

# Play 5

## INFORM THE CUSTOMER

The Bay Area transit landscape has at least 27 providers, information design formats, and methods to convey digital information. After layering the dozens of shared mobility brand identities and apps, your customers might be left lost, frustrated, and confused.

The best mobility hub experience is not necessarily one that achieves the quickest connection or the fastest door-to-door trip. It is a reliable, timely experience supported by up-to-date information that is effective, understandable, and potentially real-time. Accurate and real-time information can be the deciding factor when people choose to drive, take transit, or opt into a car-lite lifestyle. This play presents tactics to support mobility hubs with wayfinding, digital information, and a clear messaging and communication strategy.

## HELP CUSTOMERS FIND THEIR WAY

In the Bay Area, navigating across different transit systems, agencies, and mobility services is challenging, especially for those new to the region or unfamiliar with a particular location, station, or service. Mobility hubs will provide more transportation choices, which will need to be clearly communicated to passengers in a way that is consistent across the region to minimize confusion. Wayfinding at mobility hubs should come naturally to the user and provide a seamless experience for each user's trip, regardless of how they arrive or depart the hub area, and regardless of a passenger's age, ability, knowledge of, or comfort with Bay Area transportation systems.

Wayfinding is a system of elements that help people navigate, explore, and enjoy spaces and places. The intent of a good wayfinding system is to inspire calm and ease by creating clarity and simplifying information that is otherwise complex. The future vision for a regional wayfinding system is one that prioritizes the user experience for all ages, abilities, and knowledge or comfort with Bay Area transportation systems. It provides real-time information about the surrounding transportation service on mobile apps, which is then confirmed throughout the journey and at the station.

### Wayfinding Principles

In general, a wayfinding system provides orientation, navigation, and information at the right moments along a journey. A good wayfinding system should follow the "Five Cs":

- **Comprehensive** – Users get the information they need, with information organized in a hierarchical order that is easy to process, understand, and remember.
- **Consistent** – Reliable from beginning to end, with signs positioned where people expect them.
- **Clear** – User-friendly and easy to understand, with simplified language and typography that is comfortable, legible, and readable.
- **Catching** – Signs should be easily seen and recognized, but not overly present or overbearing. Signs should be attractive and mounted within the natural field of sight.
- **Compassionate** – The design should be for a broad audience, with users of all types in mind.

To achieve these principles, especially at a mobility hub where there may be many stakeholders and agencies with their own signage systems, the wayfinding process must be coordinated.



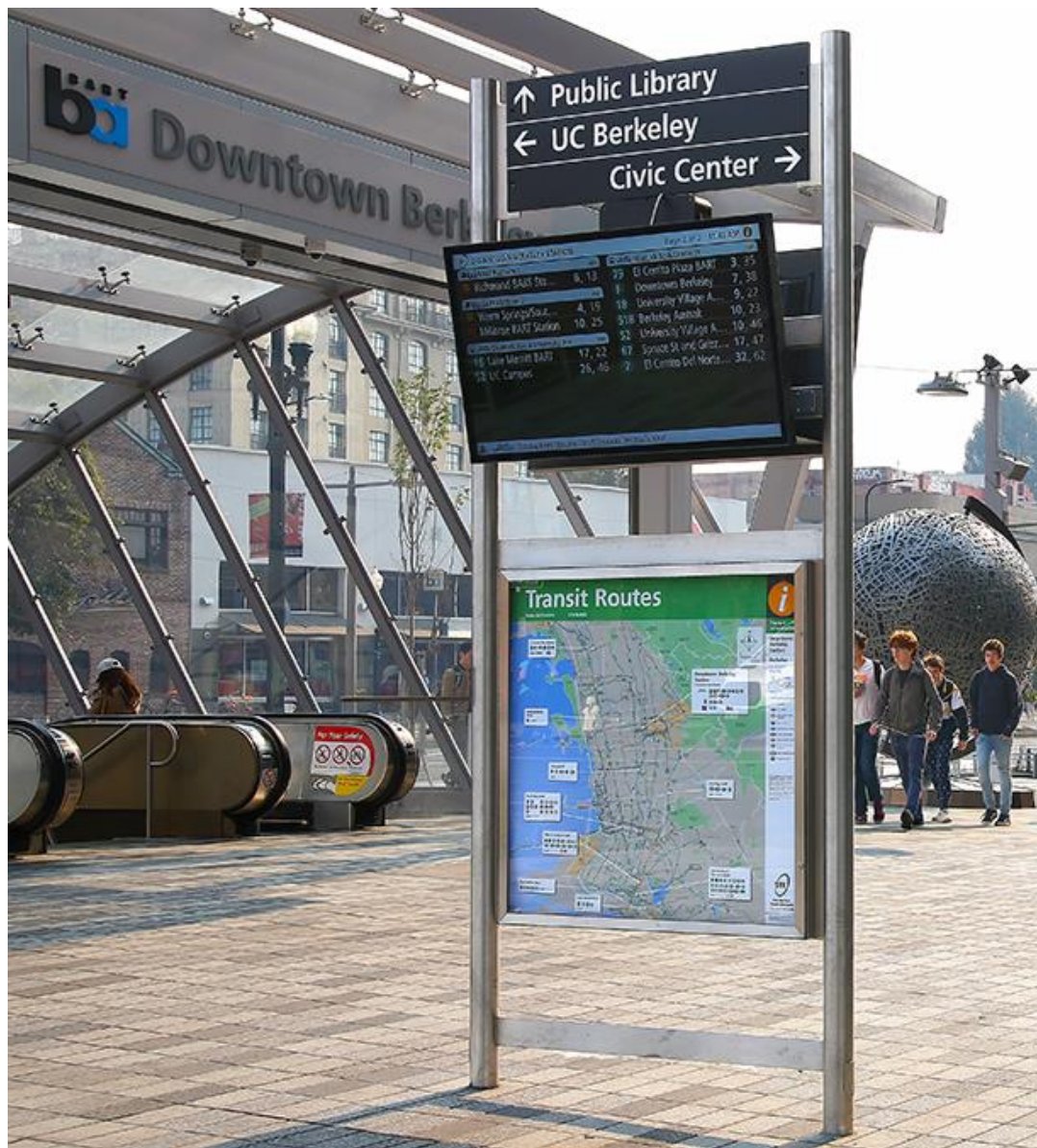
A critical first question: What type of information is needed at mobility hubs?

Source: Metropolitan Transportation Commission

## Goals for Hub Wayfinding

While each individual mobility hub will have its own opportunities and challenges depending on the typology, services available, and surrounding land use context and urban form, the following goals should be considered in developing an effective wayfinding information system across all hubs.

- **Create a sense of arrival** – How do I know that I am at a mobility hub?
- **Provide orientation to the hub** – What services are available and how do I access them?
- **Enhance the first-last mile experience** – Where is the hub and how do I get there if I am walking, cycling or scootering, getting dropped off, or taking a local transit line?
- **Facilitate transferring between modes** – Once I arrive, where do I find the service I am looking for and what steps are required to access that service?
- **Create an opportunity to explore the neighborhood** – Where is the nearest restaurant, park, post office, etc.?
- **Apply consistent standards** – Is wayfinding consistent with the Regional Transit Mapping & Wayfinding Program?



Wayfinding signage at Downtown Berkeley BART Station.

Source: Metropolitan Transportation Commission

## MTC Wayfinding Programs

MTC is currently leading several regional wayfinding programs that can support consistent wayfinding and signage at mobility hubs. For more details on the status of these projects and how to leverage them, please contact MTC Hub Signage Coordinator.

### MTC Hub Signage Program

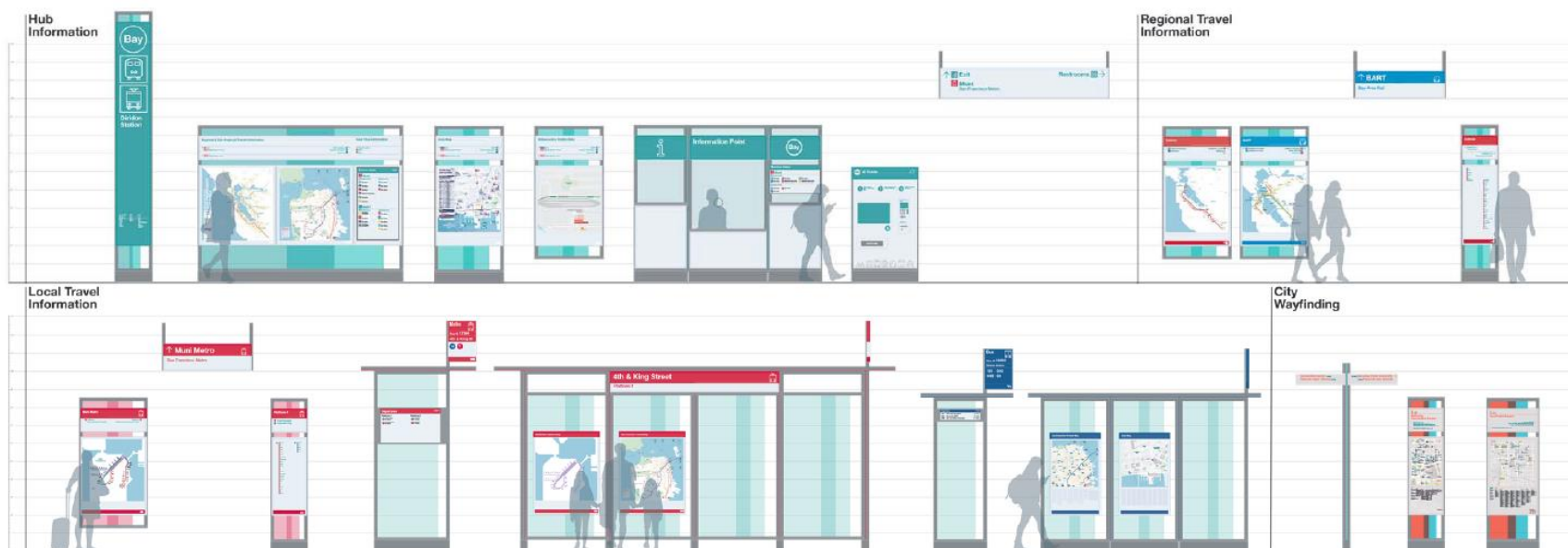
A transit hub signage program has been implemented at busy and complex high ridership stations, like the Ferry Building, and at BART and Muni stations to provide standardized signs and displays to help with

station area orientation and transit information. These include information displays and real-time sign departure displays. Design guidance for these sign types can be found in the [MTC Regional Signage Standards](#).

### Regional Transit Mapping & Wayfinding Program

The Regional Transit Mapping and Wayfinding Program is being developed by MTC in collaboration with regional stakeholders with the objective of making it easier to navigate and explore the Bay Area using public transit and connecting services

through harmonization of information and experience. “Harmonization” refers to the notion of creating similarity across different service providers so that systems work together more easily, and the regional transit network is more “legible” to the user. Ultimately, this long-term project would standardize and harmonize regional wayfinding and mapping for the region’s more than two dozen transit operators and provide similar guidance for the surrounding urban areas as well. Regional Transit Mapping and Wayfinding Program standards will likely be completed in 2022.



Conceptual diagrams illustrating a potential new family of information products, engineered through the Regional Transit Mapping and Wayfinding Program.

Source: Metropolitan Transportation Commission

## Wayfinding Implementation Strategy

Developing a wayfinding system consists of four key steps:

### A Inventory existing signs

- Understand and evaluate current conditions to inform a comprehensive, strategic approach to signage and wayfinding.
- Conduct an inventory of all current wayfinding signs and systems within the hub and station area.
- Document how each transit agency and local jurisdiction coordinates their wayfinding program with MTC.
- Identify potential gaps and opportunities according to sign type, sign message, sign location, mounting type, and the wayfinding or signage guideline used to create these signs.



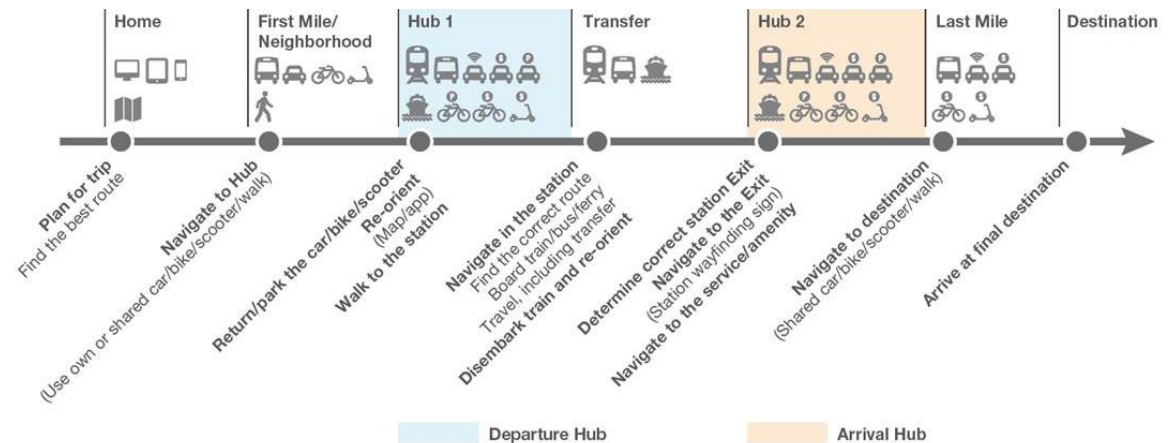
Sign type example from Section 2.2 of MTC Guidelines: Station Wayfinding

Source: Metropolitan Transportation Commission

### B Develop passenger journey flow

- Understand the passenger's journey and key decision points to, within and from the hub to identify where information is needed.

Figure 9 Envisioning the Passenger Journey



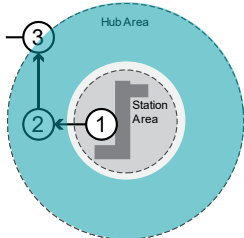
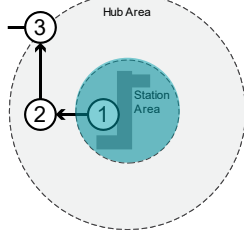
**C Identify information needs**

- Determine what information is needed and where.
- Use two major thresholds to identify wayfinding information needs and the features that could be used to convey that information:
  - Between the station entrance/exit and the border of the hub area at the street level; and
  - Between the station entrance/exit and the station platforms within the station itself (whether at-grade, above or below-grade).

**D Identify wayfinding features for each hub typology**

- Determine the types of signs that would best serve information needs of each hub type, including likely messaging needs for each (see Figure 12 on Page 91).

**Figure 10 Information Needs and Signage Guidance**

Location	Wayfinding Information	Wayfinding Feature	
<p><b>Hub area at street level</b></p> 	Have I arrived?	Mobility hub identification	
	What services are here and how do I find them?	Street level directional signs	
		Street level kiosk with community map	
	Confirmation of the service/amenity location and related information	Amenity identification sign	
	How to get to/from the station?	Street level directional sign with ADA paths identified	
		Street level wayfinding kiosk with map	
	Bike/Scooter Path	Street level bike path sign/pavement marking	
	Confirmation of arriving at the station (on street level)	Station identification	
	<p><b>Station area</b> (at grade, above-grade, or below-grade)</p> 	Where is the correct platform?	Station wayfinding sign
		Real-time schedule	Real-time Transit Information Display (TID) or digital platform
Fare/schedule for each available service		Schedules & Fares (TID or digital platform)	
Confirmation of arriving at the correct station		Station identification sign at platforms	
Where is the closest exit to the next transit or mobility service to rent or drop off a shared vehicle?		Station map (TID) with a directory listing the services/amenities	
How to get to the correct exit?		Station wayfinding sign	

# WAYFINDING SIGN DESIGN GUIDANCE

## Follow MTC Guidelines

- Refer to the [MTC Regional Transit Wayfinding Guidelines and Standards](#) and forthcoming standards in the MTC Regional Transit Mapping and Wayfinding Project when developing a sign system to ensure regional consistency and intuitive wayfinding.
- Use the guidelines to inform branding, typeface, layout design, color, and sign placement for wayfinding in the station as well as at street-level within the mobility hub area.

## Think beyond the hub area

- Coordination with a local jurisdiction's existing wayfinding system should include adding mobility hub directional information to existing or planned pedestrian, vehicular, and bicycle wayfinding signs, up to ½ mile from the mobility hub area for pedestrians; one to two miles for cyclists; and up to three miles for vehicles.

## Use pictograms and logos

- MTC is considering designing intuitive pictograms, or simple, recognizable icons for mobility hubs and their amenities. Integrate these on wayfinding signs at the street-level within the mobility hub area to provide passengers a sense that they have arrived at the hub.
- Place the mobility agencies' logos whose services are available within the hub area on a hub identification sign at street level. Place logos as a group with the same dimension and good alignment, smaller than the hub logo to establish a clear hierarchy. Additional logos beyond hub identification and mobility options are not recommended so as to maintain clear and simple messaging.
- Use pictograms to show the presence of bike share, scooters, and car share. Pictograms should be universal and easily understood for quick comprehension, especially for those with limited English proficiency.

## Design for all

- Use internationally recognized pictograms that are consistent with MTC and ADA guidelines to enhance comprehension for all types of travelers. This is particularly important for passengers with special needs, e.g., people who have limited visual, auditory, or physical abilities; people with strollers or heavy bags; families and large groups; international travelers; those with limited English proficiency; and others who will need clear guidance at every step of the way to find the best routes to, from, and within the mobility hub.
- Map the journey for each of these user types to prove adequate signage and information to widen the overall hub's accessibility and appeal. New technology to bring in visual paging/audio wayfinding systems can also greatly enhance accessibility. Additional accessible wayfinding considerations include:
  - Incorporating well-designed, intuitive and durable tactile wayfinding within the hub and station areas;
  - Using braille and raised characters on signage where appropriate as advised by ADA guidelines;
  - Accessible, audible pedestrian crossings at intersections leading to and within the hub area.

## Recommended Wayfinding Guidance by Hub Type

### Regional Downtown

- Include street level services, amenities, and their locations on station maps. Coordinate with agencies to confirm available services and locations at each hub.
- Develop a consistent hub wayfinding system at street level within the hub area, including a street wayfinding kiosk with community map, directional signs, and identification signs for each service.
- Develop a Transit Information Display (TID) to integrate all service information and provide passengers real-time information. Currently, passengers can dial 511 for updated information, however this can take time, is not as convenient or clear in terms of how to use it.



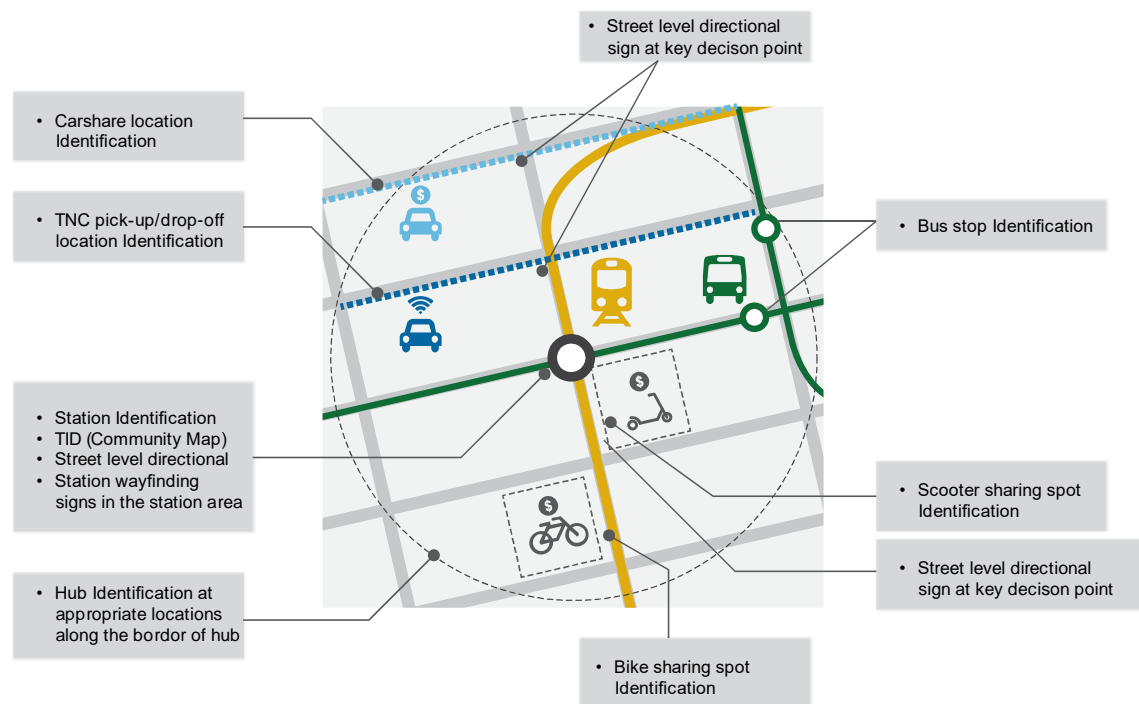
Sign type example from section 2.6 of MTC Guidelines: Real-time Information Display Systems

Source: Metropolitan Transportation Commission



### Urban District

- Include local transit information on existing station map and directional signs.
- Develop street map signs, including local attractions within walking distance to explore.
- Leverage existing local signage where possible to incorporate directions to and from the hub.
- Leverage Transit Information Display (TID) in coordination with MTC to integrate all service information and provide passengers a way to check real-time information (e-TIDs for real-time information).



Example information placement at an Urban District hub area

### Emerging Urban District

- Place physical street map showing nearby amenities at the entry point of the station, as well as key decision points along main corridors.
- Place directional signs at key decision points between the stations and other amenity services guiding pedestrians to walk between the station and car share or parking locations.
- Street networks at these hubs might be in varying stages of construction, necessitating flexible wayfinding. Temporary signage, public art, and proper lighting should be considered to create safe and enjoyable pedestrian routes.

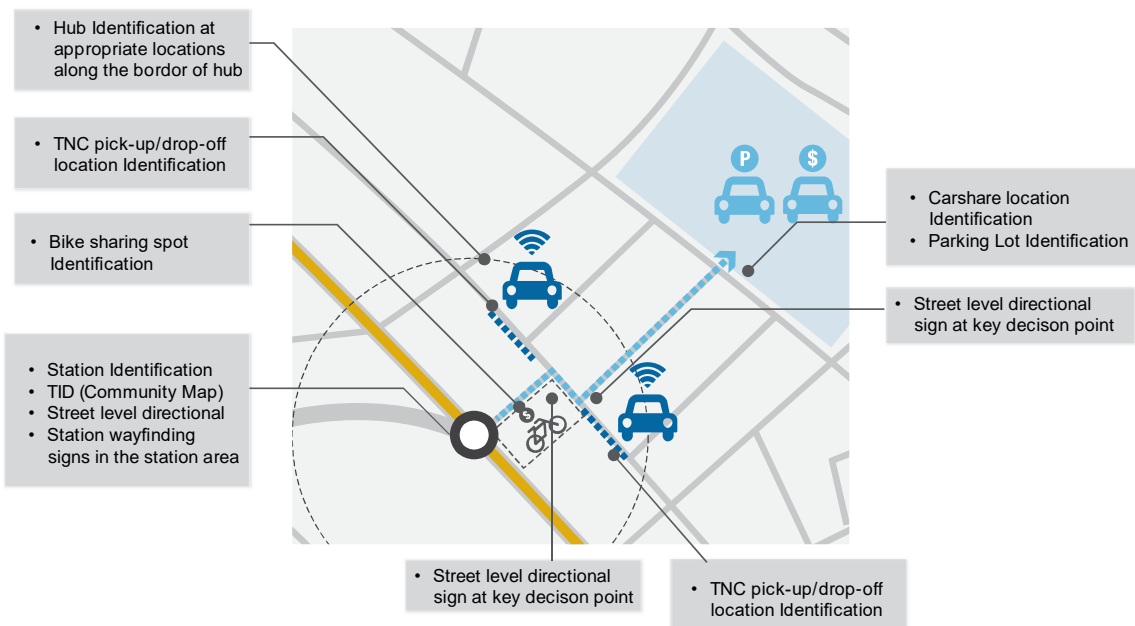


Sign type example from section 2.5 of MTC Guidelines: Transit Information Display (TID)

Source: Metropolitan Transportation Commission

## Suburban

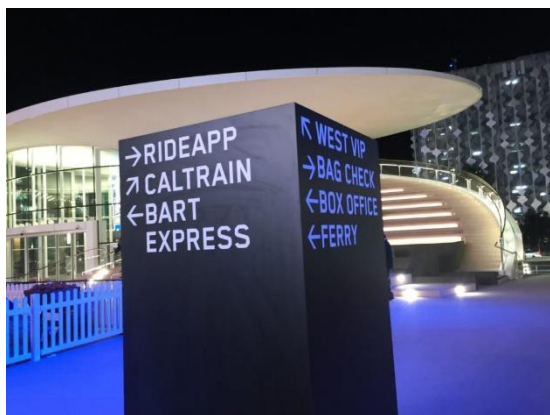
- Ensure all nearby amenity information such as parking, car share and service change alerts are clearly present on websites hosting travel information for the public and linked to third-party public apps, e.g., Google maps.
- Develop a consistent street level wayfinding sign system, placing identification signs at the entrance of each amenity. Include a Transit Information Display (TID) to allow passengers to self-orient and identify the locations of station and amenities.



Example information placement at a Suburban hub area

### Pulse Hub

- Leverage the existing wayfinding information system and signage system from the campus/stadium to include the pick-up/drop-off areas and parking lot locations.
- Identify the nearest transit station and how to access it, along with the services available.
- Consider installing real-time transit arrival information for the nearest transit station.



Chase Center Exterior Wayfinding  
Source: Mobilesportsreport.com

### Opportunity Hub

- For the short term, place clear physical identification signs at amenities such as bus stops, parking lots, bike parking and pick-up and drop-off locations.
- Place the physical directional signs at key decision points guiding pedestrians and cyclists to safe paths, and identify important community assets within walking distance.
- For the long term, a hybrid wayfinding system that integrates both physical static signs and digital signs could be considered to provide trip planning and real-time information, especially for low-frequency transit services.



Minneapolis Mobility Hub Pilot Wayfinding  
Source: City of Minneapolis

**Figure 11 Typical Wayfinding Components by Hub Type**

Area	Signage Type (example MTC sign type)	Hub Types					
		Regional Downtown	Urban District	Emerging Urban District	Suburban	Pulse Hub	Opportunity Hub
<b>Hub Area</b>	Street directional sign	A	A	A	A	A	A
	Street wayfinding kiosk with community map	A	A	A	A	-	-
	Identification sign of community amenities	A	A	A	A	A	A
	Bike path sign/pave making	A	A	A	A	-	-
	Temporary sign, public art, lighting	-	-	A	-	-	-
	QR code or text message system at parking area	-	-	-	D	-	-
	Leveraging the existing wayfinding system and signage system from the campus	-	-	-	-	C	-
	Hybrid Wayfinding system in the future	-	-	-	-	-	D
<b>Hub Area and Station Area</b>	Real-time Information Display Systems (Sign type 2.6) or digital platform	D	D	-	-	-	-
<b>Station Area</b>	Station Entrance/Exit Identification (Sign type 2.1)	B	B	B	B	-	-
	Station Wayfinding (Sign type 2.2)	B	B	B	B	-	-
	Schedules & Fares (TID/eTID or digital platform)	D	D	B	B	-	-
	Station Map (TID) with a directory listing the services/amenities/attractions	D	C	-	-	-	-
	Station Identification sign at platforms	B	B	B	B	-	-

**A** Create a new sign type.

**B** Leverage existing MTC sign type from the Regional Transit Wayfinding Guidelines & Standards.

**C** Leverage existing MTC sign type and with static component coordination, e.g., add or replace message on existing station directional signs or maps.

**D** Leverage existing MTC sign type and coordinate for potential digital component integration.

## CONVEY INFORMATION DIGITALLY

A regional wayfinding system provides real-time information that is communicated digitally and conveniently shares service changes, real-time arrival and departure information for all agencies, availability of shared mobility options, and other dynamic information. Digital information requires constant maintenance and quality assurance. A digital system requires centralized content management and both upfront and ongoing investment. Getting digital information systems right involves interagency coordination, regional and city-wide digital master planning, data infrastructure investment, content management systems, a digital integrator, and partnerships with third party apps. If conveying digital wayfinding at hub locations, implementers should carefully design information displays and enclosures.

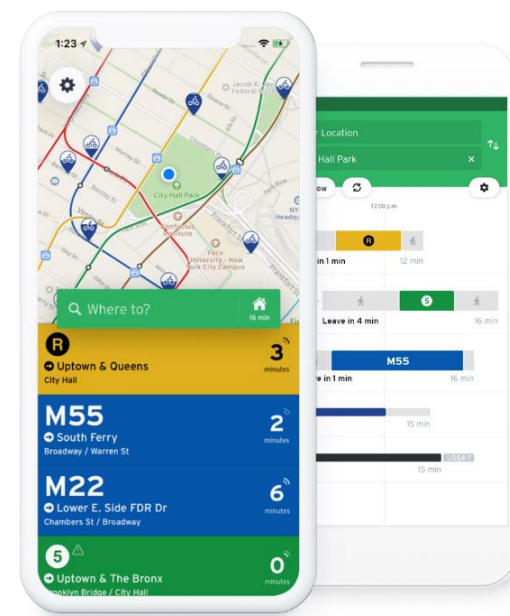
Currently, the regional system primarily relies on static signs and maps, which are supplemented by transportation app services that provide real-time transit information and availability of micromobility and shared mobility services. BART, Muni, and VTA each have an app for ticketing, real-time information, and trip planning.

### Digital Information Considerations

Consolidated real-time information should be available online and on mobile applications, or synched with an existing app such as the 511 app, Google Maps, Citymapper, or Transit app. To do this, transit agencies should follow the General Transit Feed Specification (GTFS), General Bikeshare Feed Specification (GBFS), the Mobility Data Specification (MDS), and other emerging data feeds for mobility and curb management. Depending on the specification, these data feeds allow transit and mobility data to be published and leveraged by third party apps.

Real-time departure information should be provided at all stations, especially at stations or stops with low frequency to provide passengers with accurate wait times. Additionally, these updated features should also be available in audio and visual formats to improve accessibility. These opportunities provide users with accurate wait times that improve transit reliability and the overall user experience.

Providing dynamic signage on the bus or train can also improve user experience by letting passengers know where they are and which stop is next. Lastly, numbering transit station exits also improves user experiences especially for passengers unfamiliar with street names.



Consolidated live transit data on mobile. Source: Transit App.

**Note:** The current Regional Transit Mapping and Wayfinding Program is a major future opportunity to standardize signage and real-time information and mapping, which will include future mobility hub wayfinding as part of its rollout.



On-board BART train display screen.  
Source: SF Chronicle.



IKE Digital Kiosks in Baltimore.  
Source: IKE, Berkeleyside.

## MESSAGING AND COMMUNICATIONS

Proactive communication with the public and stakeholders is critical to the success of the mobility hub program and implementation projects, alike. Mobility hub communication should center around a core message that defines a mobility hub, along with several sub messages targeting specific audiences. For implementing agencies, this core message should be consistent for all materials – websites, informational materials and in talking points.

This communication guidance supplements engagement tools outlined in Play 3 and will help mobility hub implementation partners:

- Define a mobility hub and its relevance to the local community.
- Identify specific community mobility barriers and opportunities.
- Address possible skepticism the community might have about mobility hubs.
- Garner community and stakeholder support for community investment and implementation.
- Make mobility hubs relatable by sharing real-life examples in other similar communities.

The guidelines also provide the tools for local jurisdictions to engage their respective audiences as an integral part of the mobility

hub planning and implementation process as well as to promote awareness and use of mobility hubs once built.

### Messaging

What you communicate with your audience about mobility hubs will set the stage for the community vision. Developing consistent “boilerplate” messaging to be used on all materials will introduce the hub concept and help explain the benefits to the local community. Boilerplate messaging is a simple definition of mobility hubs that includes a general description of its purpose and community benefits. Using consistent messaging on all material and channels helps tell the story effectively and reinforce understanding as it takes a few touch points for people to understand and remember.

Boilerplate messaging is important for regional consistency and understanding; tailoring it to your target audience will make it more effective. The technical explanation of a mobility hub is useful for transit agency staff to use internally, but it is important to refine for a general audience to easily understand.

Based on our initial testing results of three messaging concepts, we suggest using the term “**Mobility Hub.**” Mobility Hub is a term that both the technical audience and the

### Technical Mobility Hub Definition for Planners

Serving as a community anchor, a mobility hub is a welcoming environment that enables travelers of all backgrounds to access multiple transportation options and supportive amenities. Built on the backbone of frequent and high capacity transit, mobility hubs offer a safe, comfortable, convenient, and accessible space to seamlessly transfer across different travel modes.

Mobility hubs are critical, not only to achieve per capita GHG reductions associated with Plan Bay Area 2040 – the region’s long-range transportation plan and Sustainable Communities Strategy – but also to increase the resiliency and redundancy of the transportation system emerging from the global COVID-19 pandemic.

general public understand well. It is also a term that is becoming widely used in other regions of California and the United States.

Crafting a simplified message – one that is relevant to the target audience and that resonates with their community and needs – will ensure the story of the mobility hub is relatable and embraced. The recommended message below is tailored to a broader, less technical audience and tested amongst a small sample group of the general public. It can be easily tailored to each community and the services offered. Since each agency knows its own community best, the message can be enhanced or reduced based on services provided or supported at the mobility hub.

### **Boilerplate Message**

A mobility hub is an active community center providing your transportation needs that could also include amenities such as retail shops, community programming, services, and cultural programs and features.



**Figure 12 Tailored Messaging Examples**

Audience	Motivations	Tailored Message
<p><b>Suburban/Urban audience that is familiar with transit and other travel options in its community.</b></p>	<p>The mobility hub would connect them to all their transit needs.</p>	<p>Mobility hubs combine multiple travel options in one physical location, typically centered around a high-frequency public transit stop. Use a hub to hop on or off public transit, connect to bike share, rest, eat and coordinate to your next connection or final destination.</p>
<p><b>Underserved communities that do not have the same infrastructure as the Urban/Suburban audience.</b></p>	<p>The mobility hub is safe, accessible, and convenient.</p>	<p>A mobility hub is a transportation connection point in your community that offers safe, affordable, clean, and convenient access to travel options connecting you to your work, home, healthcare, and daily life.</p>
<p><b>Businesses, Developers, Property Owners</b></p>	<p>The mobility hub presents an investment opportunity to help spur economic development.</p>	<p>A mobility hub is a community amenity that will connect people to your place of business and support the mobility needs of your tenants and their employees. Hubs will potentially stabilize the property value within the neighborhood, similar to neighborhood parks and open space.</p>
<p><b>Elected Officials</b></p>	<p>The mobility hub benefits the community by providing safe, convenient transportation options within a central location while enhancing potential value to tourism, businesses, main street, and economic development.</p>	<p>A mobility hub can help open the door to developing a more vibrant main street, increased tourism, and bustling business centers.</p>

## Communication Materials

Communication tools provide the opportunity for each agency to articulate and share its story directly with the public and foster a two-way communication. The tools highlighted here include best practices for engaging with communities in an inclusive way, and implementation timing for each. Communities differ and there is not a one-size fits all approach; each agency will need to gauge their audience and adjust the tools in their toolkit to meet the needs of their community.

**Figure 13 Example of Implementation Timing**

Timing	Communication Tool(s)
<b>Project Initiation</b>	<ul style="list-style-type: none"> <li>▪ Establish Advisory Committee</li> <li>▪ Launch website/web pages</li> <li>▪ Post online survey</li> </ul>
<b>Planning Concepts</b>	<ul style="list-style-type: none"> <li>▪ Project fact sheet</li> <li>▪ FAQs</li> <li>▪ Meet with Advisory Committee for input on concepts</li> <li>▪ Public Meetings/Events</li> <li>▪ Social Media</li> <li>▪ Digital Advertising</li> <li>▪ Website updates</li> <li>▪ Informational presentation to Planning Commission or City Council</li> </ul>
<b>Revised Concepts</b>	<ul style="list-style-type: none"> <li>▪ Update fact sheet and FAQs</li> <li>▪ Meet with Advisory Committee</li> <li>▪ Public Meetings/Events</li> <li>▪ Website updates</li> </ul>
<b>Final Concepts</b>	<ul style="list-style-type: none"> <li>▪ Present to City Council</li> <li>▪ Public Meetings/Events</li> <li>▪ Social Media</li> <li>▪ Advertising</li> <li>▪ Media</li> <li>▪ Website updates</li> </ul>

**Figure 14 Communication & Outreach Toolkit**

Tool	Description/Guidance	Timing
<b>Community Partnerships &amp; Champions</b>	<ul style="list-style-type: none"> <li>A community advisory committee of local advocates, commissioners, other local officials, business leaders, stakeholder groups, and other community leaders who support the hub concept and are willing to advocate for the program.</li> <li>Serves as a soundboard for community-specific outreach methods, messaging, and tools, and as megaphones to help gain broader understanding and support.</li> <li>Agency staff will support champions with the necessary outreach tools.</li> </ul>	<ul style="list-style-type: none"> <li>Establish committee at project initiation (in the grant application phase).</li> <li>Add additional participants as needed to broaden perspectives.</li> <li>Provide updates to partners and champions after project is built to continue increasing awareness.</li> </ul>
<b>Project Fact Sheet</b>	<ul style="list-style-type: none"> <li>Provides a high-level overview of the project; describes the purpose, needs, and benefits of a mobility hub tailored to the local community.</li> <li>Contains captivating images of what mobility hubs look like in other similar communities, the projected project timeline, and boilerplate messaging.</li> </ul>	<ul style="list-style-type: none"> <li>Day 1, once funding is secured.</li> </ul>
<b>Frequently Asked Questions (FAQs)</b>	<ul style="list-style-type: none"> <li>Provides information on frequent community questions or concerns as well as details important for the planning teams to convey about the project.</li> <li>Has an easy-to-follow format as the question is posed and the answer follows the question.</li> <li>Complements the fact sheet and included as a page on the project website.</li> </ul>	<ul style="list-style-type: none"> <li>Develop at launch (once funding is secured).</li> <li>Update with new questions and additional information as needed.</li> </ul>
<b>Project Website</b>	<ul style="list-style-type: none"> <li>Provides information about the mobility hub and specific project details: <ul style="list-style-type: none"> <li>Story of the project, project goals and timing, meeting information, strategic planning documents, funding/partnership opportunities, FAQs, contact information, social media links, press and media information (if applicable), in-language pages (where applicable).</li> </ul> </li> <li>Is dynamic, easily updated, and accessible to the majority of the community.</li> <li>MTC should create a website or build a web presence within their site that explains the mobility hub program and opportunities, participating agencies, and funding. <ul style="list-style-type: none"> <li>Each partner jurisdiction can develop their own web page and link to the MTC site for more resources and detailed program information.</li> </ul> </li> <li>Include website address on most communication materials.</li> </ul>	<ul style="list-style-type: none"> <li>Project activation (once funding is secured), before meeting with the general public.</li> <li>Develop before engaging with the public to provide a central repository for project details and engagement opportunities.</li> <li>Update regularly with current information.</li> </ul>
<b>Annual Reporting</b>	<ul style="list-style-type: none"> <li>Summarizes the success and progress of the mobility hub through highlights and updates.</li> <li>Contains visually appealing infographics that depict key performance metrics such as the number and demographics of people served, services provided, and goals achieved.</li> </ul>	<ul style="list-style-type: none"> <li>Annually, including after project is built.</li> </ul>
<b>Infographics</b>	<ul style="list-style-type: none"> <li>Conveys concepts and technical information in visually appealing, graphic forms.</li> <li>Use in project fact sheets, on the website, in presentations, in annual reports, and other collateral.</li> </ul>	<ul style="list-style-type: none"> <li>As needed throughout the project and after the project is complete.</li> </ul>
<b>Surveys</b>	<ul style="list-style-type: none"> <li>Earns input from the community and elicits candid feedback.</li> <li>Used at project kickoff to get insight on community concerns and desired amenities. Can influence targeted messaging and help narrow design options.</li> <li>Used on an ongoing basis to capture trends in public awareness, perception, and satisfaction over time</li> </ul>	<ul style="list-style-type: none"> <li>Initial input (during application process) and at key project milestones.</li> <li>Distribute an annual survey after project is built and incorporate findings in an annual report.</li> </ul>

## Communication & Outreach Toolkit cont'd

Tool	Description/Guidance	Timing
<b>E-Newsletter</b>	<ul style="list-style-type: none"> <li>▪ Provides alerts and updates, key milestones, and general information.</li> <li>▪ Can be printed or in digital form, to be determined by audience needs. The digital version should be available on the project website and archived.</li> <li>▪ Translated materials are suggested in areas where English is not the primary language.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Based on project needs and milestones, but recommend consistent timing (for example, quarterly or bi-monthly).</li> </ul>
<b>Public Meetings &amp; Events</b>	<ul style="list-style-type: none"> <li>▪ Educates stakeholders about upcoming projects and solicits feedback about the direction a project should take.</li> <li>▪ Meeting and event type may vary across communities:                             <ul style="list-style-type: none"> <li>– In-person town hall/open house, in-person/virtual pop-up events, tabling at community sponsored events, virtual open house, virtual partner meetings.</li> </ul> </li> <li>▪ Vital to ensure meetings provide an open forum for two-way communication, giving all community members a voice at the table.</li> <li>▪ Include translation and interpretation services where applicable.</li> </ul>	<ul style="list-style-type: none"> <li>▪ In smaller groups, meetings can inform the grant application and garner initial input from the community to determine design needs for the mobility hub.</li> </ul>
<b>Announcements and Updates</b>	<ul style="list-style-type: none"> <li>▪ Increases public awareness by using numerous communication vehicles to meet the intended audience where they gather information. Traditional media still plays an essential role in educating the public on important local issues and recent events.</li> <li>▪ Different advertising options are available and selecting the appropriate medium is dependent upon audience and budget.</li> <li>▪ Engaging social media accounts can instill loyalty amongst frequent users and increase public awareness for non-users</li> <li>▪ Advertising options:                             <ul style="list-style-type: none"> <li>– Digital: most cost-effective and easily adaptable</li> <li>– Print: great for targeting specific audience through transit ads, local community newspapers, and publications</li> <li>– Radio: in-language stations and digital options provide coverage opportunities</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Most useful to announce public meetings and events. Plan to target ads two to four weeks in advance to provide ample notice.</li> <li>▪ Regularly monitor social media accounts to advertise project updates and highlights, and encourage hub users to post about their experience after project is built.</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>▪ A coordinated social media campaign can accurately and inexpensively attract interest and create momentum for the project.</li> <li>▪ Using existing agency social media accounts to deliver project information and connect to the community with engaging content is preferred to leverage existing followers.</li> <li>▪ Determine the preferred platforms and build content for consistent delivery. Include links on the project website to support engagement efforts. Social media is a great way to announce upcoming meetings and events or participation opportunities, including surveys.                             <ul style="list-style-type: none"> <li>– Suggested platforms: Facebook, Instagram, Twitter, NextDoor</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Create during project kick-off and use consistently throughout the project and after project buildout to provide updates and respond to inquiries and concerns.</li> <li>▪ Create an editorial calendar and schedule content to successfully manage social media delivery.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>▪ Proactive media outreach includes developing relationships with reporters who regularly cover Bay Area transportation, conducting periodic editorial board briefings, preparing, and distributing press kits, regularly issuing press releases, and holding occasional press events.</li> <li>▪ Work with agency public information officers to support media efforts and adhere to proper protocols for press relations.</li> <li>▪ Press events: periodic press events can be conducted to bring attention to the award of funds or construction kick-off and completion, as well as other mobility hub milestones including touring the newly opened facility.</li> <li>▪ Press releases: press releases are developed and sent as a means of informing the public through the media about specific developments.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Large project milestones such as construction kick-off, project completion, and periodic updates as needed after project buildout.</li> </ul>

