

Agenda Item 15

Regional Mapping & Wayfinding Project Implementation Updates

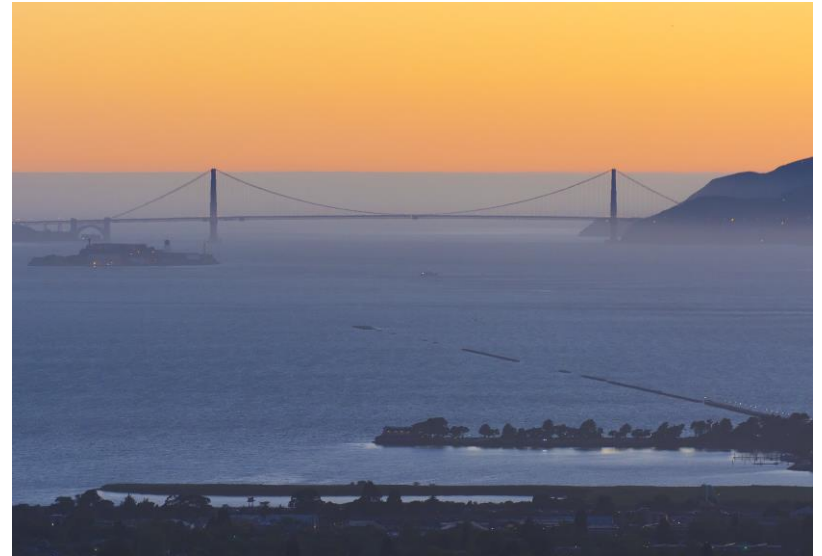


SMART Board Meeting

June 18, 2024

Today's meeting

- **Project context and status**
 - Goals & schedule
- **Focus on the prototypes**
 - Prototype designs
 - Prototype evaluation
- **Focus on the pilot projects**
- **Next steps**



Project context and status

Wayfinding includes...



Identity



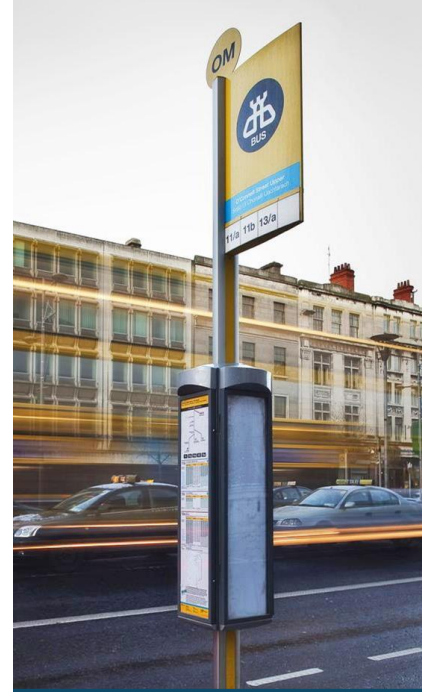
Directional signage



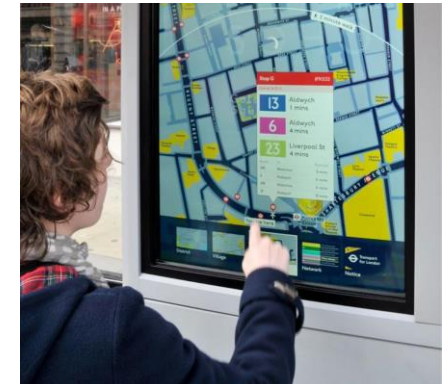
Accessibility



Maps



Information and schedules



Digital tools

Project context and status

Part of the Transit Transformation Action Plan

This project

I. Fares and Payment

Simpler, consistent, and equitable fare and payment options.



II. Customer Information

Make transit easier to navigate and more convenient.



III. Transit Network

Transit services managed as a unified, efficient, and reliable network.



IV. Accessibility

Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently



V. Funding

Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs.



Project context and status

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

Project context and status

Phase 3 iterative design process

Wayfinding context

- Current practices
- Stakeholder needs

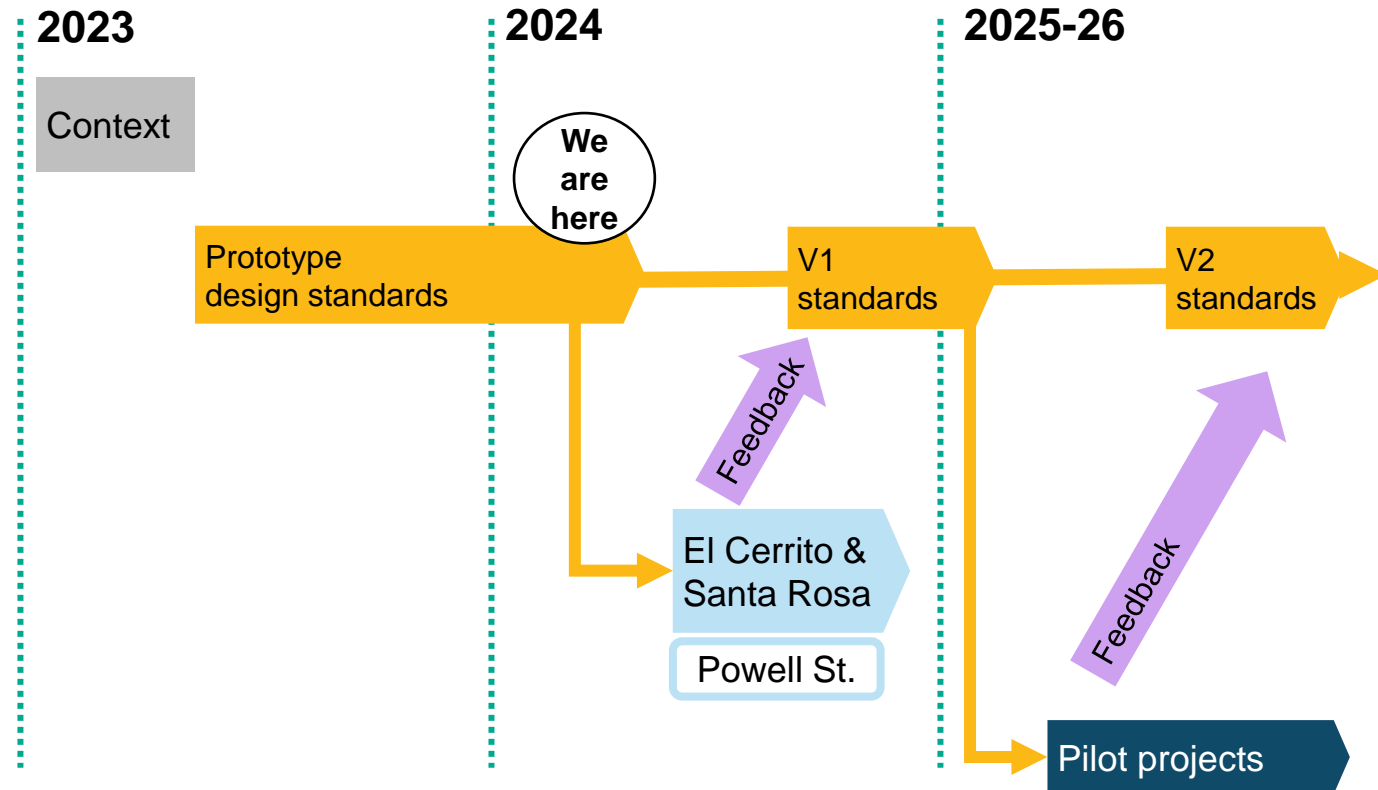
Design standards

- Network identity
- Signage family

Prototypes

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

Pilot projects



Prototype design & evaluation

Prototype design

Regional Network Identity elements

1. Colors

Golden yellow, light blue, dark blue

2. Modal icon design

Rail, bus, ferry

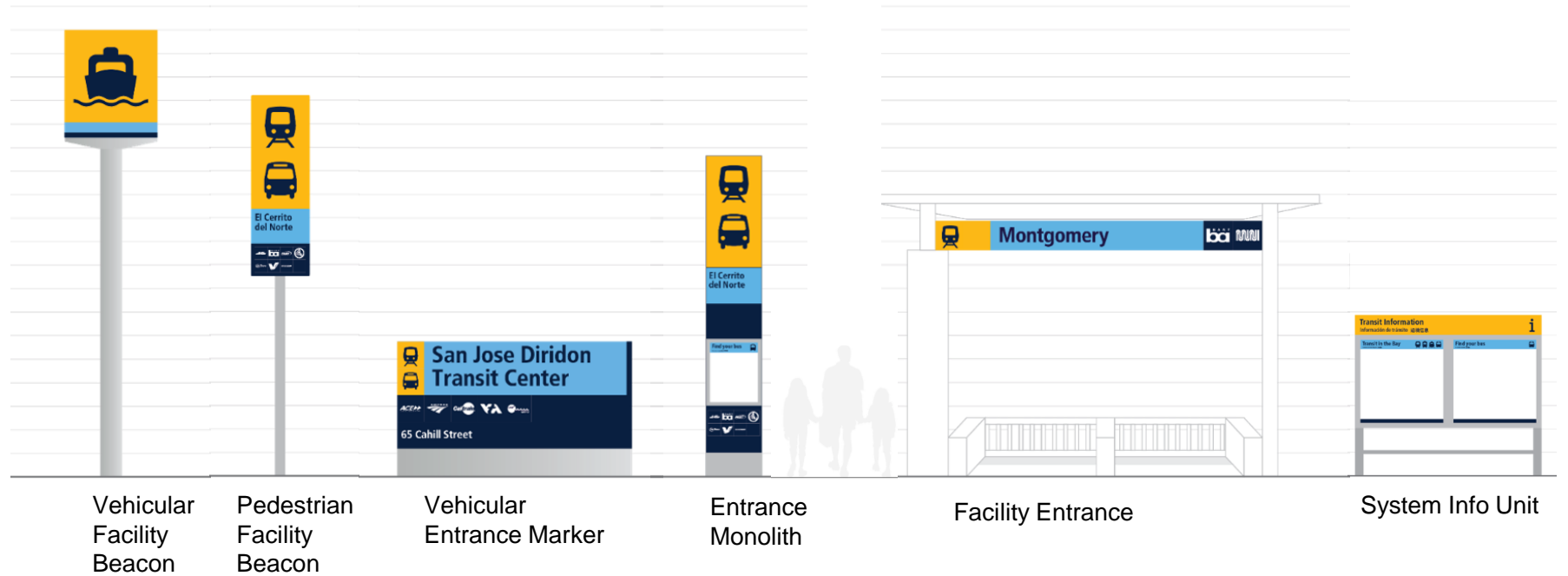
3. a) Modal icons are the most important symbols

b) Transit agency logos deprioritized



Prototype design New sign family

The regional network identity creates a design language for prototype wayfinding signs.



Prototype design

Location overview

Prototype locations selected because...

- Served by a variety of transit agencies
- Offer transfers between bus and rail modes
- Located within or near Equity Priority Communities (El Cerrito & Santa Rosa)

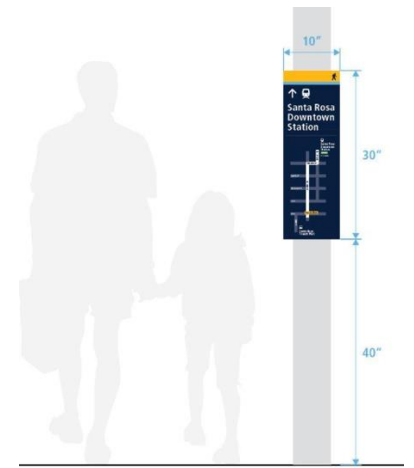


Prototype design

Santa Rosa Transit Mall & SMART Station

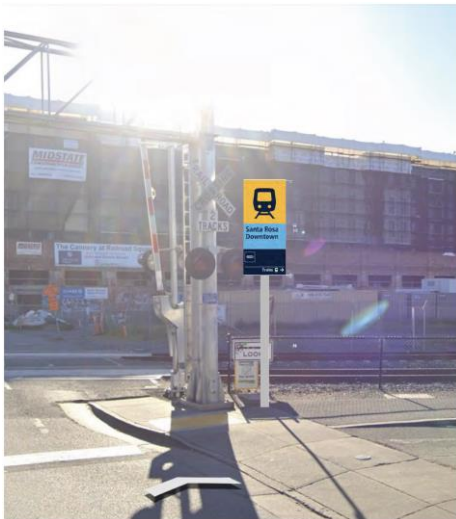


★ Pedestrian navigation sign



Designs subject to change per agency feedback and forthcoming permitting processes. v06-18

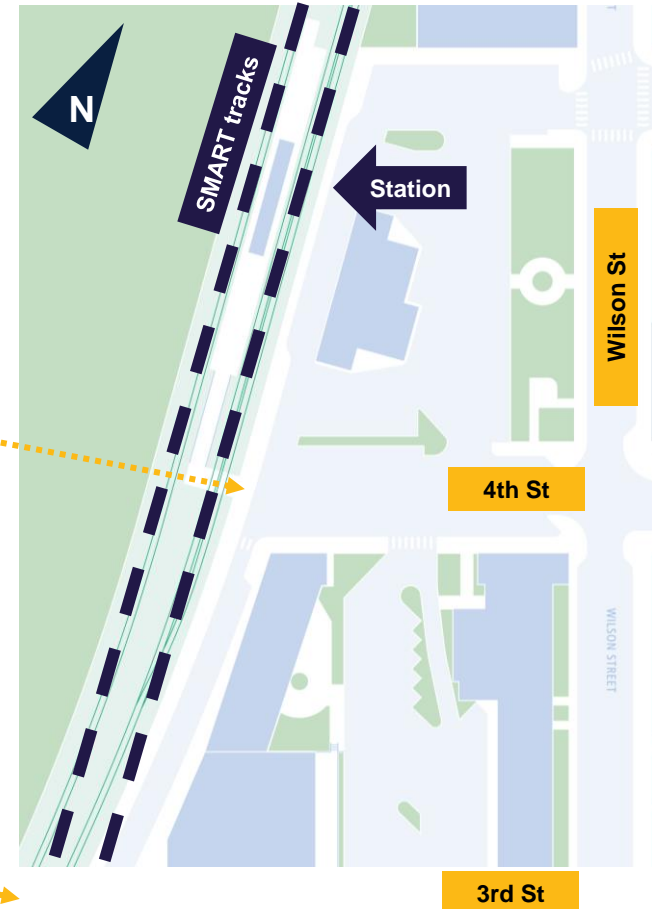
Prototype design: Santa Rosa Downtown SMART Threshold markers



Pedestrian Beacon



Entrance Monolith

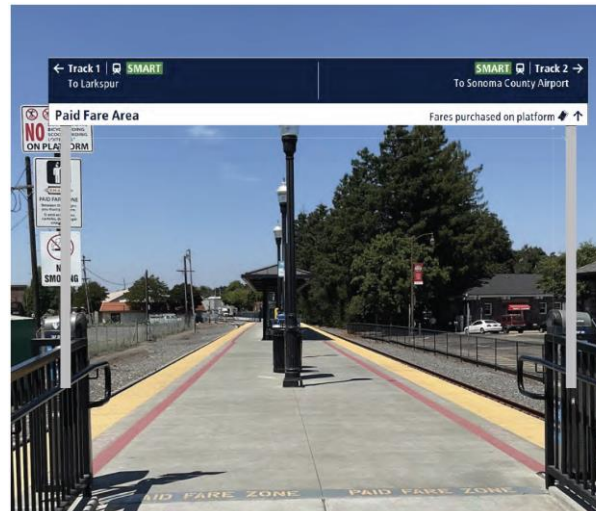
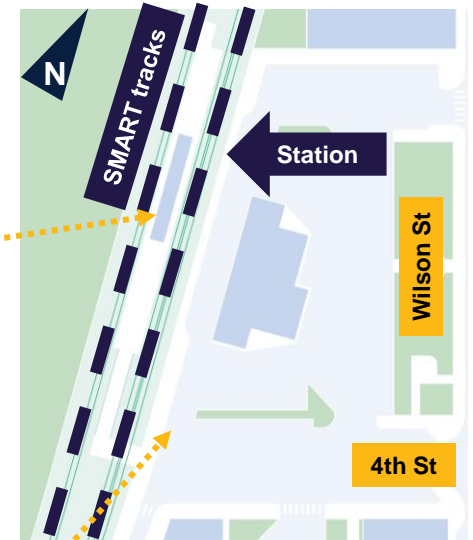


Designs subject to change per agency feedback and forthcoming permitting processes. v06-18

Prototype design: Santa Rosa Downtown SMART Customer information



Platform signs



Fare threshold sign

Designs subject to change per agency feedback and forthcoming permitting processes. v06-18

Prototype evaluation objectives

Performance Indicators	<p>Design Effectiveness</p> <ul style="list-style-type: none"> • Functionality • Form and aesthetics • Accessibility • Scalability • Identity/ brand 	<p>Traveler Benefits</p> <ul style="list-style-type: none"> • Trip impacts • Transit attitudes • Travel behavior 	<p>Operator Experience</p> <ul style="list-style-type: none"> • Operations • Costs • Skills • Cooperation
Goals (Near-Term)	<p>Wider audience, more inclusive, more accessible</p>	<p>Better travel experience</p>	<p>More cost effective, ease of maintenance and implementation</p>
Goals (Long-Term)	<p>Retain and increase ridership</p>		

Public engagement prioritization

Transit customers

- **On-site**
 - Equity Priority Communities (EPC), especially people with disabilities and limited English proficiency
 - Frequent travelers
 - Potential users

MTC groups

- Project's Accessibility Working Group
- RNM Customer Advisory Group

Stakeholder groups

- **On-site**
 - City staff
 - Disability and other community advocates
 - Transportation advocates
- **Online**
 - City elected representatives
 - Mobility service providers

On-site: includes recruitment or in-person surveys, e.g.
Online: includes open surveys or information distribution, e.g.

Transit operators

- **On-site**
 - Technical staff
 - Operational/ frontline staff
- **Online**
 - Large/inter-regional operator managers
 - Small/local operator managers

Prototype evaluation methods

Method	Definition
Test journeys	10-12 people at both sites undertaking pre-designed wayfinding tasks
Intercept surveys	Weekday pm peak, weekday interpeak, & weekend day intercept surveys at both sites
Organized site tours	Open house/tours for any operator/city over 2 days per site
Accessibility site tours	Guided tours for 10-12 selected stakeholders at each site
Frontline staff groups	2x 10-12 person staff group interviews
Factory demonstration	Arranged signage fabrication factory visit for operators
Online surveys	Open survey at MTC's website
Digital wayfinding: survey	Open survey link in digital wayfinding proof of concept
Digital wayfinding: moderated user group testing	4-6 people per user group for onsite web app testing at El Cerrito Del Norte

Pilot projects

Pilot projects

- **Purpose**
 - Gather agency and public feedback for final set of regional standards
 - Evaluate coordination among operators for sign design, installation, and maintenance – particularly those with many shared bus stops
- **Pilot approach overview**
 - 2025: Test experience at complex transfer stations
 - 2026: Test experience on local and intercity routes
 - 2025+: Advance agency-led & funded capital projects using new standards

Pilot projects

Experience at complex transfer stations (2025)



Goals:

- Test customer understanding of wayfinding system at complex multimodal stations, particularly for customers making transfers
- Expand project representation throughout the region, including the South Bay
- Demonstrate regional transit coordination
- Refine standards for further expansion

Pilot projects

Experience on local and regional bus routes (2026)



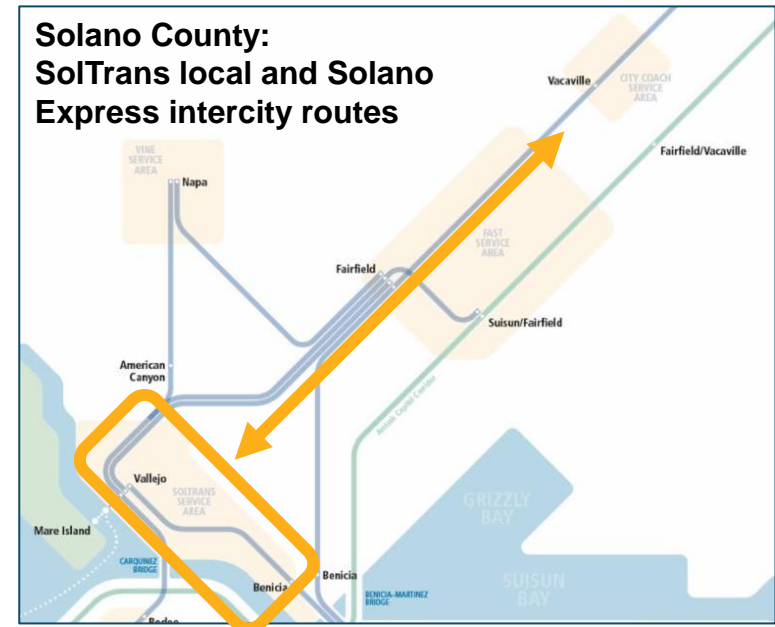
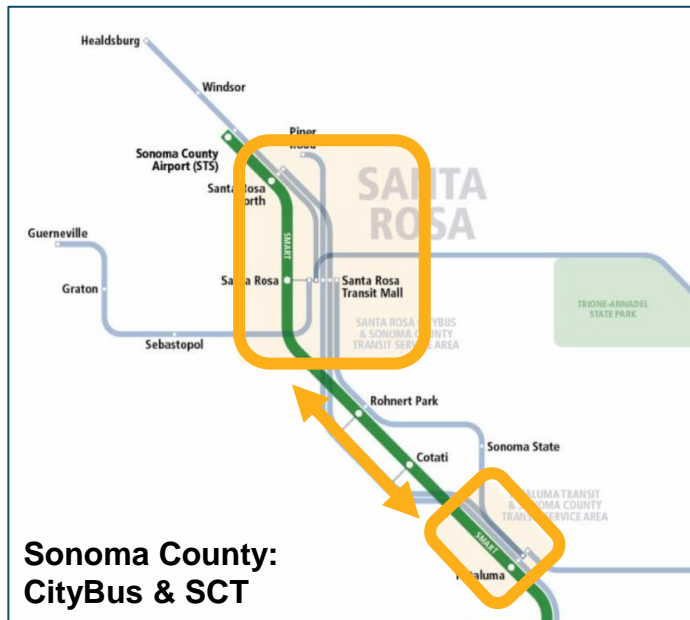
Goals

- Test customer experience of new wayfinding on local and regional bus routes, including end-to-end journeys
- Evaluate coordination between agencies (and between agencies & MTC), for sign ownership, procurement, installation, and maintenance – particularly at shared stops
- Install at many local and shared stops in overlapping service areas in Sonoma and Solano Counties

Experience on local and regional routes

Why Sonoma and Solano Counties

- **Context:** Multiple agencies serve same areas and share stops on local and regional bus routes.
- **Opportunity:** Test customer benefit from simplifying signage in both single- and multiple agency operating environments in rural and suburban areas.
- **Proposal:** Upgrade routes of up to 2 agencies per county – examples shown below:

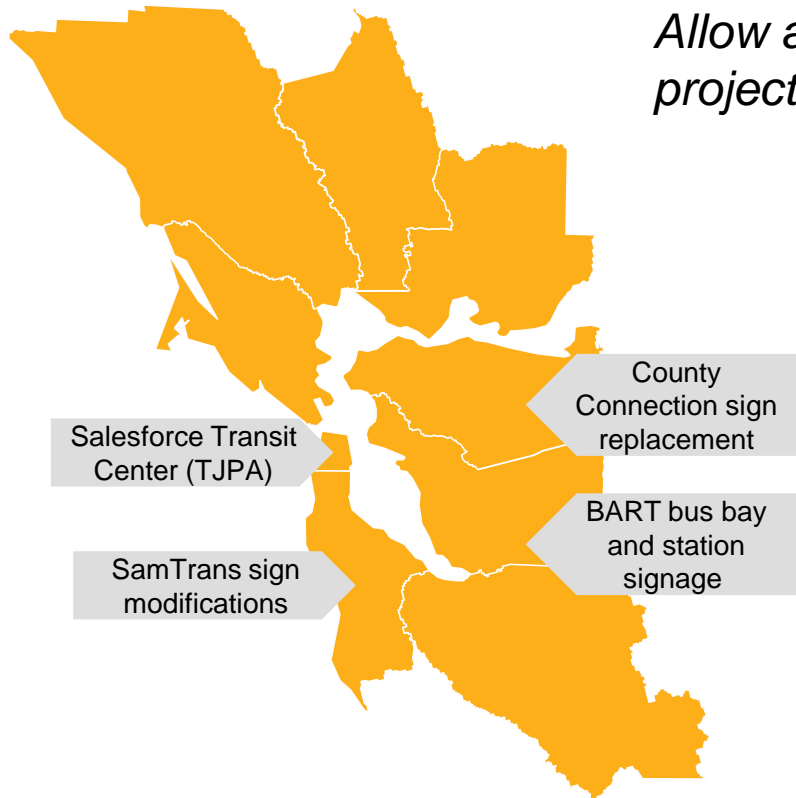


New pilot locations to be determined in discussion with agencies and per funding availability.

Focus on the pilot projects / updated approach

Agency-led projects (2025+)

Allow agencies to start work on planned signage projects once pilot standards are ready



MTC provides...	Agency provides...
<ul style="list-style-type: none">• Wayfinding standards and staff support for interpreting them• Agency-accessible mapping platform	<ul style="list-style-type: none">• Planning and preparation work, e.g., sign inventory• Capital funding for wayfinding improvements

Map shows agencies with known sign replacement projects on hold

Next steps

May 2024
RNM Council

June 2024
RNM Committee & Customer Advisory Group

Mid 2024
Collaborative process to identify new pilot locations

Fall 2024
Install prototypes and conduct evaluation to inform V1 standards

Spring 2025
V1 Standards available for pilots and agency-led projects

Agency-led projects

2025+
Test experience at complex transfer stations regionally

2026+
Test experience on selected agencies/routes in Sonoma/Solano Counties



Thank you

- Any questions?

Contact information

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Project website:

<https://mtc.ca.gov/operations/transit-regional-network-management/regional-mapping-wayfinding>