - When disembarking the ferry, there are no directional signs. • SFFT - Signage should be backlit. • SFFT - Maps are provided but no schedules. • SFFT - There are no directional signs to EMB, cable, LRT or buses. • SFFT - From inside the Ferry Building, it is not clear where to catch the ferries. • EMB - There are no directional signs from Embarcadero Station to Ferry Building. • EMB - Need directional signs at exits. • EMB - Existing directional signs at exits are out dated and do not use logos and icons. • EMB - Wayfinding to Embarcadero Station is not clear. • OTHER - There is no signage to direct between SFFT and EMB.
4	7	<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"> • SFFT - There is no exiting directional signage through Ferry Building until city wayfinding signs located on Embarcadero sidewalk. • OTHER - City wayfinding does provide this but these signs are limited. • EMB - Bus information is not prominent. • EMB - Included at regional hub sites.
0	9	<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"> • SFFT - No directional wayfinding signs when exiting the ferry dock. • EMB - Connecting bus information is not clear and walking distances are not given. • EMB - Walking distances are not included.
4	5	<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"> • SFFT - Real-time signage for ferries would be beneficial. Is this coming soon? • EMB - Lights are out on backlit Muni signs. • EMB - Available for BART/Muni Metro.
1	4	<p>13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> • SFFT - Sightlines are at different levels. Entrances/exits to ferry are clear but path through Ferry Building are not clear. • EMB - Directions to elevators are not clear.

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3	7		<p>14. Exiting connection information is color-coded to emphasize and make it easier to find directions and connections.</p> <ul style="list-style-type: none"> • SFFT - Need exiting connection information. • SFFT - Ferry information is color coded on maps but no signage. • OTHER - No map is provided for inbound F Line historic streetcar. • OTHER - Does not exist for cable car.
6	6		<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"> • SFFT - Some signage is provided but not enough for clear direction. • SFFT - Ferry gate identification signs are only visible when standing in front. • EMB - Better lighting is needed for posted maps and schedules.
2	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"> • SFFT - Arrows or directions are not consistent. • SFFT - No arrow directions are provided when exiting Ferry Building. • EMB - The only arrows included on signs are those directly above entrances and exits. • ALL - Signs and arrows are different for all operators.
			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"> • ALL - Most boarding areas are clearly identified. • ALL - Not as well as could be but are obvious to most users. • SFFT - Ferry Gates are not well identified from a distance. • SFFT - Service available at specific gates is not clear except for GG ferries. • SFFT - Golden Gate ferries are well marked; identification for other operators (Gates B & E) is too subtle. • SFFT - When exiting the Ferry Bldg to the Ferry loading docks, there are no signs directing to specific ferry loading docks. • SFFT - Golden Gate ferry docks are clearly marked but not so for Vallejo and Alameda ferries. SFFT - Maps/schedules at ferry docks identify boarding locations as 'Gate B', 'Ferry Plaza' or 'Gate E' but the signage identifying which dock is 'Gate B', etc are not easily visible except from directly in front of the dock. • EMB - Signs/maps to bus boarding areas on street are confusing specifically sign "Board Muni buses at Steuart Street between Mission and Market". • EMB - The 'To all trains' sign is confusing. Should be specified as 'To all BART trains'. • EMB - It is not clear where on the platform to board for Muni trains. • OTHER - Identification for Muni and Amtrak stops is too subtle.

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3	4	1	<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"> • SFFT - No good relationships to other transit services.
3	5		<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"> • SFFT - Real-time only in one location at Bay Crossing store. • EMB - Real-time at platforms and station agent booths. • EMB - BART and Muni need real-time information before going through fare gates. • OTHER - Muni bus boarding areas are well marked.
7	2		<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"> • SFFT - Schedules may not be ADA compliant as they are posted very high. • SFFT - Ferry schedules are posted.
5	0	1	<p>21. Bus stop signs have agency logos large and bold.</p> <ul style="list-style-type: none"> • OTHER - Muni street level bus signs are clear. Good that route ID are included on the bus shelters. • OTHER - 'F' historic streetcar stop on Embarcadero needs Muni logos.
1	2	2	<p>22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs.</p>
2	1		<p>23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines - minimum 2" route number character height.</p>
5	0	1	<p>24. Bus stop sign faces are visible from each approach direction.</p>
5	0		<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"> • OTHER - Muni bus stops are well marked and shelters have schedule and map information. • ALL - Need All-Nighter service information.

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			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
4	4		<p>26. Transit information in Regional Transit Information Display Cases is accurate and easy to read.</p> <ul style="list-style-type: none"> • SFFT - There is no formal RTIC display at this facility. Transit information is posted at various locations outside the Ferry Building on both the waterside and streetside. There is a display case near the Golden Gate Ferry ticket office which includes Muni and Golden Gate maps, and 511 plaques. However, it is not identified as source for transit information. Other transit information is posted on double-sided sign boards. The signs at waterside include ferry schedules and map, Muni map and local vicinity map with points of interest. Streetside signs include the local vicinity map, Muni map and city bikeway map. • EMB - There is no formal RTIC display at this facility. Transit information (maps and schedules) is provided at various locations for BART, Muni, SamTrans and Golden Gate. • EMB - Many of the transit displays are not well lit. • EMB - Golden Gate and SamTrans information is out dated. • EMB - Need directional signage to information areas. • OTHER - Street level transit information is limited to Muni maps and schedules. No regional information.
4	6		<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"> • ALL - Posted information does not include the whole nine-county Bay Area.
			Local Transit Information
7	4		<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"> • SFFT - No BART information is available at the Ferry Terminal. • SFFT - No information is provided in Ferry Building on how or where to buy ferry tickets. • SFFT - Local transit information for Muni and the ferries is posted along with local vicinity map. • EMB - Local transit information, hub maps and local vicinity maps are group at various locations. These groupings include different sets of information; it may be necessary to find more than one display to answer all of one's questions. • EMB - Need better hub maps to show the location of nearby Ferry Building, cable car, and Muni. • OTHER - Posted transit information is limited to Muni maps and schedules posted at bus shelters.

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6	4		<p>29. Hub layout maps are provided in the hub information display case.</p> <ul style="list-style-type: none"> • SFFT - Local map includes points of interest and limited transit boarding information. Because this hub is so large, this could be considered a hub layout map. However, needs better identification of Muni bus stops, 'F' line, cable car, Embarcadero Station entrances. • EMB - Bus boarding location map is sometimes included as part of the information display. This includes ferry, historic streetcar, cable and bus boarding locations. All providers in the area are represented except Amtrak. • EMB - Much of hub layout information is outdated. • ALL - Hub layout needs 'You are here' identification.
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"> • SFFT - Hub vicinity map includes points of interest but for small area around the Ferry Building. Muni map of the larger downtown includes points of interest. • EMB - Local area map is included at some of the information displays. Landmarks and attractions are also included on some Muni maps.
7	2		<p>31. Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find.</p> <ul style="list-style-type: none"> • SFFT - Display case is not easy to find. Information signs are located at frequent intervals and very distinctive. • EMB - Information is not centralized but grouped in various displays. For example, one display has BART map and schedules, bus boarding locations and SamTrans/Golden Gate maps and schedules. Another display has BART map and schedules and Muni Metro maps. A third has BART map, BART information and local area map.
4	3	1	<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"> • SFFT - Some information is posted either at sign posts or near boarding docks. There is no posted information for Amtrak or Vallejo Baylink buses. Also, no information is available inside the Ferry Building itself. • EMB - BART schedules are included on train platforms.
6	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"> • EMB - Distributed information is current, possibly more current than some of the posted information

HUB REVIEW FINDINGS
SAN FRANCISCO FERRY TERMINAL/EMBARCADERO STATION

			REAL-TIME SIGNAGE
Yes	No	N/A	
			Existing Real-Time Signage
9	3		<p>34. Real-time signage is provided at the hub.</p> <ul style="list-style-type: none"> • SFFT - Ferry real time signage being tested at Bay Crossings store in Ferry Building. To be fully operational on Dec 1, 2006. Includes map with color coded routes. Prediction departure times are listed as 96 minutes instead of 1 hr 36 minutes. Clear about operator but could include which gate/dock. • EMB - BART platforms and station agent booth • EMB - Muni platform and primary station agent booth.
			35. Location of signs (indicate on station diagram).
			36. Description and photo of signage types.
			37. Identification of transit services included on real-time signage (Include operator and mode).
			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"> • SFFT - At Golden Gate ticket office for Larkspur and Sausalito ferries. • SFFT - At all ferry gates. • SFFT - In more central location along route to Ferry Terminal. Should include signs from real-time to departure gates. • SFFT - More visible location than current. Perhaps in combination with RTIC at waterside exit of Ferry Building. Include info for service at Ferry Bldg, ie. Ferry and Amtrak. • EMB - Concourse level for both Muni and BART including Muni & BART departure times together. Perhaps in conjunction with RTIC. Need more locations than currently exist. • OTHER - Street level locations at boarding areas for Muni buses, historic streetcar and cable car.
			<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"> • Include route identification, operator, next departure time, service delays, destination, loading location.