

# Regional Mapping & Wayfinding Project Pilot Projects Update



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Regional Network Management Council  
Item 3a, Attachment A  
July 22, 2024

# Pilot projects overview

- **Purpose**
  - Gather agency and public feedback for final set of regional standards
  - Evaluate coordination among operators for sign design, installation, and maintenance
- **New pilot approaches**
  - **2025: Test customer experience at regional transfer stations**
  - 2026: Test experience on local and intercity routes in Sonoma and Solano Counties
  - 2025+: Advance agency-led & funded capital projects using new standards

# New pilot approach: regional transfer hubs (2025)

## Goals:

- Test customer understanding of wayfinding system at complex multimodal stations, particularly for customers making transfers
- Expand project representation throughout the region, including the South Bay
- Demonstrate regional transit coordination
- Refine standards for further expansion



# Pilot location selection process

## Initial criteria

- Regional pilot locations must be multimodal, unless not applicable in a county
- Start with 120+ MTC-defined “Transit Centers” aka multimodal hubs

## First screen (MTC staff)

- Location must have at least three transit operators, then, if necessary:
- Location must be one of top 3 ridership facilities in county
- **Result: 3 preferred sites per county**

## Solicit operator feedback

- Convene ad hoc transit agency staff Pilot Selection Working Group
- Discuss and confirm selection process and criteria
- Request additional locations to consider in second screen

# Pilot location selection process, continued

## Second screen (MTC + prototype agency staff)

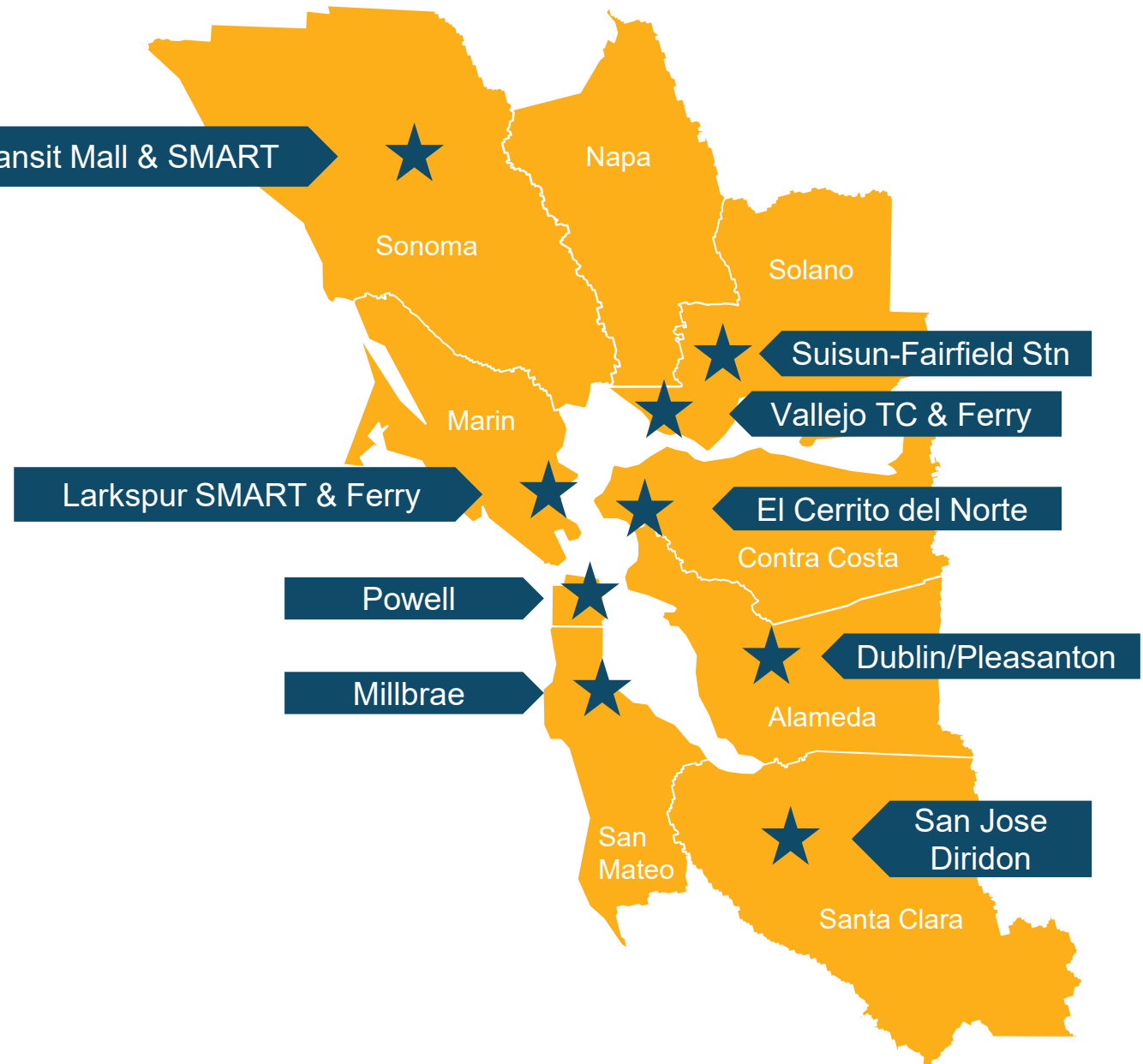
- Calculate “project benefit score” of each county location based on ridership\*, wayfinding challenges, and potential benefits/risks at that location
- Develop pilot location recommendations based on a review of local and regional data and project goals, including:
  - **Project benefit** compared to other county locations
  - **Operator representation.** Include as many modes and operators as possible
  - **Geographic diversity.** Variety of land use types; ideally one location per county
  - **Rider representation.** At least half of sites in or serve EPCs
  - **Station complexity.** Include three physically complex locations, e.g., multiple levels, multiple rail operators, and/or nearby on-street bus transfers

*\*Ridership data included Oct. 2023 Clipper boardings and transfers and other agency-provided data as available*

# Recommended regional pilot locations

## Key facts

- All locations are multimodal
- 7 of 9 locations serve an Equity Priority Community
- All transit modes represented
- Together, locations are served by operators carrying over 97% of region's 2022 ridership



# Next steps

- **Fall 2024**
  - Convene pilot working groups with partner agencies
  - Begin pilot planning
- **2025**
  - Create detailed site plans
  - Conduct agency permitting processes
  - Install pilot wayfinding signage