

Accessible Transit Mapping & Wayfinding



**METROPOLITAN
TRANSPORTATION
COMMISSION**

MTC Accessible Futures Conference

June 16, 2025

Today's session

- Regional Mapping & Wayfinding Project introduction, goals, and process
- Engagement with disability community
- Prototype evaluation and future accessibility tests
- A better future
- Facilitated discussion



Vision: harmonized maps and signs for Bay Area transit



Facility identity



Bus stops



Rail stations



Local and regional transit maps



Pedestrian connection signs

Project goals & values

Goals

- **Increase accessibility** of transit for all
- **Maintain/increase ridership** by making transit more visible and easier to understand
- **Increase operational efficiency** with standard maps, signs, and other navigation materials for all agencies

Project values

Designing for all

Advance access to anyone who wants to use public transit

Interconnectedness

Support the harmonization and connectivity of the regional system

Design excellence

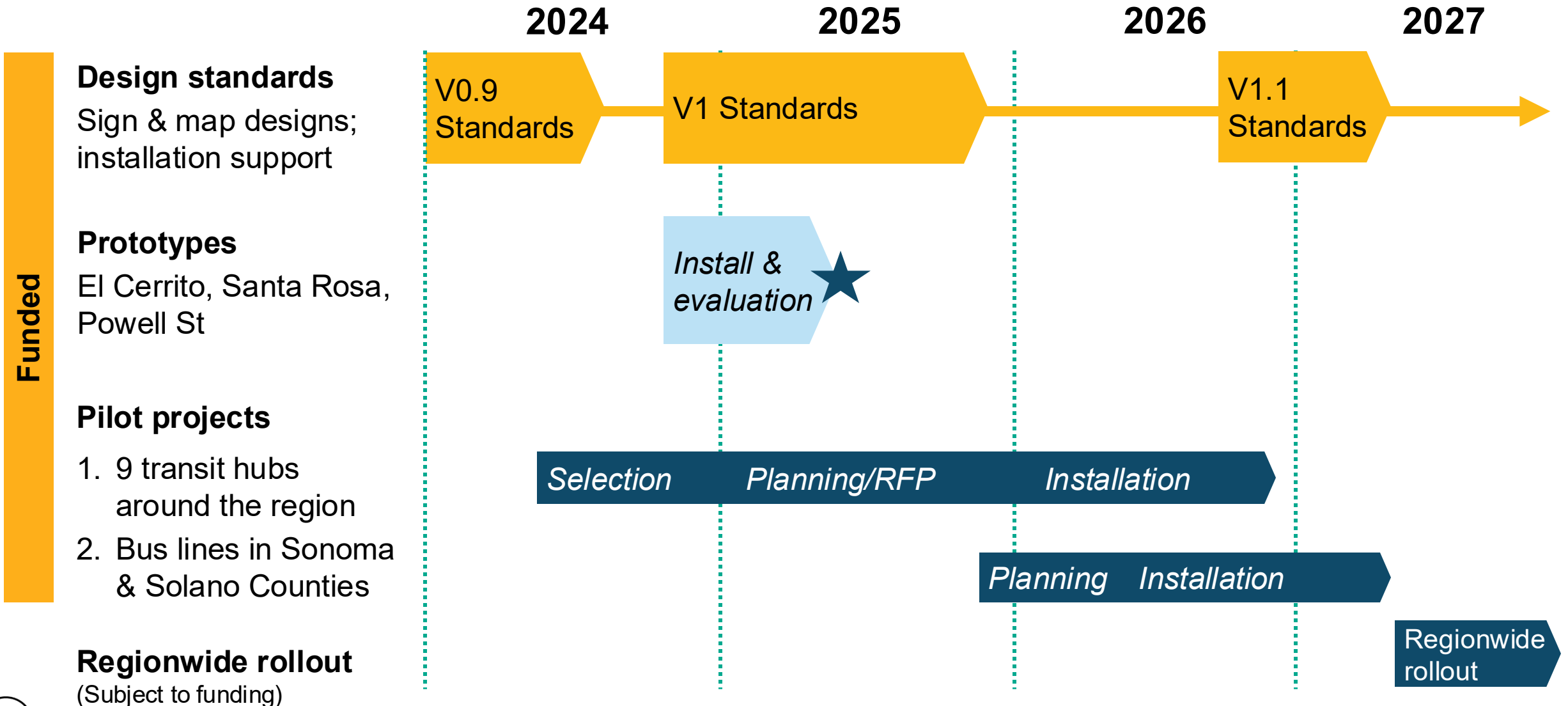
Create attractive signs and maps for welcoming transit environments

Operational viability

Affordable and practical for transit agencies to implement and maintain

Design development process

★ = We are here



Project & consultant team

- MTC project team
 - Staff from Regional Network Management (RNM) and Accessibility, Culture, and Racial Equity (ACRE) sections
 - Jumana Nabti (BART) - Transit Operator Liaison, rep for 27 agencies
- Applied Wayfinding, Inc. (prime)
 - Project management, wayfinding design, and installation coordination
- Nelson\Nygaard, Davis & Associates, Civic Edge (subs)
 - Outreach and public engagement; long-term governance planning
- Accessible Avenue, LLC
 - Assist and advise MTC project and consultant team on accessibility

Initial outreach to disability community

Co-Creation Workshops, 2023

Four "co-creation" workshops held in spring 2023, including:

- Individuals with travel-limiting disabilities
- People of color
- Seniors
- Individuals with low income
- Individuals with low English proficiency

Key needs identified

- Better path directions to help riders find stops and destinations nearby
- More prominent bus route numbers and braille/tactile information at stops
- Information on available services at facilities such as restroom and elevators
- Digital should not replace print information

Prototype focus on accessibility

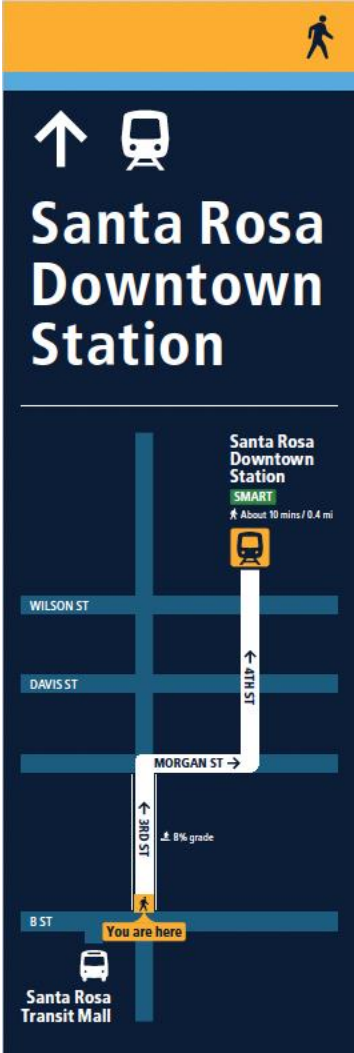
Prominent bus numbers and tactile info at stops; digital should not replace print

Info on services at facilities like restroom and elevators

Better path directions



Station feature		Característica de la estación		車站功能	
	B5 Bus stop Parada de autobús 公車站		Restrooms Baños 洗手間		Elevator Ascensor 電梯
	Ticket machine Máquina expendedora de boletos 售票機		Escalator Escalera eléctrica 扶手電梯		Stairs Escalera 樓梯
	Add fare machine Máquina para agregar saldo 充值機		Ramp Rampa 坡道		
	Station agent Agente de estación 車站管理員				
	Cafe Cafetería 咖啡館				
	BART police Policía de BART 灣區捷運警察局				



Accessibility Working Group

Purpose

- Share insights from lived experiences to shape the project
- Advise the MTC project team and consultants
- Assist with evaluation of prototypes and planning for pilots

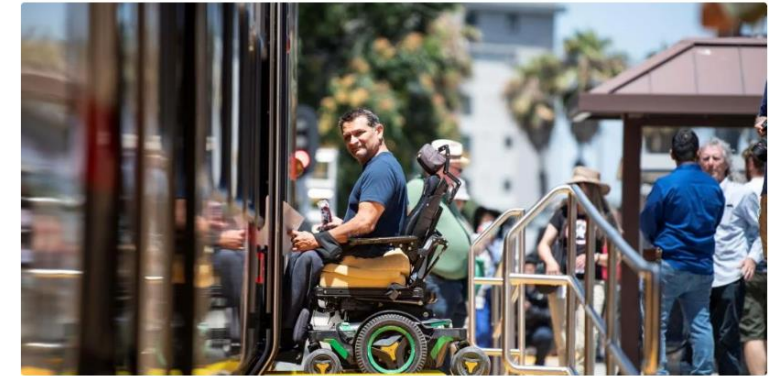
Composition

- 11 members
- Members have a variety of disabilities, including mobility, blind/low vision, and deafness
- Recruitment via transit agency recommendation and open application for “at large” seats

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Join MTC's Accessibility Working Group for improved transit wayfinding

April 22, 2024



Credit: Karl Nielsen

The Metropolitan Transportation Commission is seeking people with disabilities who use transit services in the Bay Area to join our new Accessibility Working Group.

This volunteer group will help guide MTC's Regional Mapping and Wayfinding project, which aims to make navigating transit easier across the Bay Area by improving the consistency and usability of maps, signs,

Prototype evaluation

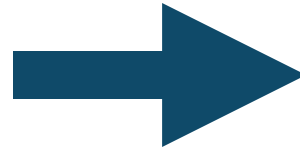
Goal: Seek robust and representative feedback on prototype designs

Before installation

- 1,021 Online survey responses (2023)
- 8 Online focus groups (2023)
- 157 On-site intercept surveys
- 16 On-site individual test journeys
- 6 On-site staff interviews

After installation

- 3,215 Online survey responses
- 5 Online focus groups
- 586 On-site intercept surveys
- 19 On-site individual test journeys
- 2 On-site Accessibility Working Group tours
- 3 On-site transit agency staff tours



- Positive feedback and engagement with lots of specific, actionable feedback
- Prototype design choices are on the right track
- Clear direction for refinements aligned with project goals and values

Actionable feedback driving design refinements

Improving accessibility

- Larger text sizes and lines on maps
- More contrast of network identity colors on signs
- Make modal icons more distinct
- Clearer elevator and exit icons

Bus stop signage updates

- More space for agency logos and customer service info
- Testing blue vs white background for legibility and visibility
- Options for route names and limited services

New feature development

- Depicting occasional and express services on signs and maps
- Guidance for placement/use of QR codes

Next steps: Pilot Projects

- Regional Hub Pilot Projects
 - Refine wayfinding designs via installation at 9 multimodal transit hubs around the region
- Accessibility Pilot
 - Engage with transit agency accessibility staff
 - Test tools for accessible navigation that could be implemented regionally



The future of accessible transit wayfinding

This project envisions a Bay Area where...

- More people, including those with disabilities, feel comfortable and confident finding and riding transit
- All train stations, bus stops, and ferry terminals look and feel like a cohesive, coherent, and interconnected network
- Both large and small transit agencies are using standard wayfinding designs that reflect best practices in accessible navigation

How you can support this vision

- Share your experiences of transit, what's working, and what could be improved
- Help us find a balance between most customer improvement and feasibility for transit agencies of all sizes

Thank you!

