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# Regional Network Management Council

**August 25, 2025** **Agenda Item 3b**

**Regional Mapping & Wayfinding - Update**

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**Subject:**

Informational update on the Regional Mapping & Wayfinding Project (RMWP).

**Background:**

With over 90% of polled residents indicating that easy-to-use and uniform maps are important, the Blue Ribbon Transit Recovery Task Force recommended a regionally harmonized mapping and wayfinding system as a key action item in the 2021 Task Force's Transformation Action Plan. In 2021, the Regional Mapping & Wayfinding Project was activated to redesign and standardize maps and signage across all nine Bay Area counties to help people navigate multiple transit systems more easily. A key project outcome is to develop a Regional Wayfinding Standard (aka "standards"), a living document that will provide technical guidance for transit signage and map designs for use at all transit stops and facilities. To inform the standards, wayfinding prototypes have been installed at two regional transit hubs with an additional 7 regional transit hubs throughout the Bay Area and selected North Bay bus corridors to be installed starting in 2026.

**Bus Stop Signage Upgrade Needs**

Several transit agencies have recently undertaken or are undertaking systemwide bus restructuring efforts, resulting in significant service changes including route renumbering and realignments. Other agencies have signage that is very old and in immediate need of replacement. To assist these agencies, the project team is expediting the development of harmonized Bus Stop Signage Design Guidelines for inclusion in the Regional Wayfinding Standard. This will allow for the installation of new bus stop signage as soon as early 2026 at participating transit agencies.

**Bus Stop Signage Design Process**

The project team began the bus stop design development process in 2023, engaging multiple stakeholders such as transit agency staff through workshops and a Technical Advisory Committee, the Accessibility Working Group comprised of people with disabilities, and MTC's

Regional Network Committee, Council and Customer Advisory Group. The team also gathered extensive public feedback during an outreach process conducted in conjunction with prototype implementation at the Santa Rosa Downtown SMART station and Transit Mall, El Cerrito del Norte BART station, and the Powell station in San Francisco.

**Design Challenges and Approach**

Currently, each of the 20 bus transit agencies in the Bay Area depicts its services differently on bus stop signs. Designs vary widely, including basic elements such as background color, service information (e.g., frequency and hours of operation) and customer service contact information. The project must ultimately produce a unified standard that can be used across individual agency service areas and at stops served by multiple transit agencies.

In weighing options and tradeoffs, the signs must meet some basic rider needs, including:

- Clear, legible information consistent with ADA requirements
- The name of the stop
- Bus route number and where it goes
- How often the bus comes, and when it does not come
- How to get more information about services

The design must also address the Bay Area's diverse operating environments, which range from dense urban cores with complex route patterns and high-frequency service to rural areas with more lifeline, low-frequency service.

To approach this challenge, the team will continue to employ a consensus-building approach and use project values to guide decisions. These values include:

- Designing for all – Advance access to anyone who wants to use public transit;
- Interconnectedness – Support the harmonization and connectivity of the regional system; and
- Design excellence – Create attractive signs and maps for welcoming transit environments; all balanced with

- Operational viability – Affordable and practical for transit agencies to implement and maintain.

**Next Steps**

The project team will continue to engage with transit agency staff to develop the Bus Stop Signage Design Guidelines this summer into the fall, with the goal of presenting the draft final designs to the RNM Council in November. The project team will also be working with transit agencies to support their upcoming bus stop replacement projects. Iterative development of the V1 Regional Wayfinding Standard will also continue with the Surface Rail Signage Design Guidelines later this year. The full V1 Regional Wayfinding Standard is expected to be completed for approval in 2027.

**Issues:**

None identified.

**Recommendations:**

Information only.

**Attachments:**

- Attachment A: Presentation