Regional Mapping & Wayfinding – Project Update

Regional Network Management Council

July 27, 2026

Today's meeting

- Pilot projects update
- Focus: Transit agency collaboration
- Next steps

Project goals & values

Goals

- **Improve transit accessibility** by reducing information and navigation barriers
- **Grow and sustain ridership** by making transit more visible and easier to understand
- **Improve agency operational efficiency** through shared designs for maps, signs, and navigation materials

Project values

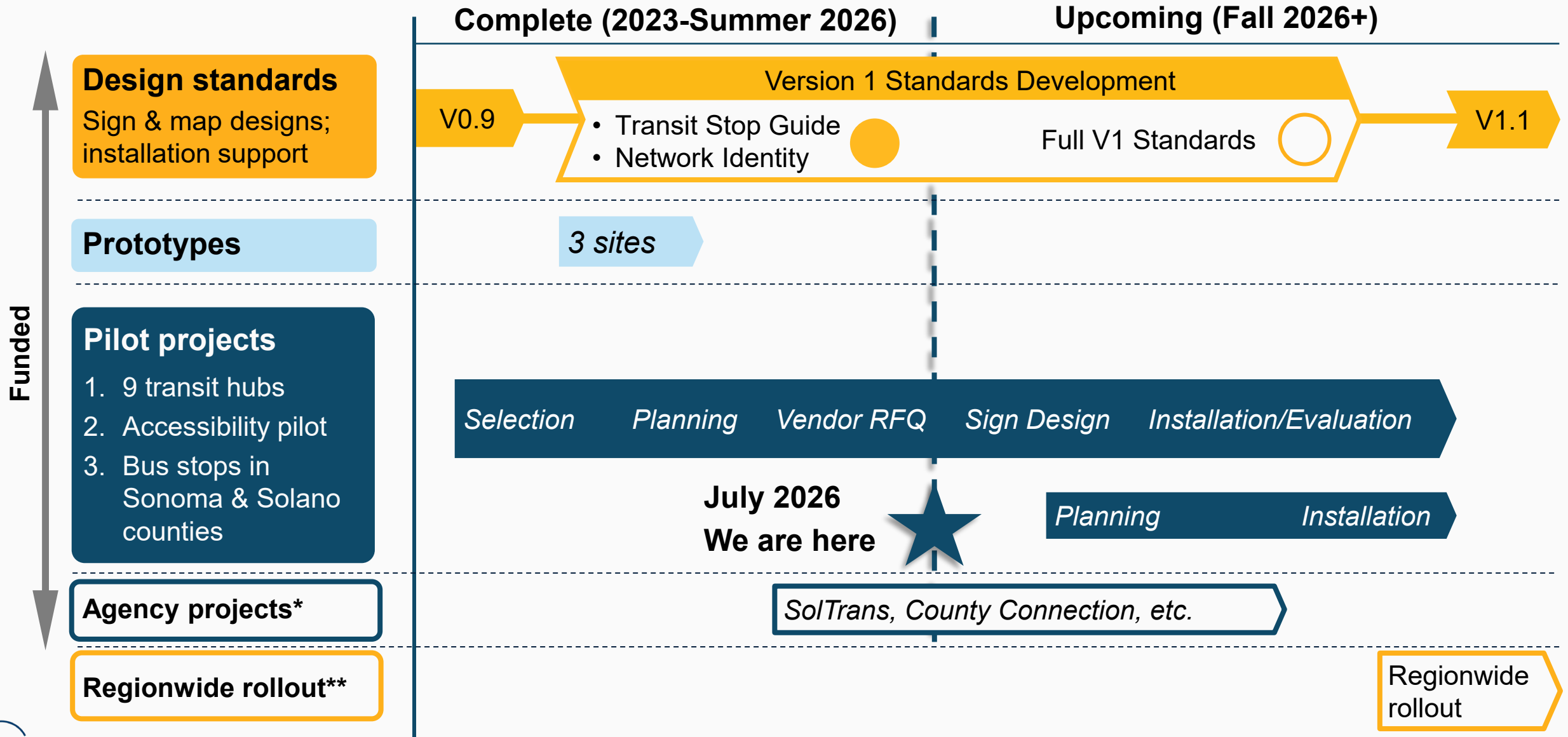
Designing for all
Advance access to anyone who wants to use public transit

Interconnectedness
Support the harmonization and connectivity of the regional system

Design excellence
Create attractive signs and maps for welcoming transit environments

Operational viability
Affordable and practical for transit agencies to implement and maintain

Project schedule



** MTC assistance; separate funding **Subject to funding*

Pilot Projects update: Implementation vendors selected

Under contract

applied — Applied Wayfinding Inc.

Pilot planning & artwork

- Pre-engineering drawings
- Pilot sign plans: detailed sign-by-sign locations and content
- Pilot sign artwork

Authorized to enter into contract June 12

Progressive Design-Build Services (Pilot Implementation)

- Design & engineering
- Agency permitting
- Fabrication & installation

LC GENERAL Engineering & Construction, Inc.

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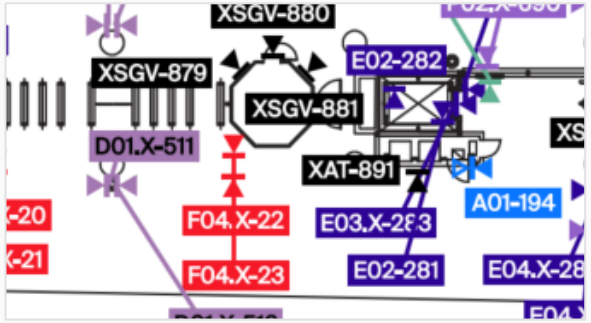
Pilot Delivery Support Services

- Construction monitoring
- Structural engineering review
- Cost estimation

WSP USA, Inc.

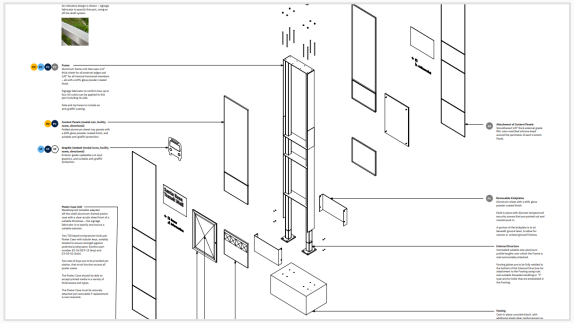
Transit agency collaboration: Pilots & Standards

Pilot Site Plans



- Site plans showing sign type, proposed location, and content
- Collaborative review with stakeholders at each site
- Facilitates sign artworking, permitting, and fabrication

Sign infrastructure



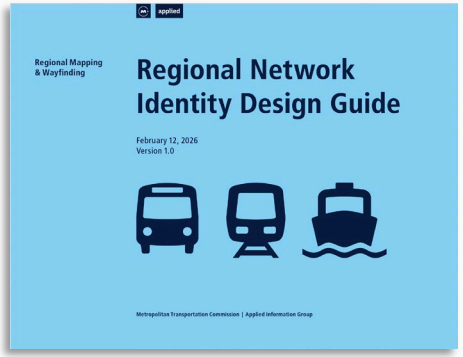
- Fabrication and installation details for main sign types
- Features entirely new signs and incorporates existing agency standards as applicable for flexibility
- Informs engineering drawings for sign fabrication

Standards development

- Continued design and policy refinement for pilots and beyond
- At agency request: Standardized customer facing terminology
  - Service types
  - Route destination naming
  - Route directionality
  - Payment language
  - "Platform" or "track" at train stations

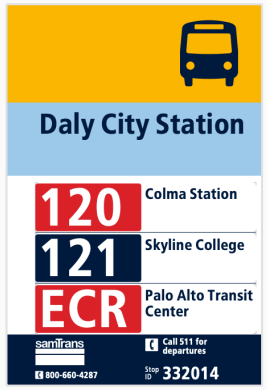
Transit agency collaboration: Design Guides

Design Guides – approved in Feb



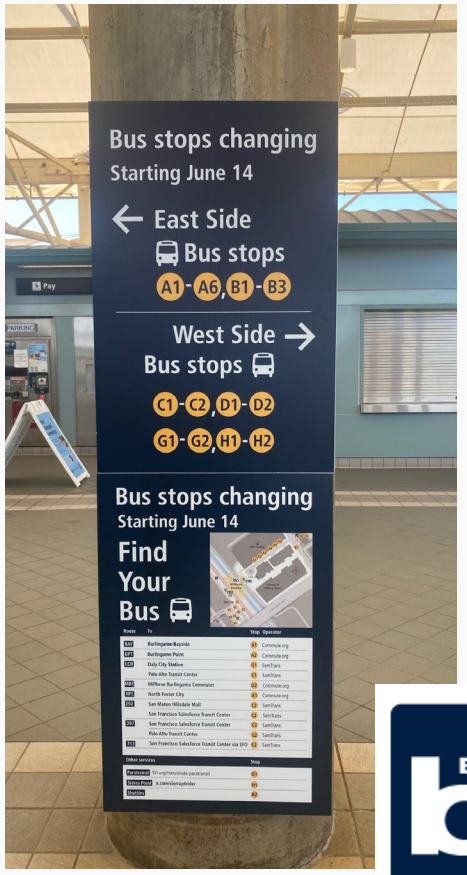
Regional Network Identity Design Guide: ”Look and feel" for all signs and maps

Transit Stop Signage Design Guide: Signs for all 19 bus systems



Guidance in action

Temporary signage at Millbrae



Icons for Larkspur ped connection

METROPOLITAN TRANSPORTATION COMMISSION

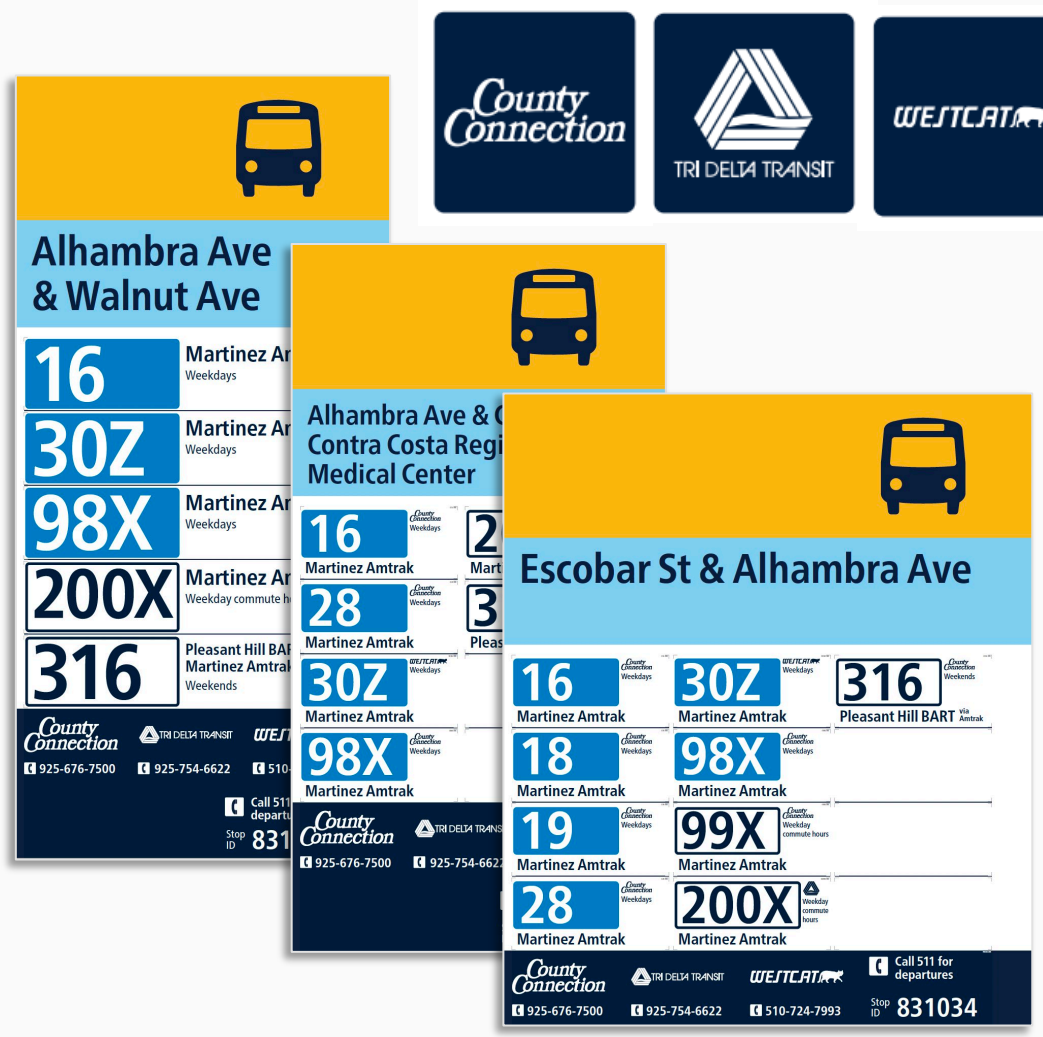
Transit agency collaboration: Signage projects

New entrance signage at Castro station

Iterative bus stop tactile panel development for BART transfer centers

Transit agency collaboration: Transit Stops

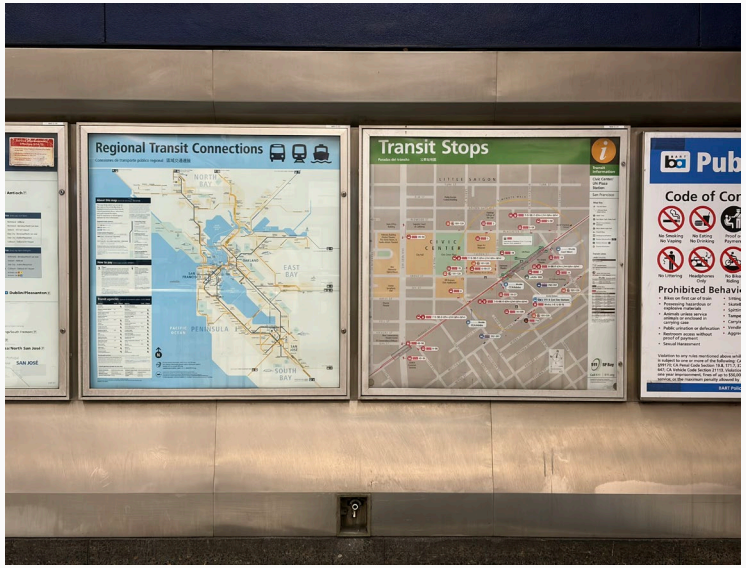
SolTrans system restructure uses new regional bus stop sign design – launches August 2



Downtown Martinez three-agency bus stop sign operations test – install this summer

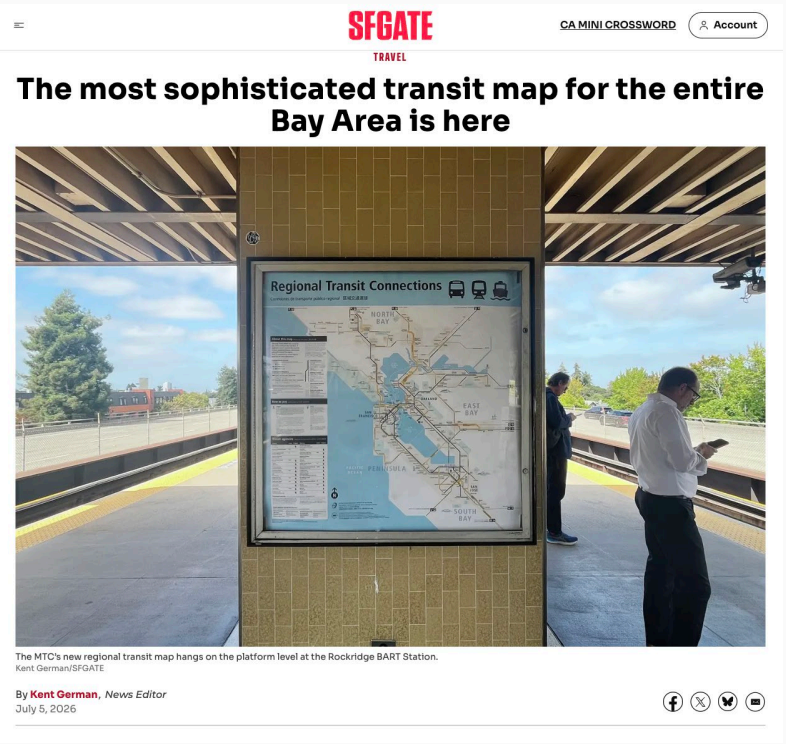
Transit agency collaboration: Regional Map deployment

Embarcadero platform



Civic Center concourse

Rockridge platform


SFGATE
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Account

The most sophisticated transit map for the entire Bay Area is here

The MTC's new regional transit map hangs on the platform level at the Rockridge BART Station.
Kent German/SFGATE

By **Kent German**, *News Editor*
July 5, 2026

Next steps

- Negotiate and enter into contracts with LC General & WSP for pilot implementation
- Determine pilot delivery schedule in discussions with vendors and agency partners
- Continue coordinating with agencies for pilots, standards, and agency signage projects