

Regional Network Management Committee

September 13, 2024

Agenda Item 4c

Regional Mapping and Wayfinding Project – Pilot Projects Update

Subject:

Update on the Regional Mapping & Wayfinding Project (RMWP) pilot projects.

Background

The Blue Ribbon Transit Recovery Task Force recommended a regionally harmonized mapping and wayfinding system as a key action item in the Task Force’s Transformation Action Plan. The RMWP is developing consistent, intuitive, and recognizable signs and maps for all transit services throughout the Bay Area so the general public can easily navigate the regional transit network. Staff has achieved several project milestones in the last two years:

- 2022: Approved a contract with Applied Wayfinding, Inc. (Applied), to design and support implementation of the new wayfinding system.
- 2023: Began engagement with transit operator working groups, transit riders and non-riders, and members of Equity Priority Communities (EPCs) and developed the first draft of design guidelines for wayfinding signs.
- January 2024: Publicly introduced the first draft design guidelines, including colors and transit modal icons that will be featured prominently in the new regional wayfinding system.

Prototype and Pilot Wayfinding Tests

The RMWP seeks to deliver a set of regional wayfinding design guidelines suitable for use at all Bay Area transit facilities, including bus stops and complex transfer hubs. In collaboration with transit agencies, staff are developing the guidelines by testing new signs and maps at progressively wider geographic scales. This fall, MTC will install Prototype wayfinding materials based on the January 2024 draft designs at El Cerrito del Norte BART station, the Santa Rosa Transit Mall and SMART station, and the Powell Street station in downtown San Francisco. These locations are served by multiple transit agencies and transit modes, and are within or near MTC Equity Priority Communities (EPCs). Staff will solicit public, stakeholder, and transit agency feedback on the prototype signage to update the wayfinding guidelines.

MTC will then implement the new designs in more locations around the region via the Pilot Projects. The Pilots will test the widescale production, installation, and maintenance of the new wayfinding system with more operators and in additional environments to make further refinements before full regionwide expansion. There are two categories of Pilot Projects:

1. Install new wayfinding at nine multimodal transit hubs around the region, starting in 2025; and
2. Install new wayfinding on a selection of end-to-end bus lines in Sonoma and Solano Counties, starting in 2026.

In June 2024, staff conducted a screening process to identify nine locations at multimodal transit hubs. The screening process included developing selection criteria, convening a transit agency staff working group to discuss the process, and inviting agency staff to participate in the final screening. The nine selected transit hubs are:

- Dublin/Pleasanton (Alameda County)
- El Cerrito del Norte (Contra Costa County)
- Larkspur (Marin County)
- Suisun-Fairfield Station (Napa County, *located in Solano County*¹)
- Powell (San Francisco County)
- Millbrae (San Mateo County)
- San Jose Diridon (Santa Clara County)
- Vallejo Transit Center & Ferry Terminal (Solano County)
- Santa Rosa Transit Mall & SMART Station (Sonoma County)

These locations cover all transit modes (bus, rail and ferry) and are served by transit operators that combined provide over 97% of the region's ridership.

¹ Staff initially sought to identify one transit hub in each county. However, during the selection process, Napa Valley Transportation Agency (NVTA) recommended that the "Napa County" location be relocated to a multimodal station in Solano County that is served by NVTA Vine and other agencies offering regional connections.

Next Steps:

The anticipated next steps and project schedule are:

- Fall 2024: Install and conduct general public evaluation of Prototype signs and maps at El Cerrito del Norte, Santa Rosa Transit Mall and Downtown SMART Station, and Powell St in San Francisco.
- Winter 2025: Work with stakeholders to identify bus lines in Sonoma and Solano Counties for the second Pilot Project.
- Spring-Fall 2025: Conduct planning, design, and permitting for installation of new wayfinding at nine regional transit hubs as part of Pilot Projects.
- By end of 2025: Begin installation of new wayfinding at nine regional transit hubs.

Issues:

None identified.

Recommendations:

Information.

Attachments:

- Attachment A: Presentation


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