

MTC Regional Transit Hub Performance Review Project
**HUB REVIEW FINDINGS - TRANSBAY TERMINAL/
MONTGOMERY STATION**

Date of Hub Review:
October 19, 2006

Participants:

Jim Macrae, Metropolitan Transportation Commission (MTC); Wingate Lew, Caltrans; David Cortez, Caltrans; Pete Guthlein, Golden Gate Bridge Highway and Transportation (GGBHTD); Maurice Palumbo, GGBHTD; Aaron Priven, AC Transit; Jim Campbell, SFMTA/Muni; Ron Niewiarowski, SFMTA/Muni; Jerry Robbins, SFMTA/DPT; Lisa Young, San Francisco County Transportation Authority (SFCTA); Laura Timothy, BART; Phil Sandri, Transbay Joint Powers Authority (TJPA); Prasad Nimmagadda, TJPA; Carol Levine, Wilbur Smith Associates; Harley Goldstrom, Harley & Associates.

Existing Hub Conditions:

The Transbay Terminal/Montgomery Station presents a new concept for the regional transit hub program as it encompasses a combination of facilities including: a more than 70 year old rail facility on Mission Street that was converted to a regional bus facility in the 1950's, an underground BART/MUNI station on Market Street, and many street-level bus stops on the surrounding streets. As a regional hub, these transit facilities are linked by one long San Francisco city block. Currently the Transbay Terminal and the Montgomery Station function as separate transit facilities. However, because both of these facilities provide regional transit connections and there are numerous regional bus service connections available on the streets linking these two facilities, it is reasonable and necessary from a customer perspective to treat this area as one regional transit hub. It is anticipated that in about three to five years, the Transbay Terminal will be temporarily relocated while the Terminal is completely redesigned and reconstructed on the existing site. In the interim, improvements to wayfinding, customer service, Regional Transit Information Center and real-time would greatly assist passengers who use these facilities.

Transit services at this regional hub include:

- AC Transit, WestCAT, Greyhound, SamTrans and Muni at the Transbay Terminal;
- BART and Muni at the Montgomery Station;
- Muni and Golden Gate Transit on surrounding roadways (First, Fremont and Market Streets).

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CORRECTIVE ACTIONS

WAYFINDING:

Each facility, the Transbay Terminal and Montgomery Station, has outdated and inconsistent wayfinding signs. Additionally, there are no signs that link the two facilities or surrounding bus stops along First and Fremont Streets. All of the transit operators and the customers they serve would benefit from an expanded, up-to-date, and consistent wayfinding sign program. The program should respect the architectural integrity and urban design concerns of the facilities and neighborhood in San Francisco while providing consistent, easy to read, easy to find, hierarchical information to direct customers between and within transit services in a convenient and accessible manner.

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

Identification of station or transit operator

- Provide clear definition of entrances to the two facilities with “station entrance” signs at the front and sides of the Transbay Terminal and on Market Street at the Montgomery Station entries (see checklist questions #1, 2);
 - Use the clock tower at the Transbay Terminal main entrance on Mission Street to clearly identify the station and corresponding operators. Ensure readability of operator names and logos on this sign with consistent text size and style (see checklist questions #2, 5; photos #1-4);
 - Add station name and provide new operator logos on Market Street for the Montgomery BART/Muni Station. Make sure that the sign size/design is distinguishable from other signage on the street. (see checklist questions #3, 5; photos #21-24);

Moving around or entering or exiting the station

- Provide a consistent set of signs at all decision points in the Transbay Terminal to:
 - Direct passengers between the services available at the Terminal including AC Transit, MUNI, WestCAT, Golden Gate Transit, SamTrans, Greyhound, ticket booths and machines, transit information, and bicycle facilities(photos #5-9);
 - Delineate the accessible pathway through the Terminal;
 - Identify exits by street and direct passengers to transit services or destinations outside the Terminal (photos #10-12);
 - Because this facility will be demolished in three to five years, it does not make economic sense to spend considerable funds to develop an elaborate wayfinding program. Instead, wayfinding improvements should focus on filling gaps in the existing directional signage and make use of inexpensive temporary sign placements.

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- Provide a consistent set of signs at all decision points in the Montgomery Station to:
 - Direct passengers between services in the Station including BART and Muni loading platforms, ticket machines, station agent booths, bicycle parking facilities, and transit information (photo #30);
 - Delineate the accessible pathway through the Terminal;
 - Identify exits to Market Street by cross-streets and direct passengers to transit services (Muni, Golden Gate, SamTrans, and All-Nighter bus stop locations) or destinations outside the Station (photos #25-29).
- Install a consistent set of street wayfinding signs that direct passengers between the Transbay Terminal and the Montgomery Station including direction to Embarcadero BART/Muni Station and San Francisco Ferry Terminal (as described in a separate list of corrective actions for that regional transit hub facility) (photo #40).
- Clearly identify bus stops for transit services on adjacent streets. Currently the Muni stops are well marked but the Golden Gate Transit stops have little or no identification (see checklist question #11; photos #39, 41, 42).
- Use a consistent set of graphics, fonts, and colors for all directional signs (see checklist questions #7 -10, 14);
- Include operator logos on all directional signs (see checklist question #6);
- Use a consistent and bold arrow design at all decision points in the Transbay Terminal, Montgomery Station and on the streets connecting the two facilities (see checklist question #16);
- Provide clear accessibility directional signs indicating locations of street level elevators at the Transbay Terminal and Montgomery Station (see checklist question #9)
- 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.

Identification of where to board or wait for transit

- Clearly identify bus stops for transit services on adjacent streets, particularly Golden Gate Transit and Samtrans on Mission, Fremont and First Streets between the Transbay Terminal and Montgomery Station (see checklist question #17; photos #39, 41, 42);
- Provide better signage to Muni 108 inside the Transbay Terminal and to Greyhound boarding platforms (see checklist question #17; photos #9, 13, 14);

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- Provide schedule information at bus stop locations for Golden Gate Transit (see checklist question #20)

CUSTOMER INFORMATION:

Customer information at both facilities is currently dispersed throughout the hubs in a variety of formats and accuracies. Customer information displays should be coordinated with the new wayfinding sign program at key locations within the facility. The new program would address, but not be limited to, the following customer information elements:

Regional Transit Information (RTIC)

Presently both the Transbay Terminal (photos #16-18) and Montgomery Station (photo #34) have Regional Transportation Information Centers (RTICs). The installation at Transbay Terminal includes a map of transit service for the nine-county Bay Area and is accompanied by local transit information with maps and schedules for all operators serving the area. However, they fail to effectively direct people from the stations to connecting transit services. In addition, the information is often out-dated or inaccurate. As such, the following recommendations are proposed:

- Renovate and upgrade the existing RTIC installations including (see checklist question #26):
 1. The regional 511.org transit map; and
 2. Subregional or system map for local operators.
- Install a 511.org free telephone adjacent to the RTIC and the AC Transit ticket booth (Transbay Terminal) or BART/Muni station agent booths (Montgomery Station). This allows passengers to call 511.org any time during service hours even if the ticket booth is closed (see checklist question #28);
- Provide directional signage to the RTIC.

Local Transit Information

The existing RTIC installation at Transbay Terminal also includes local transit information. Additional information is available at the AC Transit ticket booth. At the Montgomery Station, local transit information is posted at various locations throughout the hub (photos #31-33).

- 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.

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- Establish two or three locations in each station facility (Transit Terminal and Montgomery Station) where local transit information is provided. Similar information could also be provided at key on-street locations (see checklist questions #18, 20, 31, 33);
- Customer information could be improved through real-time scrolling message signs placed at the agent booths or central locations (see checklist question #19);
- Install bus shelters along Fremont and Mission Streets to provide weather protection and information areas for Golden Gate Transit and Samtrans passengers (see checklist questions #23, 24, 25);
- Establish uniform language to refer to bus stops, bus loading areas, etc. and use this language consistently for all informational mediums (see checklist question #20);
- 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);
- Bus shelters along Market Street should have a consistent level of customer information about MUNI and All-Nighter bus services and the locations of Golden Gate Transit and SamTrans bus stops (see checklist questions #17, 25, 32; photos 37-38).

REAL-TIME SIGNAGE:

Existing Real-Time Signage

Transbay Terminal - Greyhound provides real-time signs in their waiting area, and AC Transit has begun testing one of its real-time signs (showing only delays currently) in the main Terminal (photos #19-20). Because it is anticipated that the Transbay Terminal will be temporarily relocated in the next three to five years pending reconstruction of the facility, it may not be practical to install an extensive real-time program at this time.

Montgomery Station - Real-time signs are currently provided by both BART (platform level and main station agent booth) and Muni (main station agent booth and on platform) (photos #35-36).

Future Real-Time Signage Installations

- As an interim measure at Transbay Terminal, install one real-time sign at or near the AC Transit ticket booth/RTIC which lists all necessary bus transit information for this location (see checklist questions #38, 39);
- For Transbay Terminal, assess the need for additional real-time signs and identify new locations. Include this in the development plans for the TBT;
- For Montgomery Station, provide additional Muni and BART real-time signage at the concourse level.

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STATION PHOTOGRAPHS

TRANSBAY TERMINAL



1. Clock tower at Mission Street entrance.



2. Main entrance. Note SamTrans at street level and Muni at upper level.



3. Station name on building.



4. Side entrance. Note lack of station name/id.

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5. Signage at main entrance.



6. Signage at side entrance.



7. Signage at AC Transit ticket booth. Note misdirection for AC Transit tickets.



8. Directions to loading platforms.



9. Sign to Greyhound platform (center of photo).



10. Exit sign. Note upside down signs, lack of arrows.

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11. Sign to street exits.



12. Exit to Muni buses with no directional signage.



13. AC Transit bus stops.
Note large, very readable stop flags.



14. Greyhound bus platform.



15. Regional Transit Information (RTIC).

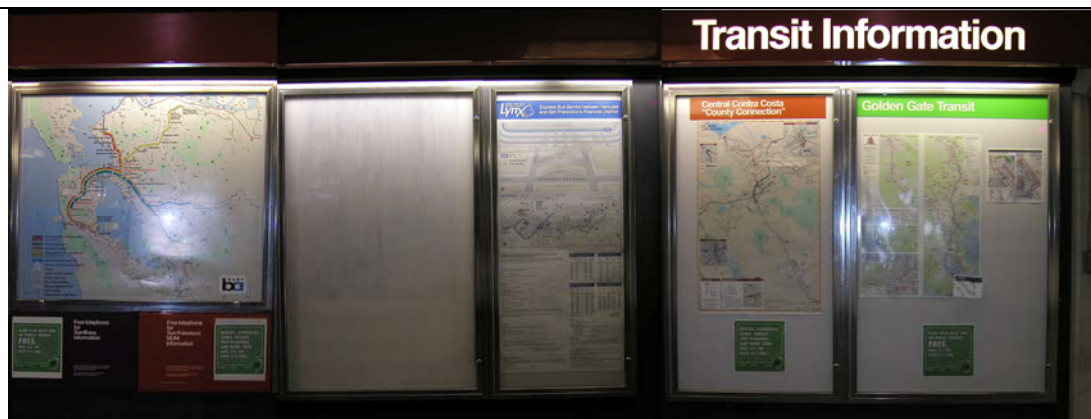
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16. This portion of the RTIC includes maps and schedule information for Caltrain, Santa Clara County Transit, All-nighter, SamTrans, Muni and detailed Downtown San Francisco including Terminal layout map.



17. This segment includes a detailed downtown transit map for all services, nine county regional transit map, AC Transit schedules and All-nighter bus service.



18. This section includes a BART service map, maps and schedules for WestCAT LYNX service, County Connection and Golden Gate Transit.

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19. AC Transit real-time currently being tested.



20. Real-time panels at Greyhound

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21. Entrance to station.



22. Listing of Muni trains on side of entry stair.



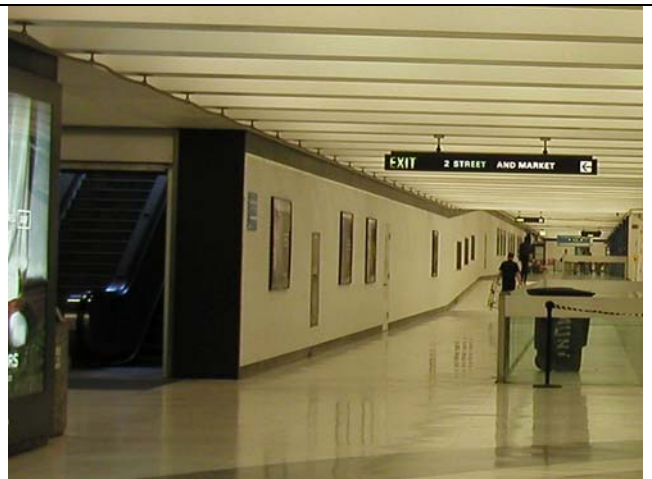
23. Existing entrance to Embarcadero Station.



24. Example: Artist's rendering of entry signage.



25. Exit signs noting street names.



26. Exit sign showing street name.

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27. Existing exit from Embarcadero Station.



28. Example: Artist's rendering of exit signage.



29. Exit sign. Note BART service map on wall.



30. Directional signage in station.



31. Local area map showing destination.



32. All-Nighter Bus map and schedule.

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33. Information display used at various locations in station. Includes BART system map, BART train schedules and local area map.



34. Regional Transit Information Center - 1 of 2 installations at Montgomery Station on the concourse level. Includes BART system map, BART schedules, Golden Gate and SamTrans maps and schedules, Muni bus boarding locations, and Muni system map and information.

Does not include transit information for nine-county Bay Area

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35. BART station agent booth. The variable message sign (circled) can be converted to next train information. This sign currently gives date, time and elevator status of the system.



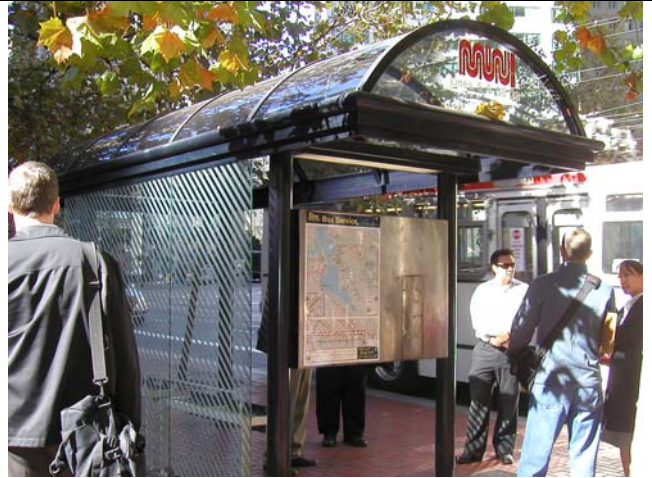
36. Muni agent booth. Note real-time information in lower right corner of window (circled). This technology was tested by Muni and is being replaced by NextBus technology. Display for this information, not yet active, is in upper left corner (oval).

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ON-STREET TRANSIT FACILITIES



37. Center Muni boarding platform on Fremont Street.



38. Muni bus stop/shelter on Market Street.



39. Muni bus flag on Market Street.



40. Wayfinding signage on Market Street. These signs should be used also from Transbay Terminal to Market Street.

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41. Golden Gate Transit bus flag on Fremont Street.



42. Golden Gate Transit/Muni bus flag on Fremont Street.

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Hub Review Checklist Summary			
			WAYFINDING
Yes	No	N/A	Specific comments for Transbay Terminal or Montgomery Station are identified by (TBT) or (MON), respectively.
			Identification of station or transit operator
11	7	0	1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. <ul style="list-style-type: none"> • Address is clear from Mission Street (TBT). • No signs from roadways, from south or west pedestrian entries (TBT). • No accessible route signs.
9	10	0	2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. <ul style="list-style-type: none"> • Add name to TBT side and Market Street entrances (MON). • There are eleven entries most of which do not have names or logos (MON). • Monument sign on Mission Street is dirty and hard to read (TBT).
8	12	0	3. Transit operators serving the hub are clearly identified at the entrances with their logo and name. <ul style="list-style-type: none"> • No logos at TBT. • BART and Muni logos on Market street are too small and do not include name of the station (MON).
10	6	1	4. Station identification reinforces information on printed maps and schedules. <ul style="list-style-type: none"> • BART train schedules do not have BART logo. • Different names are used at TBT.
12	8	0	5. Station name is identified on the entrance sign along with agency logo. <ul style="list-style-type: none"> • Clock tower on Mission Street could be used to more prominently identify TBT and operators. • TBT and BART station names are not clearly marked. • Maps at Muni bus stops should show Montgomery Station entrances. • Montgomery Station name is not included on signs and signs are too small.

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			Moving around or entering or exiting the station
Yes	No	N/A	
8	8		<p>6. Agency logos are included with names on directional signs within the facility.</p> <ul style="list-style-type: none"> • At TBT, Yes for Greyhound and WestCAT, no for Muni and AC Transit. • Need better logo identification at TBT.
7	10	0	<p>7. Turnstile level street exit directional signs also include connection agency names and logs.</p> <ul style="list-style-type: none"> • Some but not consistent. • No connection information for TBT. • Many handmade signs at posted at Montgomery Station Muni and BART agent booths.
11	7	1	<p>8. Vital connections information is grouped together on signs.</p> <ul style="list-style-type: none"> • Yes one location at TBT, and two locations at Montgomery Station. • Information is hard to find and directions are not clear.
4	16	0	<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"> • Yes at levels 1, 2, 3 at TBT. • LYNX arrow is confusing at TBT. • No wayfinding between TBT and Montgomery Station. • No directions to street elevator at TBT. • Wayfinding is confusing at Montgomery Station.
1	17	0	<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"> • Information is not consistent and needs updating at both TBT and Montgomery Station. • Need directional information on Market Street for Montgomery, Embarcadero and Ferry Building facilities.
2	17	0	<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"> • Inadequate signs, no walking information. • Direction to Golden Gate bus stops and BART station are not clear. • Muni maps are good at bus stops, but need to show connections to other Market Street locations.

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9	9	0	<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"> • Yes for AC Transit at TBT. • Yes for BART and Muni. • Not clear for other transit at TBT.
5	14	0	<p>13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> • Sight lines are adequate, but accessible route information is lacking at TBT.
5	18	0	<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"> • Muni is good. • BART is not consistent at Montgomery Station. • At TBT, most signs are in black and white and therefore hard to see.
11	5	0	<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"> • Good at BART. • Inadequate at TBT. • Improve street signs between TBT and Montgomery. • Many signs are not well maintained.
8	7	0	<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"> • AC Transit banners at TBT level 3 are not clear. • Most signs and arrows at TBT are old, out of date, and hard to see. • Arrows are not consistent and often point in the wrong direction.

			Identification of where to board or wait for transit
Yes	No	N/A	
18	1	0	<p>17. Transit boarding platforms are clearly and boldly identified.</p> <ul style="list-style-type: none"> • Good banners at TBT, but only from one side. • No information for Golden Gate and Samtrans on Mission and Fremont Streets. • Not clear between level 1 and 2 at TBT. • Muni route 108 boards inside the terminal building. It is the only Muni route to do so. This location gets confused with AC Transit stops. (TBT)

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9	5	2	<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"> • Not clear on station area maps. • Some Muni routes are well marked; BART is clear.
10	7	0	<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 for Greyhound at TBT but unsure of accuracy. • Real-time for BART and Muni at Montgomery Station.
9	8	1	<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"> • Yes for AC Transit at TBT. • Muni good at street bus stops. • Not good for Golden Gate Transit on Fremont and 1st Streets and Muni route 108 at TBT.
14	5	1	<p>21. Bus stop signs have agency logos large and bold.</p> <ul style="list-style-type: none"> • Good for AC Transit and Muni. • Golden Gate Transit needs improvement.
5	7	6	<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"> • MUNI signs are very good.
7	6	4	<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"> • None for Golden Gate Transit.
14	2	2	<p>24. Bus stop sign faces are visible from each approach direction.</p> <ul style="list-style-type: none"> • Not for Muni and Golden Gate Transit stops on streets near TBT. • Golden Gate Transit signs were hard to find.
7	3	5	<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"> • Need to use a consistent term for bus stop - some places use differing names, such as bus stop, boarding area, boarding platform, coach stop. • Muni stops on Market Street do not provide comprehensive information about connections with other operators. Work with Muni to improve this.

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			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
14	6	0	<p>26. Transit information in Regional Transit Information Display Cases is accurate and easy to read.</p> <ul style="list-style-type: none"> • Most are out of date; it is not easy to find information. • Need consistent 511.org logos, headers and information. • Need directions to RTIC at both TBT and Montgomery Station. • All-Nighter Bus information is located in a separate location (MON).
15	2	0	<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"> • Information in RTIC panel could be better organized. • Good Muni Metro map, but need to show Market Street strip map. (MON) • No BART or Golden Gate information at TBT.
			Local Transit Information
10	7	0	<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"> • Not consistent, there are four different maps displayed (MON). • Need telephones near RTIC to call 511.org.
11	5	0	<p>29. Hub layout maps are provided in the hub information display case.</p> <ul style="list-style-type: none"> • Maps are confusing, not up to date and not easy to read. • Yes, there are downtown SF maps (MON). • Maps are missing at TBT.
11	5	0	<p>30. Map of hub vicinity with landmarks and attractions is posted in the hub information case.</p> <ul style="list-style-type: none"> • Yes, there are downtown SF maps, but they do not show connections to other regional transit locations. (MON)
8	8	0	<p>31. Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find.</p> <ul style="list-style-type: none"> • Not up to date. Need transit information panel at Level I in TBT. • Only for BART and Muni at Montgomery Station. • Need a 'Find your bus' map at both TBT and Montgomery Station.
11	8	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"> • Good information for AC Transit (TBT). • No interagency information (TBT).

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9	5	0	<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"> • Only at AC Transit ticket booth at TBT. • Yes for BART and Muni at Montgomery Station. • Type of information is not consistent at both locations
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			Real-Time Signage
Yes	No	N/A	
			Existing Real-Time Signage
5	9	0	<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 and Muni platforms at Montgomery Station. • BART station agent booth at Montgomery Station. • Greyhound platform and lobby, but not working (TBT).
			<p>36. Description and photo of signage types.</p> <ul style="list-style-type: none"> • Next train and destination, time, and safety announcements. • Elevator and other customer service information. • Next bus.
			<p>37. Identification of transit services included on real-time signage (Include operator and mode).</p> <ul style="list-style-type: none"> • None
			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"> • At AC Transit ticket booth at TBT. • Adjacent to RTIC at most locations. • Indicate real-time information on wayfinding program maps.
			<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 bus, time, delays and span of service for different operators.