

Regional Mapping & Wayfinding Project Implementation Updates



**METROPOLITAN
TRANSPORTATION
COMMISSION**

Regional Network Management Committee

June 14, 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**



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

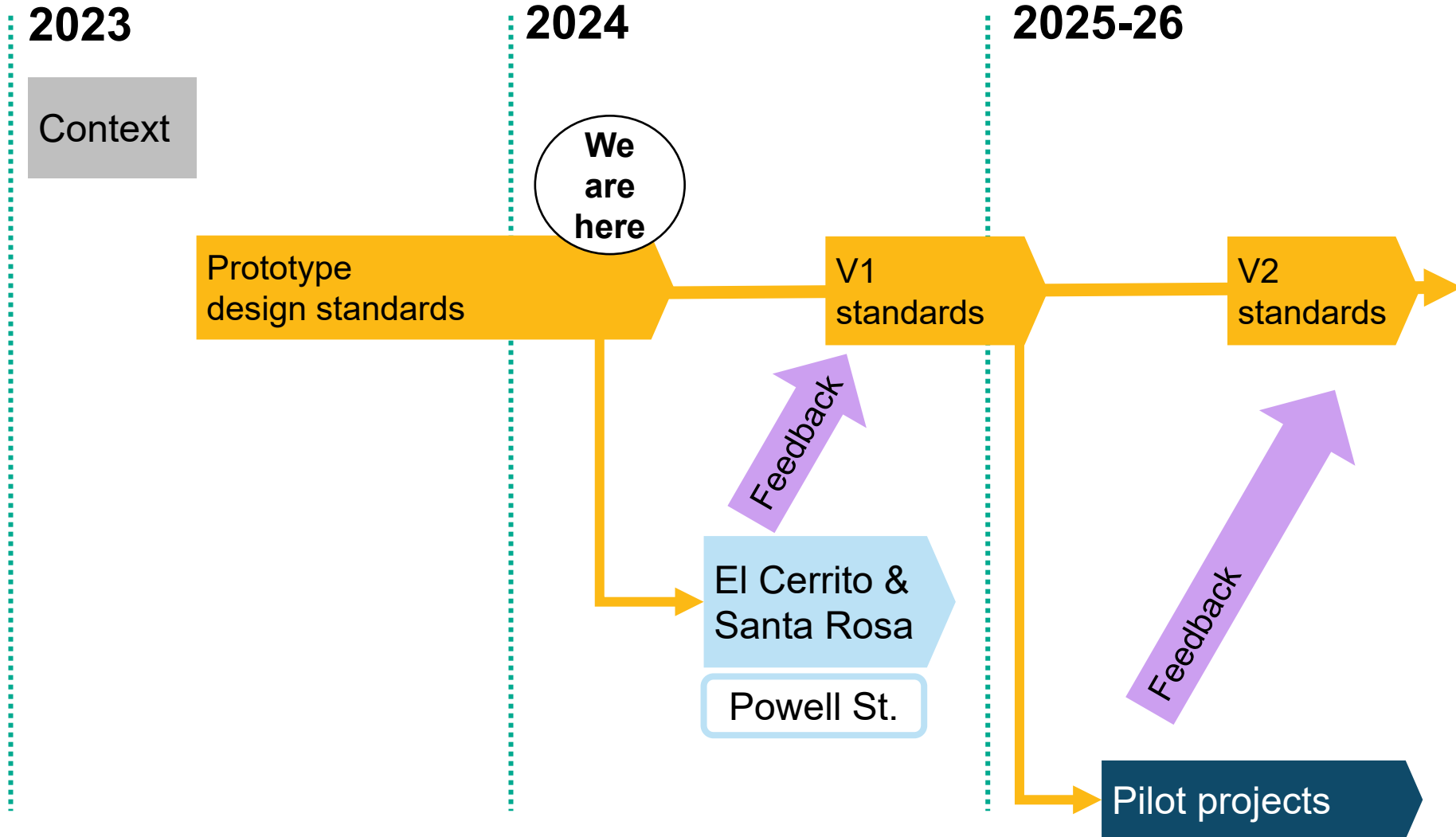
Design standards

- 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

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)

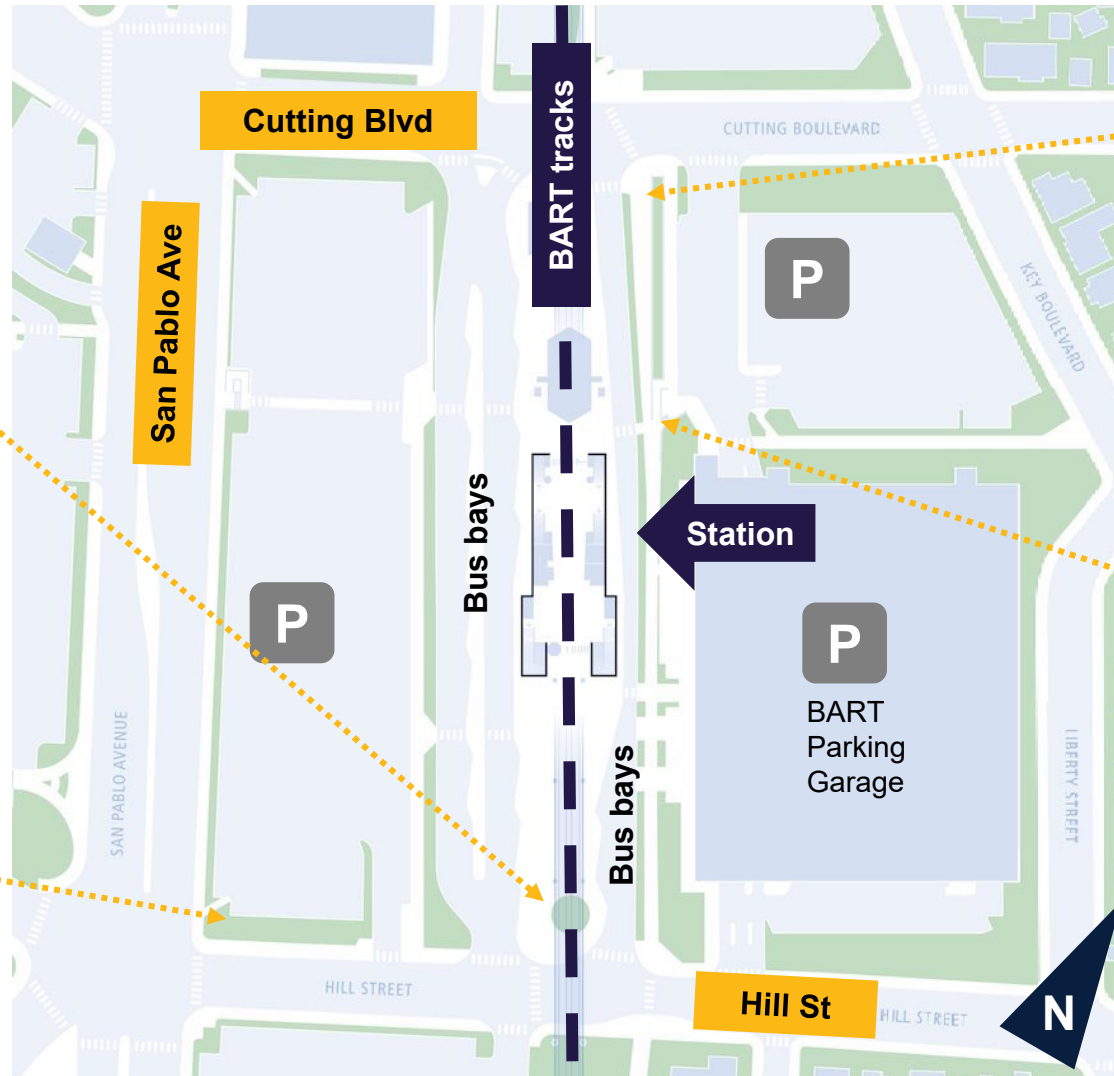


Prototype design: El Cerrito del Norte Threshold markers

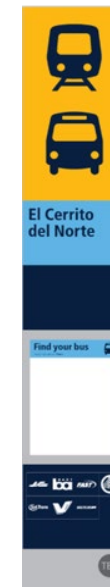
Entrance Monolith



Vehicular Beacon



Pedestrian Beacon



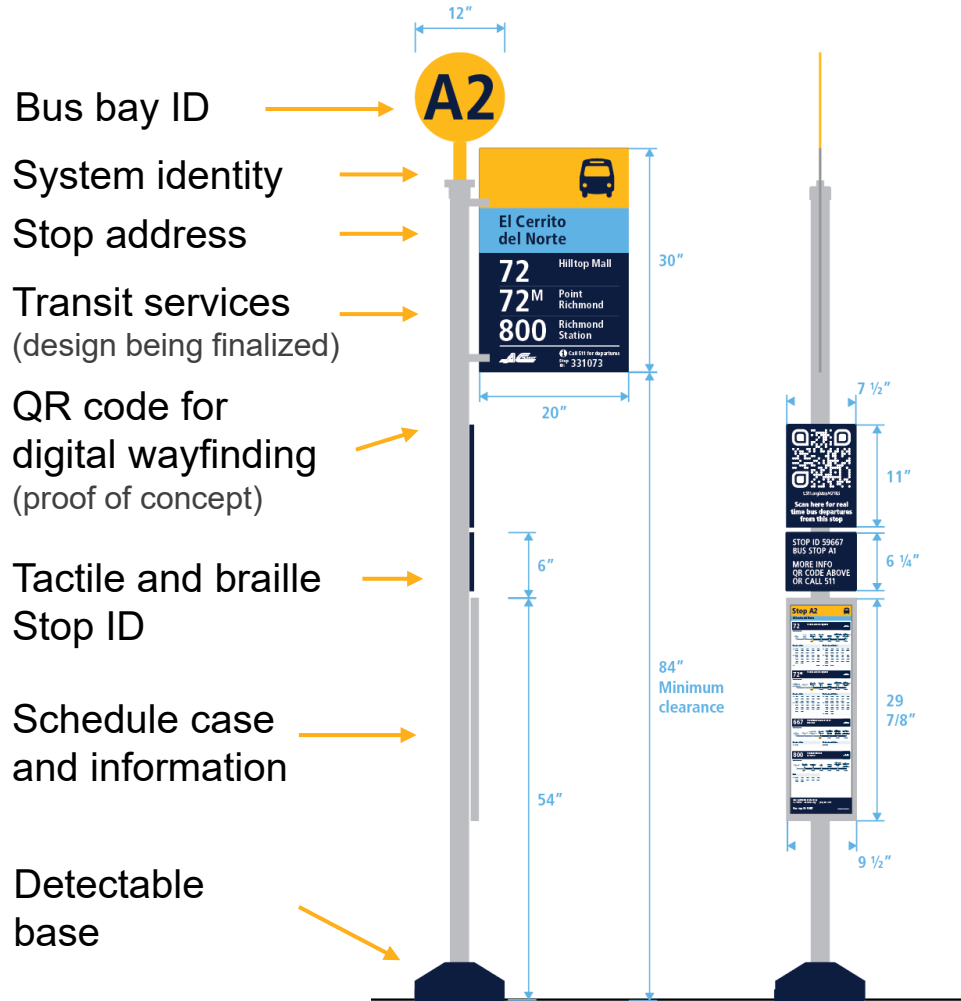
Entrance Monolith

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

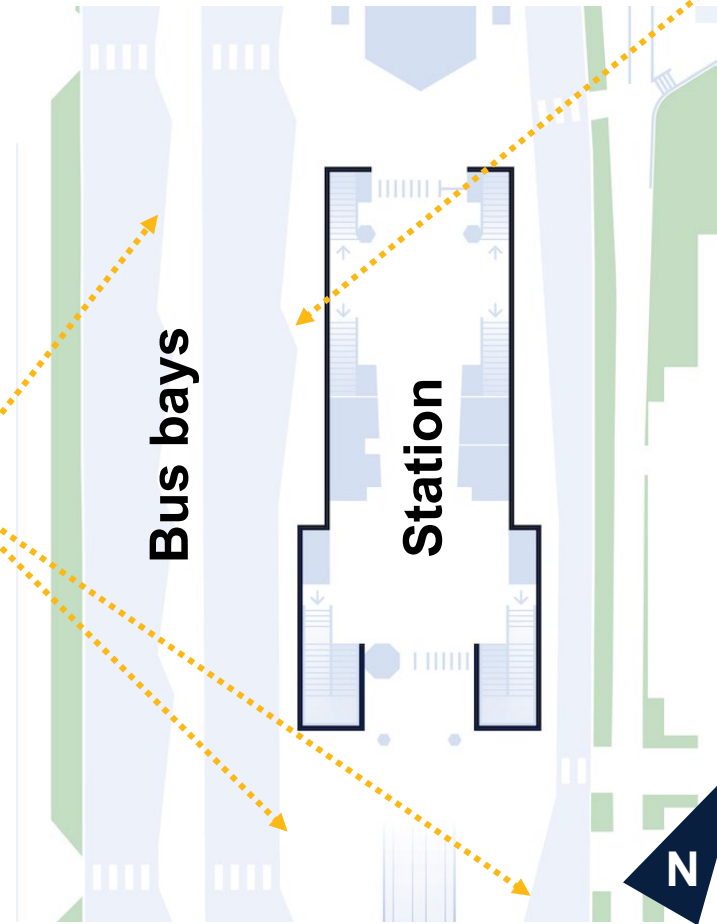
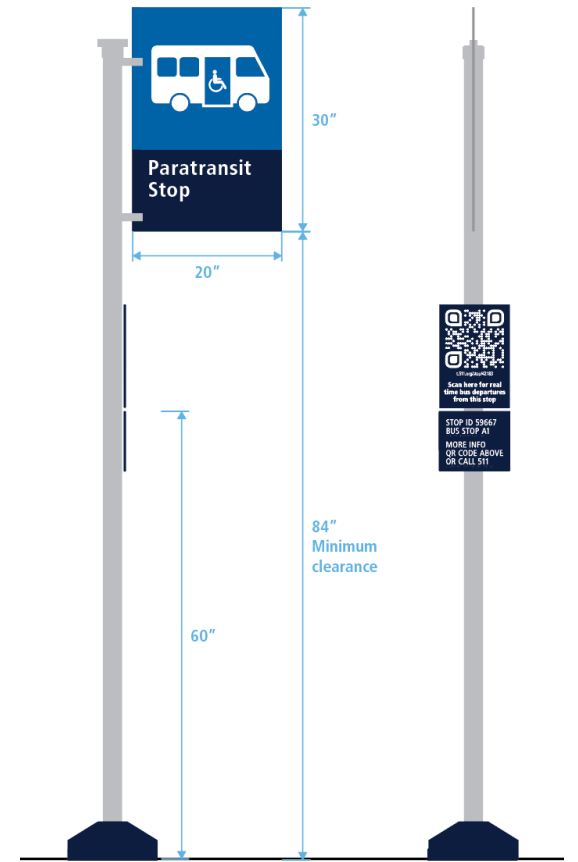
Prototype design: El Cerrito del Norte

Bus flags & loading

Bus stop flags (and basic design elements)



Paratransit loading sign



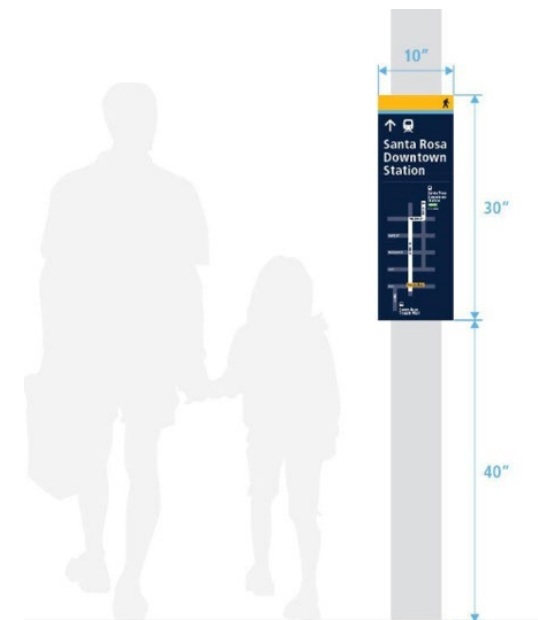
Designs subject to change per agency feedback and forthcoming permitting processes.

Prototype design

Santa Rosa Transit Mall & SMART Station



Pedestrian transfer navigation



Prototype evaluation objectives

Performance Indicators

Design Effectiveness

- Functionality
- Form and aesthetics
- Accessibility
- Scalability
- Identity/ brand

Traveler Benefits

- Trip impacts
- Transit attitudes
- Travel behavior

Operator Experience

- Operations
- Costs
- Skills
- Cooperation

Goals (Near-Term)

Wider audience, more inclusive, more accessible

Better travel experience

More cost effective, ease of maintenance and implementation

Goals (Long-Term)

Retain and increase ridership

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

Pilot projects

Overview

- **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

Experience at complex transfer stations (2025)

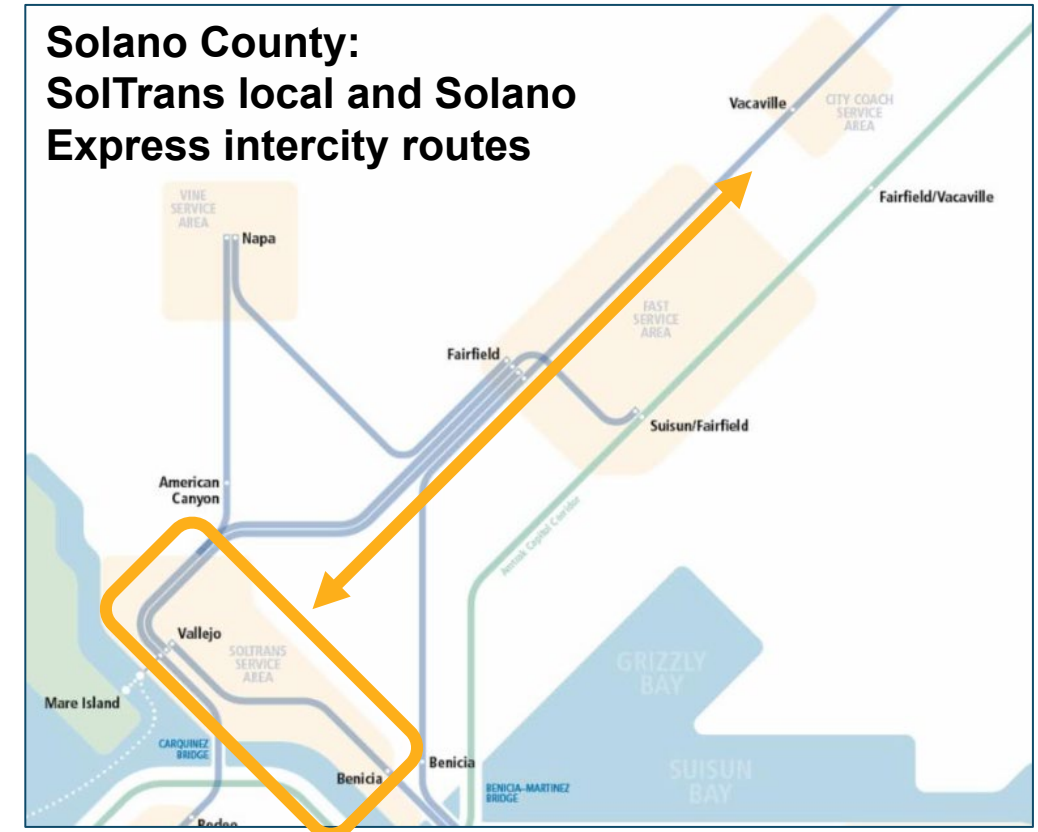
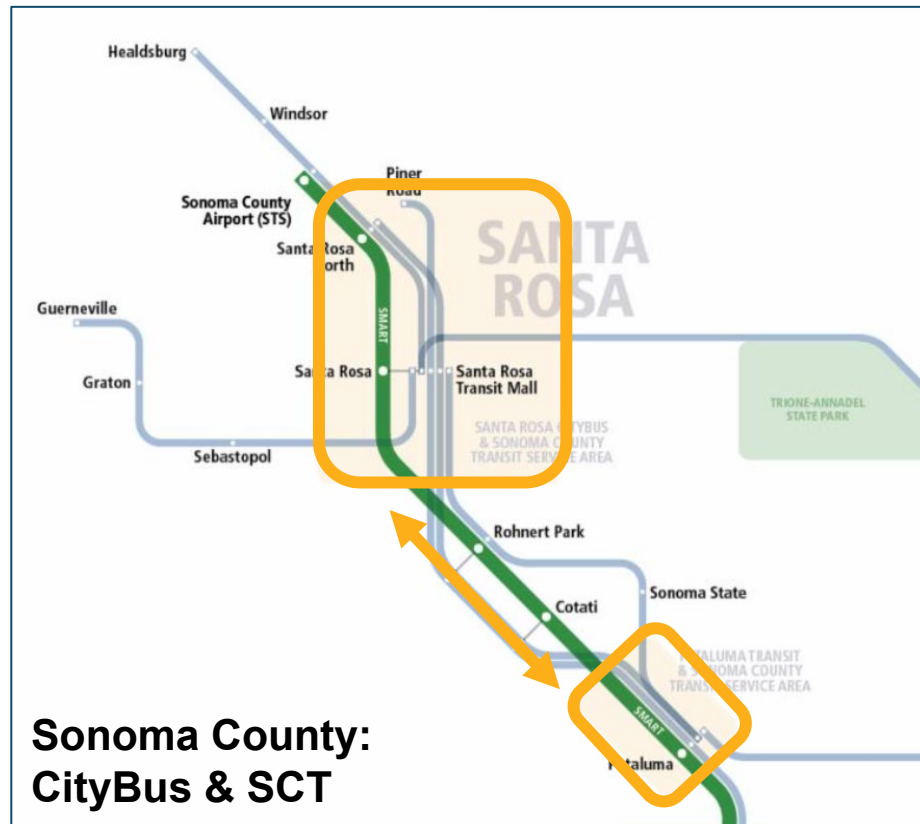


Goals:

- 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

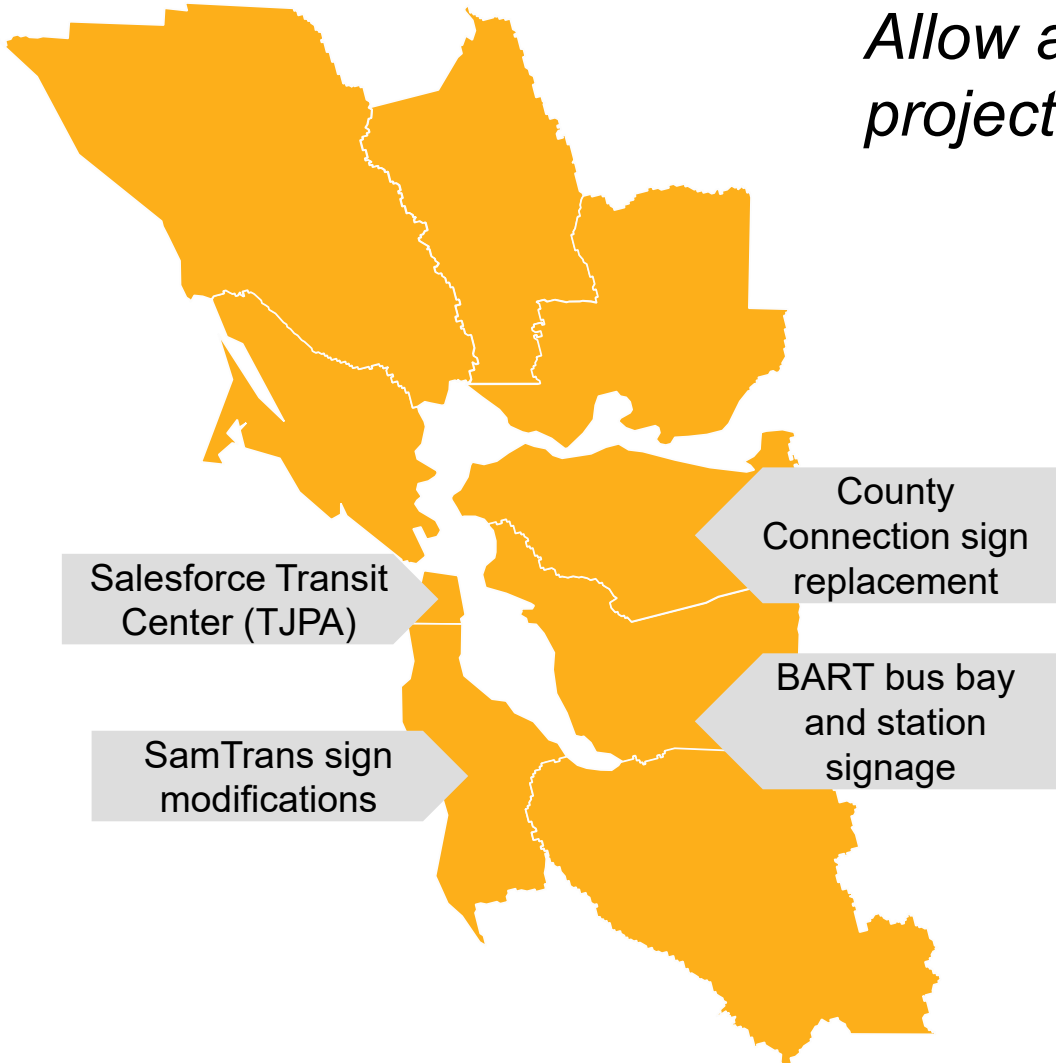
Why Sonoma and Solano Counties

- **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:



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

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

