

# Regional Mapping & Wayfinding Project Update – Spring 2025



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

TPB Regional Public Transportation Subcommittee

March 25, 2025

# Today's presentation

- **Regional Mapping & Wayfinding overview**
  - Goals & development process
  - Regional network identity & approach
- **Prototype testing**
  - Current installations
  - More about maps
- **Next steps**



# What is wayfinding?



**Identity**



**Directional signage**



**Accessibility**



**Maps**



**Information and schedules**



**Digital tools**

# What's the context?

- Over two dozen transit operators across nine counties
- Multiple information systems = inconsistency & fragmentation



# Project goals & phases

## Project goals

- Retain existing and attract new riders by making transit journeys easier to understand
  - Create dependable, predictable, and familiar navigation information
  - Provide standard wayfinding guidelines to simplify transit agency operations
  - Sustain regional growth, health, equity, and sustainability by reinvesting in transit

## Project phases

Phases 1 & 2  
**Project development & business case**  
Completed

- User research & outreach
- Regional map prototype
- Business case
- Tier development

Phase 3  
**Design development**  
Funded

### We are here

- Regional guidelines
- Prototypes
- Pilot projects
- New mapping database

Phase 4+  
**Full implementation**  
Unfunded

- Expand new wayfinding system regionwide

# Design development process

★ = We are here

## Design guidelines

- Sign & map designs
- Installation support

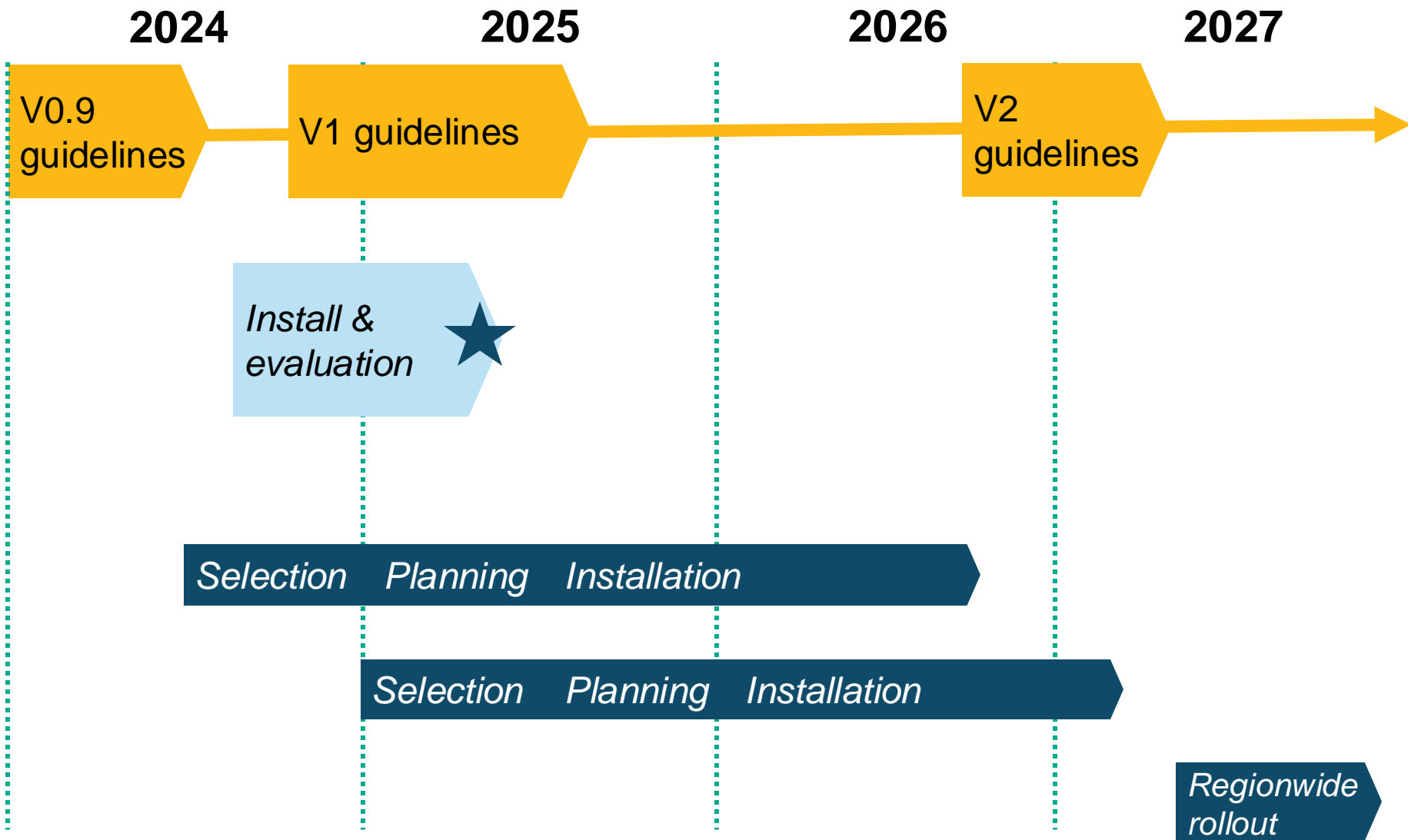
## Prototypes

El Cerrito, Santa Rosa,  
San Francisco (Powell)

## Pilot projects

1. 9 transit hubs around the region
2. Bus lines in Sonoma & Solano Counties

## Regionwide rollout



# Regional network identity

## 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

1

Golden yellow

Light blue

Dark blue

2



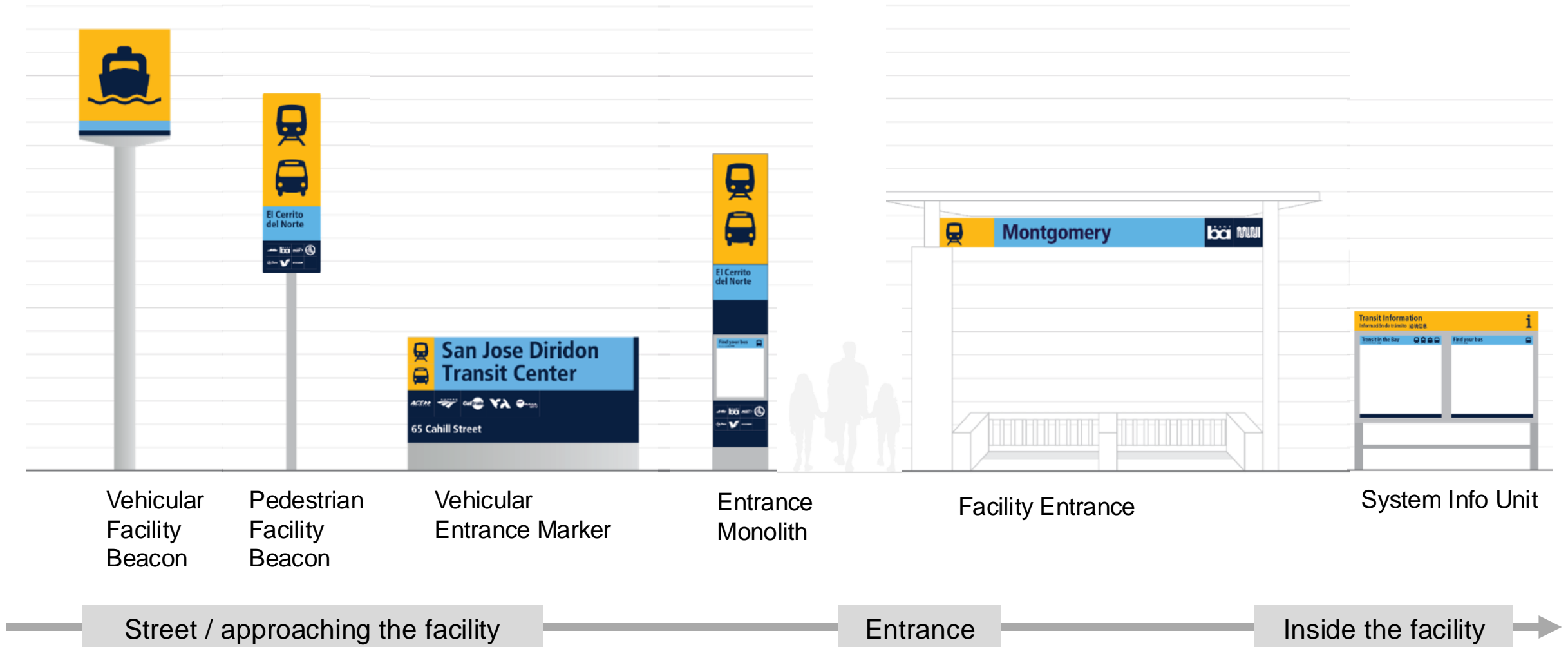
3a



3b

# New sign family

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



# Focus on service frequency

1-10 mins

11-15 mins

16-30 mins

31+ mins

*Included in maps...*



Local transit

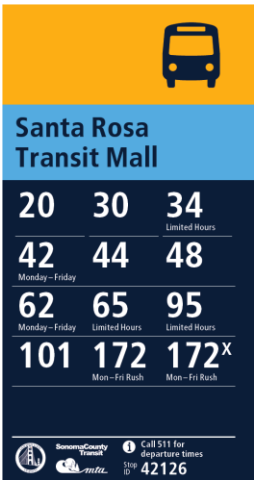
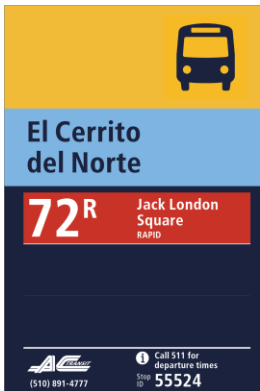
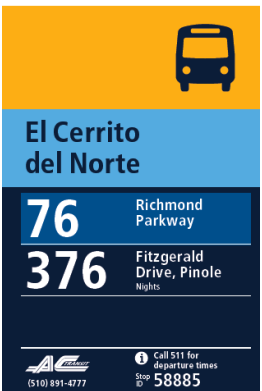


Neighborhood



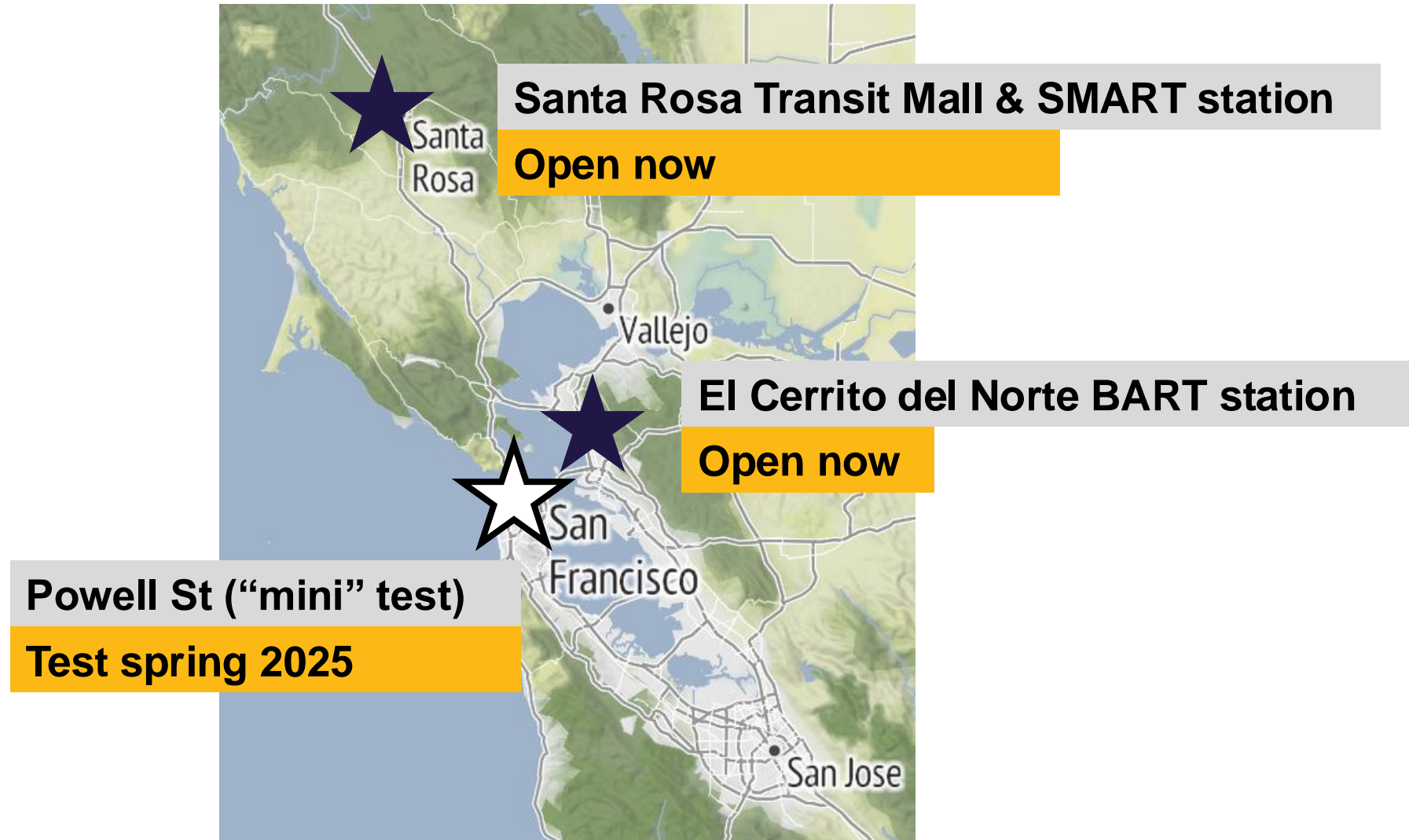
Facility

*...and bus stop signs*



*Defined as the longest time between vehicles from 7am-7pm, Mon-Fri*

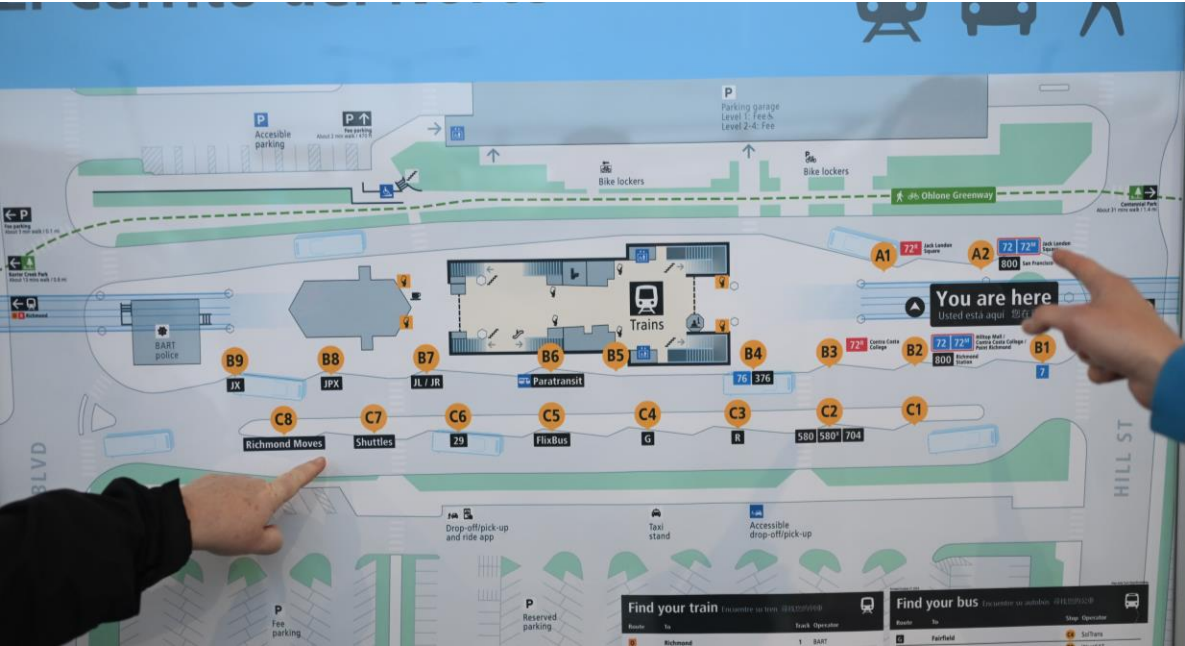
# Prototype installations



# El Cerrito del Norte prototype



# El Cerrito del Norte: bus stops



# El Cerrito del Norte: BART improvements



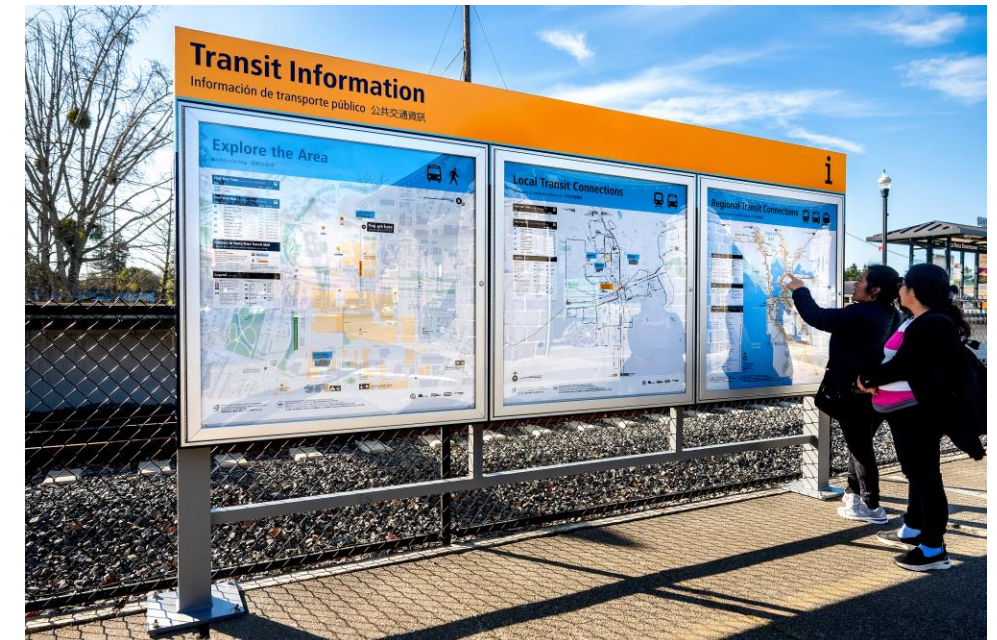
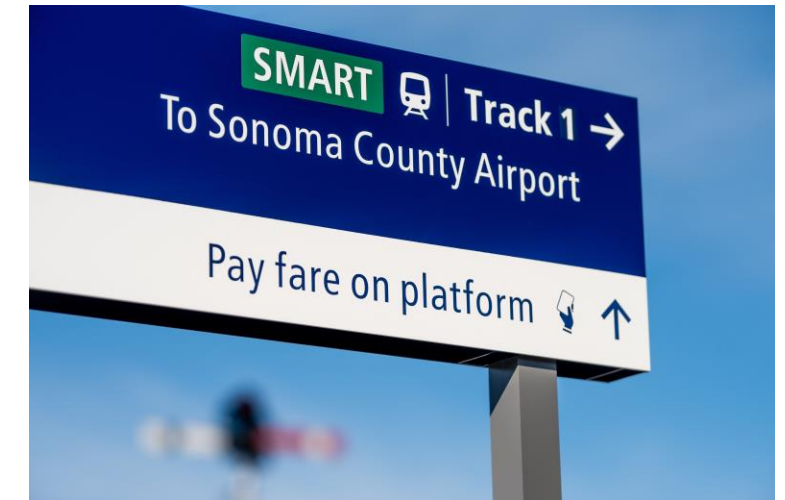
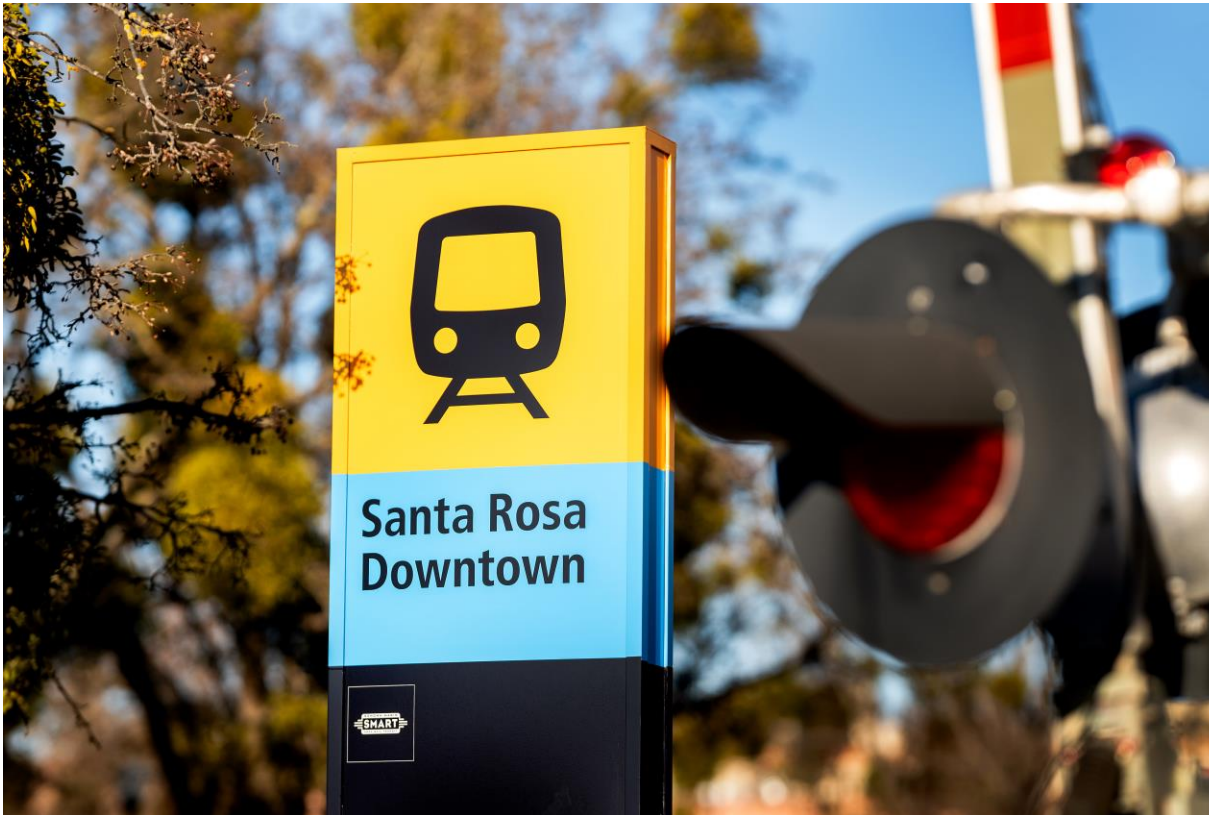
# El Cerrito del Norte: accessibility improvements



# Santa Rosa Transit Mall: Simplicity and consistency



# Santa Rosa Downtown SMART: Increasing customer information



# Elements of prototype bus stop signs

Bus line number in  
largest type size

Agency logos  
and/or customer  
service info

*Alternate footer if  
only one agency*



(510) 891-4777

**El Cerrito  
del Norte**

**580**

**San Rafael**

**580<sup>x</sup>**

**San Rafael**

Monday – Friday Rush Hours

**704**

**San Francisco**

Limited Hours



*Early Bird  
EXPRESS*



Call 511 for  
departure times

Stop  
ID

**42183**



Regional color  
and modal icon

Bus stop location

Bus line destination

Special service info  
and/or name (e.g., All  
Nighter)

**800**






**San Francisco  
ALL NIGHTER**

Stop ID and 511 info for  
departure times

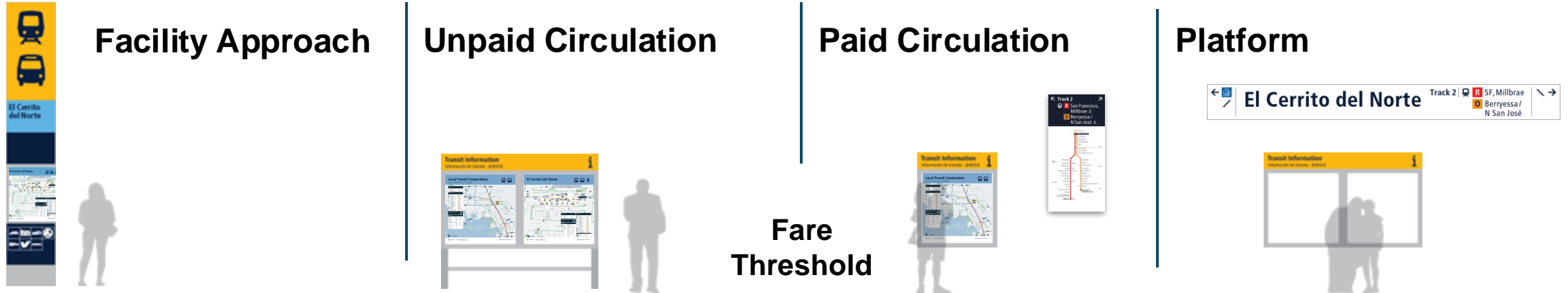
# Set of maps

Visit our website to see maps in full size.  
<https://mtc.ca.gov/MappingWayfinding>

Geographic scale

130 miles	10-90 miles	5-10 miles	0.5-1 mile	500-1000 ft
				
<b>Regional transit</b> Overview of Bay Area transit services and connections.	<b>Fixed guideway</b> Overview of routes in a specific closed transit system, e.g., BART. <i>Builds on design of regional transit map.</i>	<b>Local transit</b> Overview of local transit connections from a specific location.	<b>Neighborhood</b> Overview of nearby activity areas, destinations and transit facilities.	<b>Transit facility</b> Detailed overview of a specific transit facility, depicting key features and amenities.

# How maps support user journeys



**Transit Facility Map /** Direction around facility

**Local Transit Map**

Awareness of local transit and support for trip planning

**Regional Transit Map /** Awareness of regional transit network

**Fixed Guideway Map**

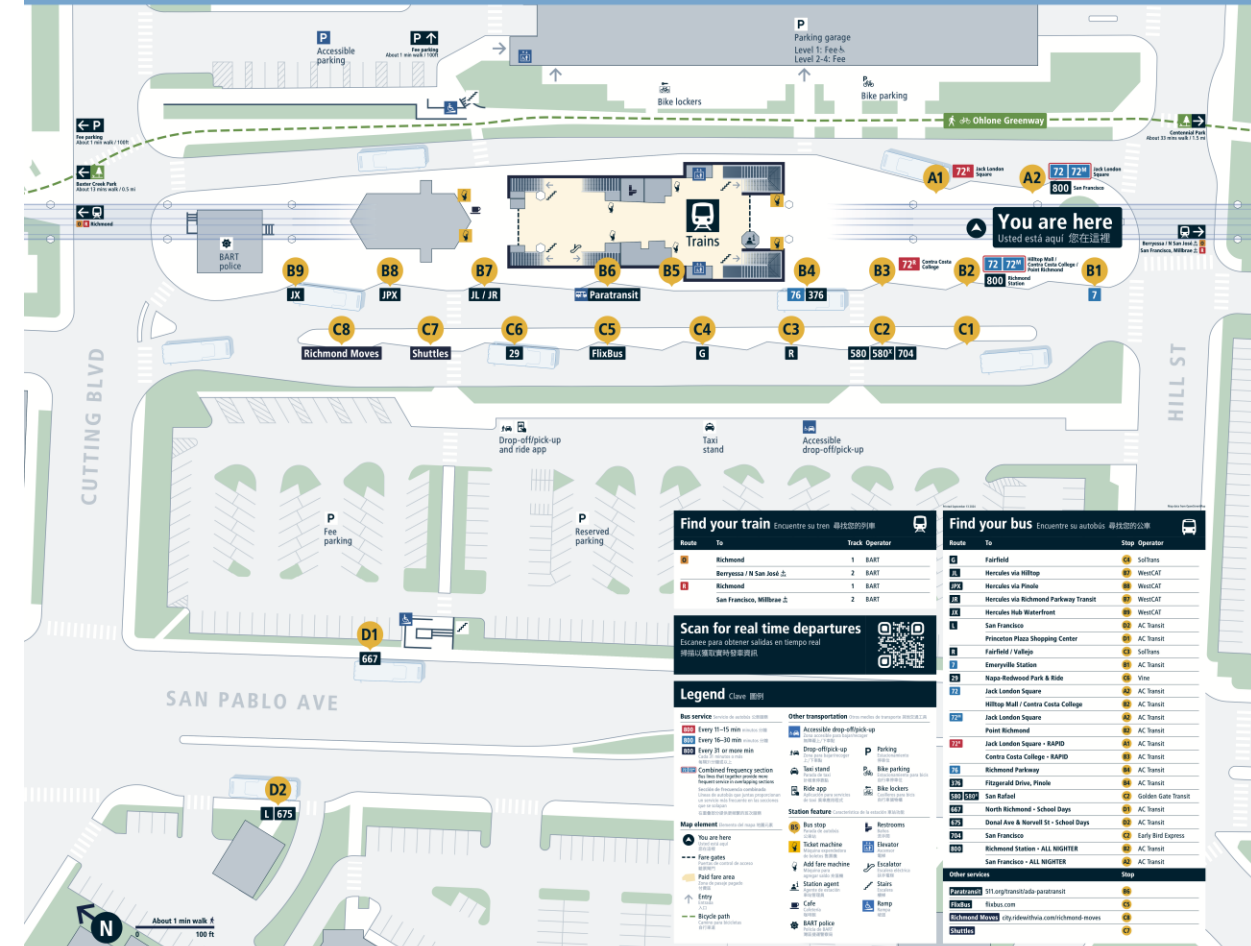
Awareness of specific fixed transit services

**Map-Based Signage**

BART line diagram w/ destinations

# Facility map

- # El Cerrito del Norte



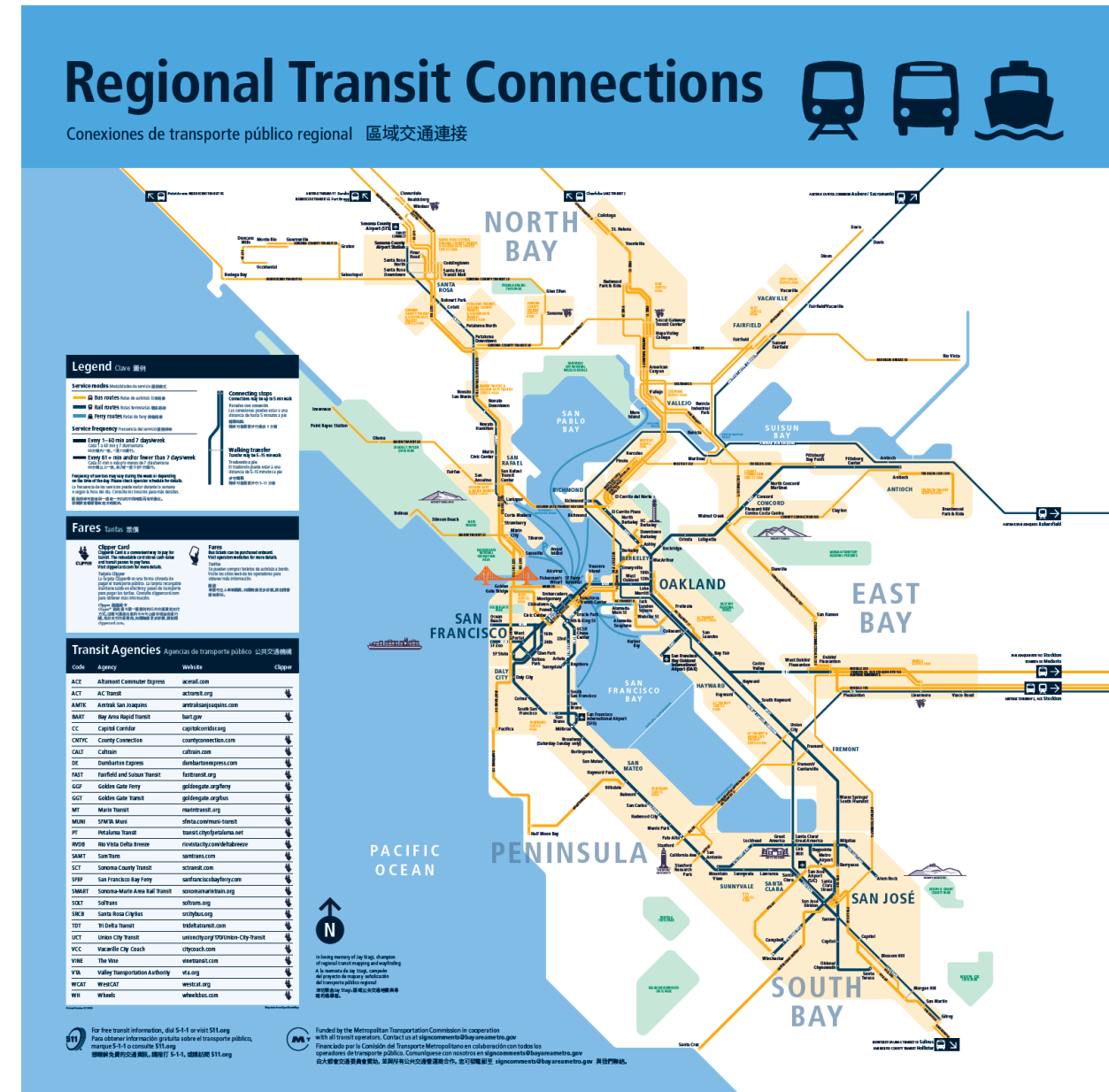
# Local transit map

- **Purpose**
  - Overview of transit connections from or near a specific location
- **Scale:** 5-10 miles
- **Content**
  - Transit routes from the station and available by transfer
  - Transit service frequency
  - Points of interest
  - Off-map destinations



# Regional transit map

- **Purpose:** Inspire discovery, awareness, and curiosity about regional transit services
- **Scale:** 130 miles north-south
- **Content includes...**
  - Services of all 27 agencies
  - Key bus, ferry, and rail routes in network identity colors
  - Emphasis on services that operate at least every hour, every day



# Prototype evaluation effort

Method	Definition	Pre-Install	Post-Install
<b>Test journeys</b>	10-12 people at both sites asked to complete pre-designed wayfinding tasks, accompanied by surveyors who ask qualitative questions	✓	✓
<b>Intercept surveys</b>	Surveyor asks participant a brief set of questions on site, allowing MTC to quantify many peoples' perceptions	✓	✓
<b>Organized site tours</b>	Open house/tours for any operator/city onsite		✓
<b>Accessibility site tours</b>	Guided tours for 10-12 selected stakeholders at each site		✓
<b>Frontline staff surveys</b>	Conduct surveys of transit staff, such as bus operators and station agents		✓
<b>Focus groups</b>	Conduct guided off-site discussions of wayfinding elements		✓
<b>Online surveys</b>	Open survey available to regional audience via MTC website		✓
<b>Digital wayfinding survey</b>	Survey link in digital wayfinding proof of concept web app		✓

## Next steps

# Pilot projects: 2025-2026

- **Purpose**

1. Test regionally coordinated operations and maintenance
2. Gather additional agency and public feedback

- **Scope**

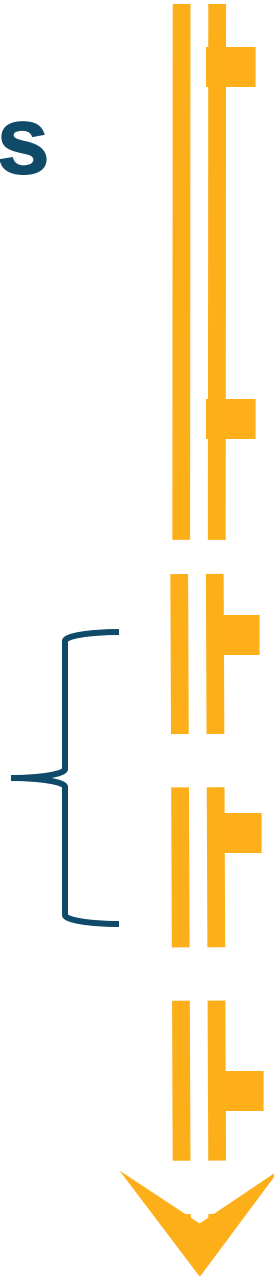
1. 9 multimodal transit hubs around the region
2. Selected full bus routes in Sonoma and Solano Counties



Next steps

# Milestones

Pilot  
projects



## Spring 2025

- Install Powell Street "mini-prototype"
- Complete prototype map and sign evaluation
- Draft V1 Design Guidelines

## Mid 2025

Release V1 Guidelines for Pilot and agency-led projects

## Late 2025

Begin installing new maps and signs at 9 regional transit hubs

## 2026+

Implement new wayfinding on selected bus lines in Sonoma/Solano Counties

## 2027+

Expand new wayfinding signs and maps throughout the region (dependent on funding)