Regional Network Management Council

July 27, 2026 **Agenda Item 7a – 26-0861**

Regional Mapping & Wayfinding – Project Update

Subject:

Update on Regional Mapping & Wayfinding pilot projects and transit agency collaboration.

Background:

In collaboration with Bay Area transit agencies, MTC is implementing the Regional Mapping & Wayfinding Project following recommendations from the Blue Ribbon Transit Recovery Task Force. The project team is creating a set of design standards for Bay Area transit agencies to use at their facilities, stations and stops, including directional signs, maps, diagrams and information about how to pay fares and ride. These standards will include a unified and consistent design language that makes it easier for riders to identify information and use transit throughout the region. On February 23, 2026, the RNM Council approved the use of selected initial standard releases – the Regional Network Identity and Transit Stop Signage Design Guides – for pilot projects and voluntary agency use.

Pilot Implementation Phase

The project has now entered the pilot implementation phase, which includes the design and implementation of wayfinding signage and other customer navigation elements at nine transit hubs around the Bay Area and selected bus stops in Sonoma and Solano Counties.

On June 12, 2026, the RNM Committee authorized MTC staff execute contracts with:

1) LC General Engineering & Construction, Inc. (LC General) to support pilot implementation, including design, engineering, fabrication, permitting and installation; and

2) WSP USA Inc. (WSP) to provide construction monitoring, structural engineering review and cost estimating support services in conjunction with implementation.

Public agencies have supported MTC's procurement process at all stages: staff from BART, VTA, and Caltrain provided input on the Request for Qualifications, staff from BART and SFO evaluated proposals, and additional partner agency support is being offered as MTC advances the work. Currently, sign planning is underway, with much of the technical work being performed by the project's wayfinding standards consultant, Applied Information Group. This includes detailed sign audits at each transit hub and the identification of potential sign types and their locations and content with transit agency partners. Once LC General and WSP are under

contract, a pilot implementation phasing plan will be developed that will factor in considerations such as ridership impact, permitting complexity, and fabrication lead times.

Transit Agency Collaboration

MTC is working closely with Bay Area transit agencies on several projects and initiatives to advance wayfinding improvements around the region. Examples include:

- Pilot Project planning: Seeking agency staff input on sign infrastructure drawings and Pilot Sign Plans (what signs go where, and what they should say) to inform pilot sign artworking, permitting, fabrication, and installation.
- Standards development: Seeking agency staff input on wayfinding design and policy refinement, including a regional transit glossary to standardize how services are communicated across the region.
- Design Guide usage: BART and Golden Gate Transit/SMART used the Regional Network Identity Design Guide to design and install temporary wayfinding at Millbrae and Larkspur, respectively.
- Signage projects: SFMTA and San Francisco Department of Public Works installed new entrance signage of the regional design at the Castro Muni Metro station in January 2026, and BART is currently working with the project team to iteratively develop bus stop tactile panels for deployment at BART bus transfer hubs later this year.
- Transit Stops: SolTrans is installing new bus stop signs using the Transit Stop Signage Design Guide as part of their August 2nd Systemwide Redesign, and MTC is working with County Connection, Tri Delta Transit, and WestCAT to test new three-agency shared bus stop signs in Downtown Martinez.
- Regional Map deployment: This past spring, new Regional Maps were printed by AC Transit and installed at all 50 BART stations, on platforms and in concourses.

Next Steps:

Over the coming months, MTC will onboard LC General and WSP for the pilot projects and develop a pilot implementation phasing schedule, while also continuing to coordinate with pilot site agencies to finalize sign content and artwork to facilitate implementation. In parallel, MTC will continue to assist agency signage projects using the Regional Network Identity and Transit

Stop Signage Design Guides as needed. The project team will return to Council with updates on pilot progress and implementation schedule later this year.

Issues:

None identified.

Recommendations:

Information only.

Attachments:

- Attachment A: Presentation