

Regional Mapping & Wayfinding Project Pilot Projects Update



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Committee
September 13, 2024

Today's meeting

- **Project goals & schedule**
- **Pilot projects update**
- **Next steps**



Goals & schedule

Make transit journeys easier to understand to retain existing and attract new riders

- **Better information for customers**
Dependable, predictable, and familiar
- **Better operations for transit providers**
Standard wayfinding parts, applications, and guidelines
- **Better outcomes for the region**
Health, equity, sustainability, and economic vitality

Phases 1 & 2
Project development, harmonization & business case

Completed

- User research & outreach
- Regional map prototype
- Business case
- Map examples
- Tier development

Phase 3
System development

Funded

We are here

- Regional standards
- Prototypes
- Pilot projects
- New mapping database

Phase 4+
Full implementation

Unfunded

- Expand new wayfinding system regionwide

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

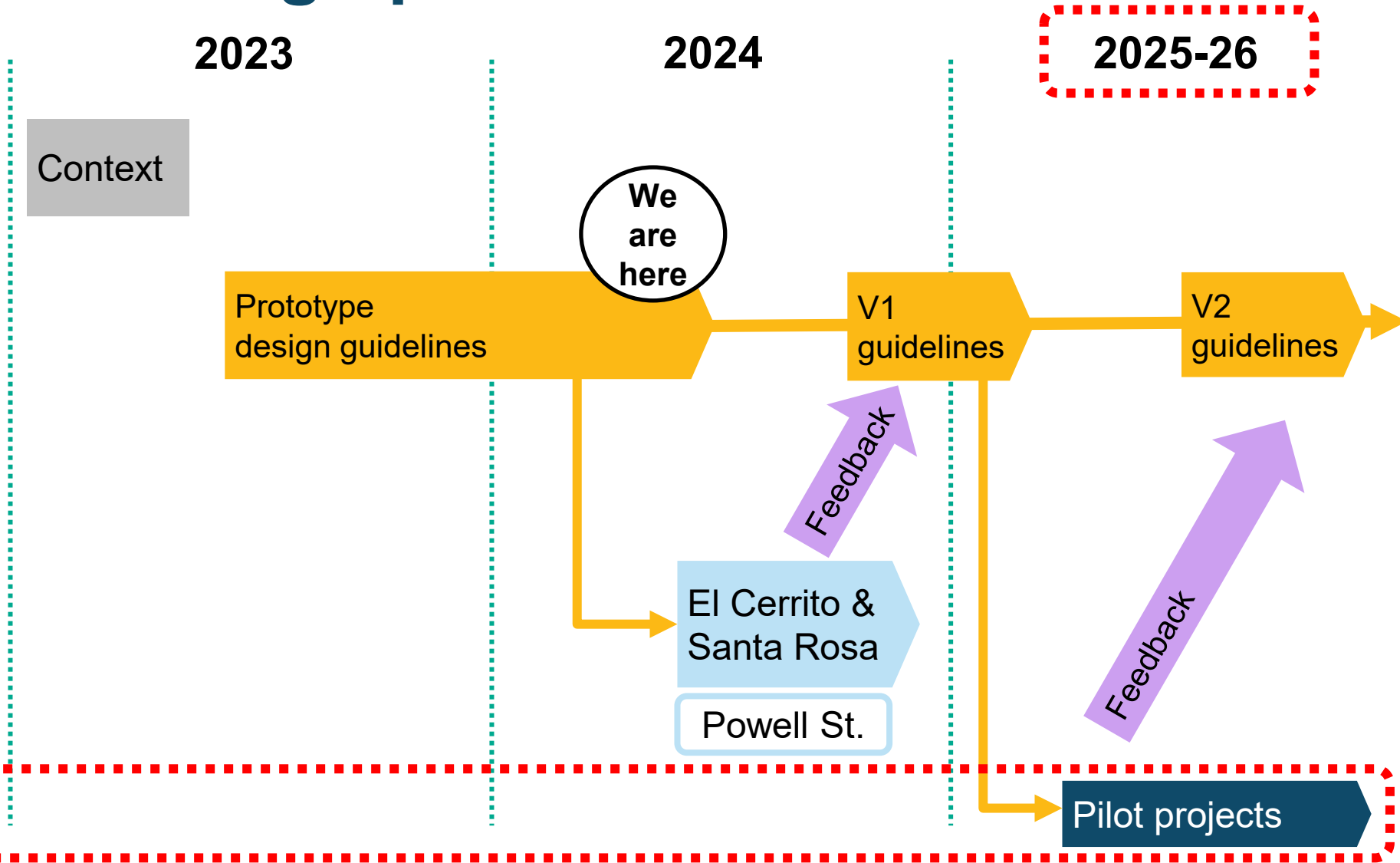
Design guidelines

- Network identity
- Signage family

Prototypes

- El Cerrito del Norte BART
- Santa Rosa Transit Mall & SMART station
- Powell St. (mini test)

Pilot projects



What are the pilot projects?

- **Purpose**

1. Gather agency and public feedback for final set of regional wayfinding design guidelines
2. Evaluate coordination among operators for sign design, installation, and maintenance

- **Pilot projects**

1. New wayfinding at 9 multimodal transit hubs around the region, starting 2025
2. New wayfinding on selection of end-to-end bus lines in Sonoma and Solano Counties, starting 2026



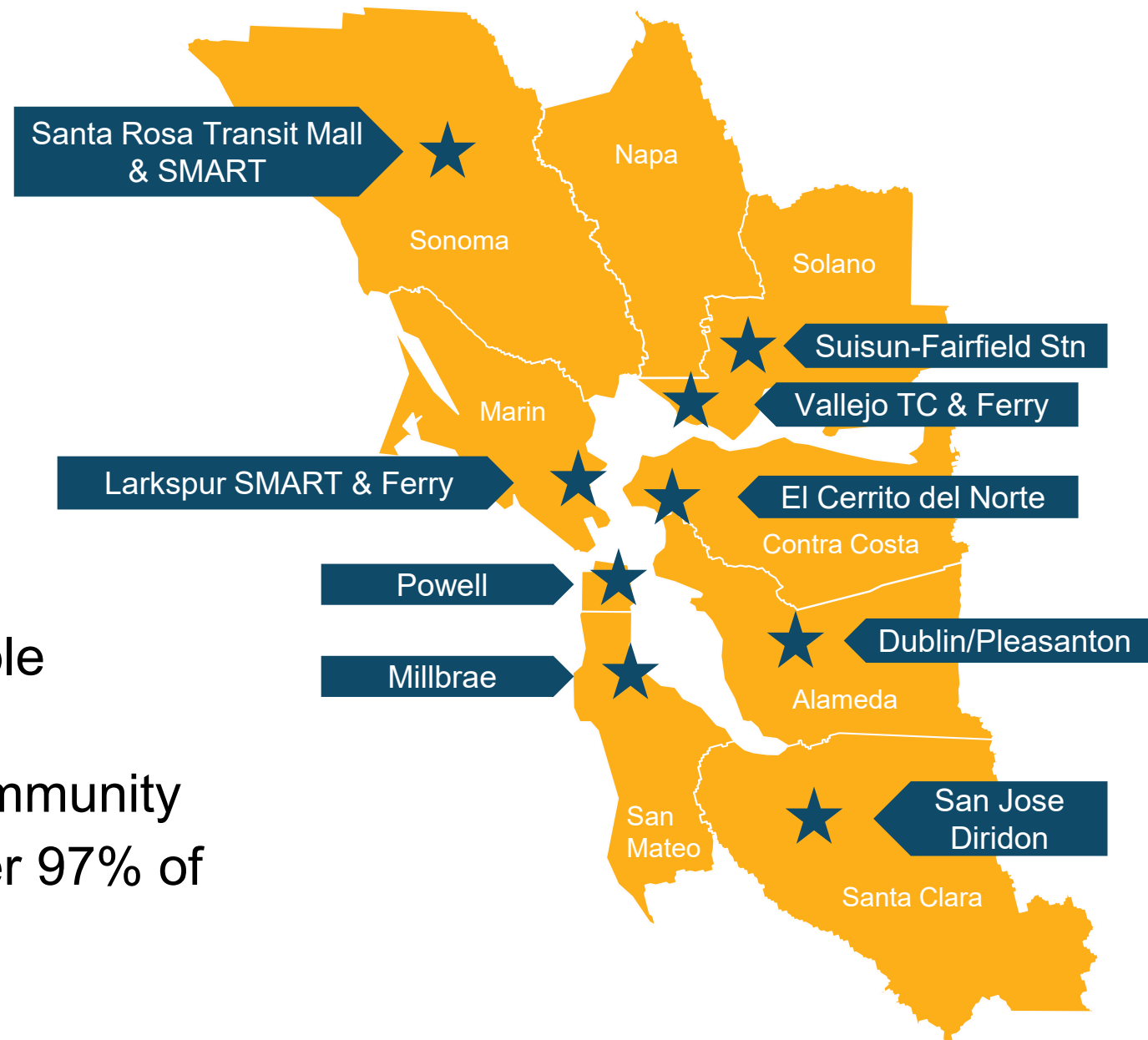
Pilot project #1: Regional transit hubs

June 2024 selection process

- Multi-stage screening
- Transit agency working group

Benefits of selected locations

- All have transfers between multiple modes
- Most serve an Equity Priority Community
- Served by operators carrying over 97% of region's 2022 ridership



Pilot project #2: Bus lines in Sonoma/Solano Counties



Goals

- Preview regional wayfinding for more riders in larger areas
- Evaluate operations and maintenance business processes for stops shared by multiple agencies

Next steps

- Develop selection/screening process
- Coordinate with agency and county stakeholders

Next steps

★ = We are here

Design guidelines

- Sign & map designs
- Installation support

Prototypes

El Cerrito, Santa Rosa, San Francisco (Powell)

Pilot projects

1. 9 transit hubs around the region
2. Bus lines in Sonoma & Solano Counties

Regionwide rollout

