



Whether residents are traveling by bus, rail, or ferry, they use signs to navigate the experience. This project will simplify transit travel with unified signage and maps regionwide.

Project Highlight: Unified Design Identity

The Bay Area's natural beauty serves as inspiration for the colors of the regional transit network identity.



Project Highlight: Design Tests

- ▶ **Fall-Winter 2024:** Design tests at El Cerrito del Norte BART and Santa Rosa Transit Mall will support in-person feedback to inform the Regional Mapping & Wayfinding standards.
- ▶ **2025-2026:** Testing at nine sites in a variety of complex, multi-operator locations will further inform the standards.



For more information, visit mtc.ca.gov/MappingWayfinding