# Regional Mapping & Wayfinding Project Implementation Updates

**METROPOLITAN**

**TRANSPORTATION**

**COMMISSION**

Santa Rosa Design Review Board

July 18, 2024

# Today's meeting

- **Project context and status**
  - Goals & schedule

- **Focus on the prototypes**
  - Prototype designs
  - Prototype evaluation

- **Pilot projects**
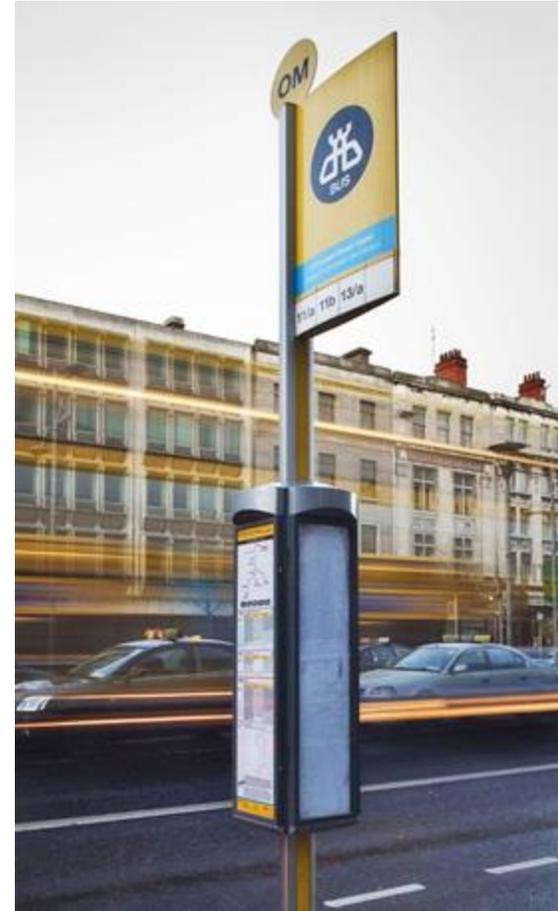
- **Next steps**

# Wayfinding includes…



**Identity**



**Directional signage**



**Information and schedules**





**Accessibility**



**Maps**

**Digital tools**

# Part of the Transit Transformation Action Plan

**This project**

| I. Fares and Payment | II. Customer Information | III. Transit Network | IV. Accessibility | V. Funding |
|---|---|---|---|---|
| Simpler, consistent, and equitable fare and payment options. | Make transit easier to navigate and more convenient. | Transit services managed as a unified, efficient, and reliable network. | Transit services for older adults, people with disabilities, and those with lower incomes are coordinated efficiently. | Use existing resources more efficiently and secure new, dedicated revenue to meet funding needs. |
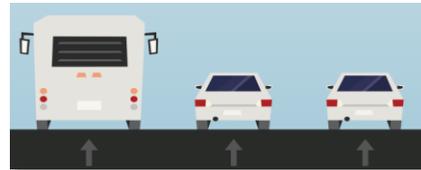
# Goals & schedule

*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**
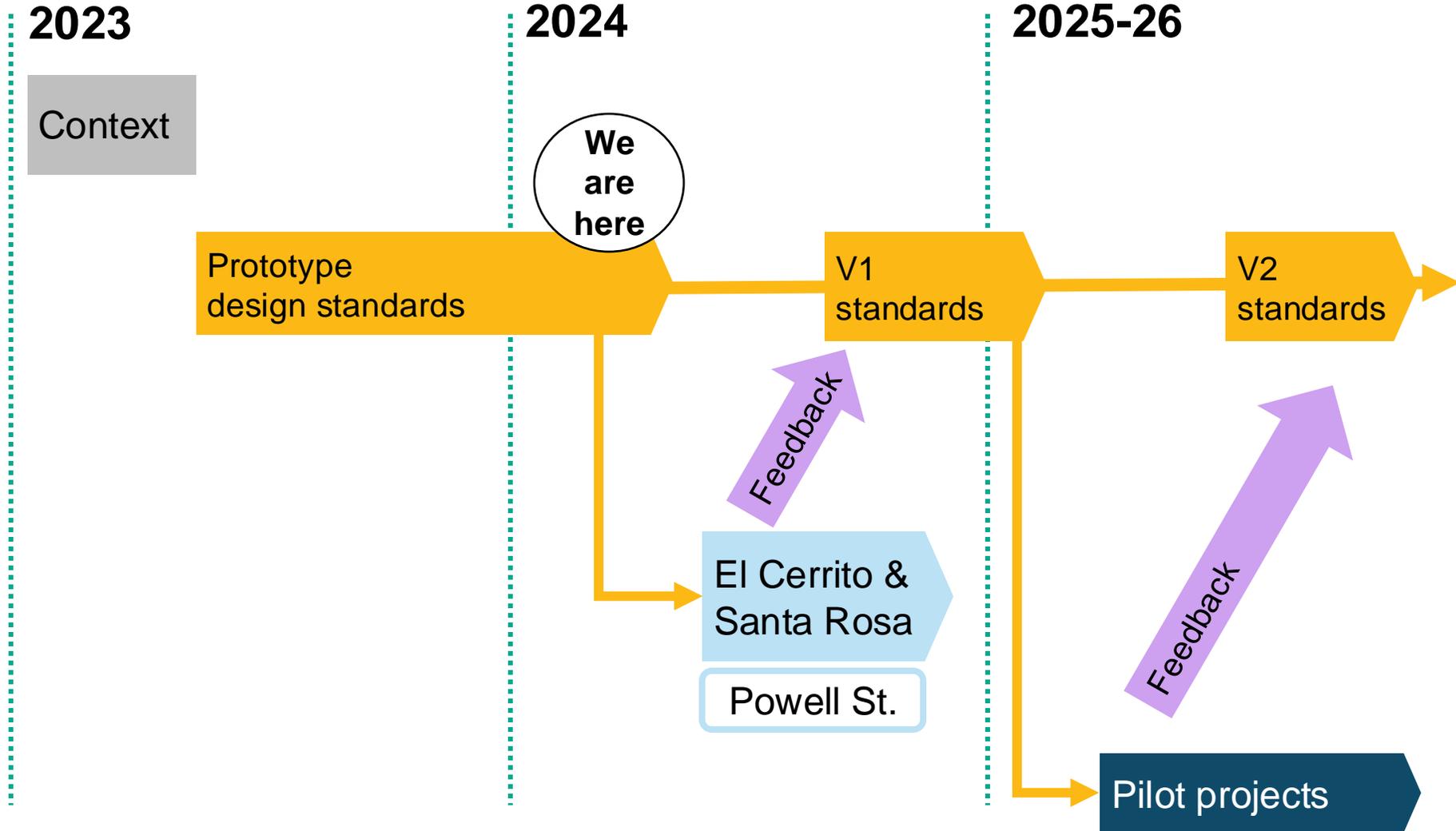
- Current practices
- Stakeholder needs

**Design standards**

- Network identity
- Signage family

**Prototypes**

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

**Pilot projects**



**2023**

Context

**2024**

We are here

Prototype design standards

V1 standards

Feedback

El Cerrito & Santa Rosa

Powell St.

**2025-26**

V2 standards

Feedback

Pilot projects

# 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

**1**

| Golden yellow |
| Light blue |
| Dark blue |

**2**

**3a**

El Cerrito del Norte

Find Your Bus

**3b**

# New sign family

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



| Vehicular Facility Beacon | Pedestrian Facility Beacon | Vehicular Entrance Marker | Entrance Monolith | Facility Entrance | System Info Unit |

Street / approaching the facility → Entrance → Inside the facility

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# 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)
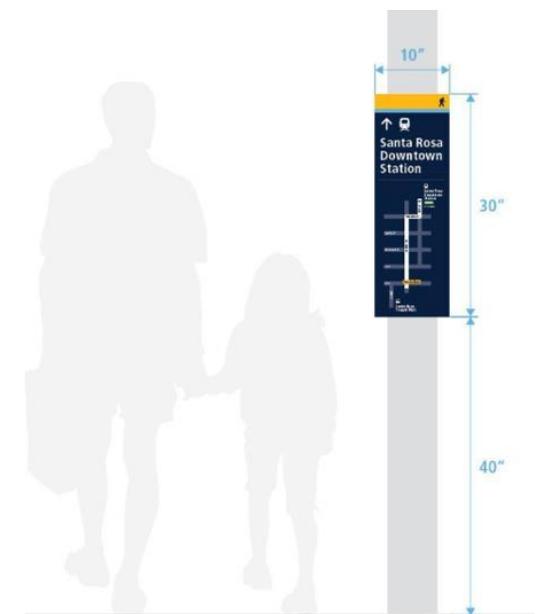


**Santa Rosa Transit Mall & SMART station**

**El Cerrito del Norte BART station**

**Powell St BART & Muni** (design test)

# Santa Rosa Transit Mall & SMART Station



**Pedestrian navigation sign**

0.5 miles / 12 min walk

*Designs subject to change per agency feedback and forthcoming permitting processes. V07-24*

# Santa Rosa pedestrian signage



**4th St & Wilson St, southeast corner**



**Along 3rd St, before the underpass**

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*Designs subject to change per agency feedback and forthcoming permitting processes. V07-24*

# Customer information

**Bus information**
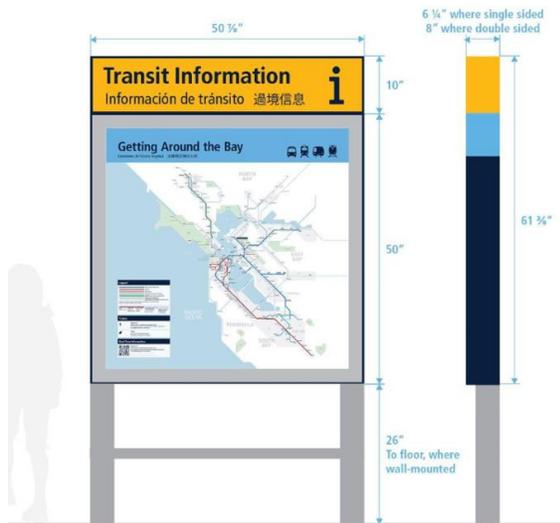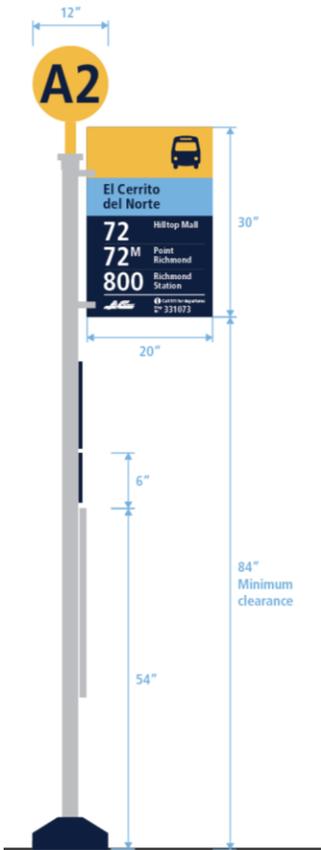


**System info units**
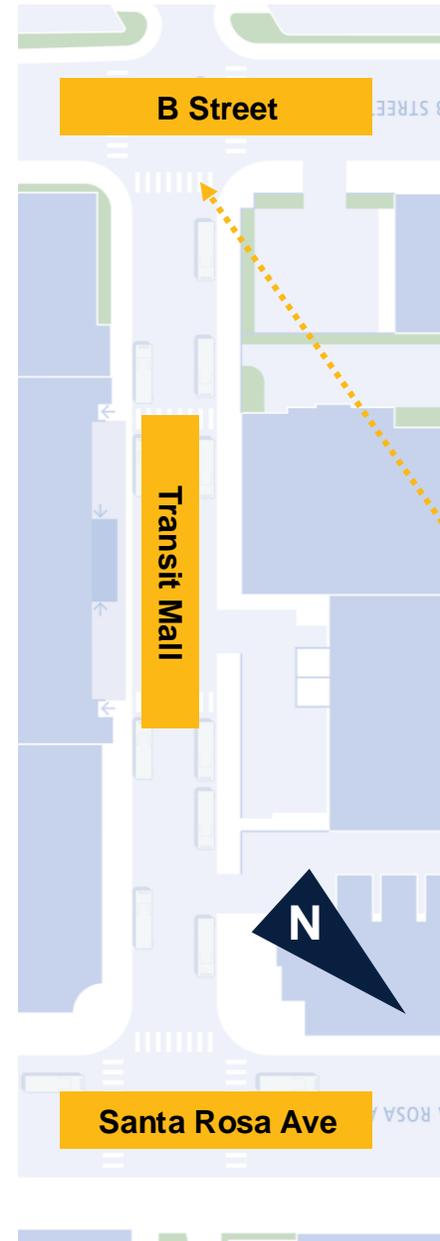


**Bus bay markers**



**Entrance Monolith**

# Threshold markers
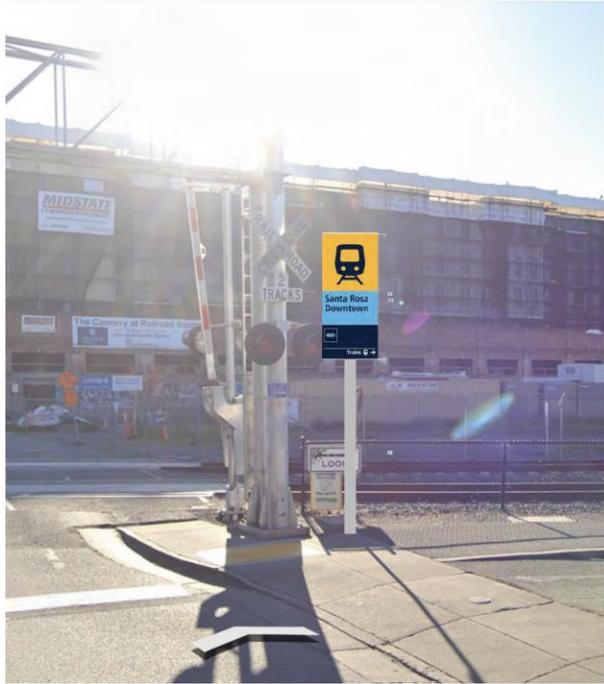


**Pedestrian Beacon**



**Entrance Monolith**

*Designs subject to change per agency feedback and forthcoming permitting processes. V07-24*

# Customer information



**Platform signs**



**Fare threshold sign**



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*Designs subject to change per agency feedback and forthcoming permitting processes. V07-24*
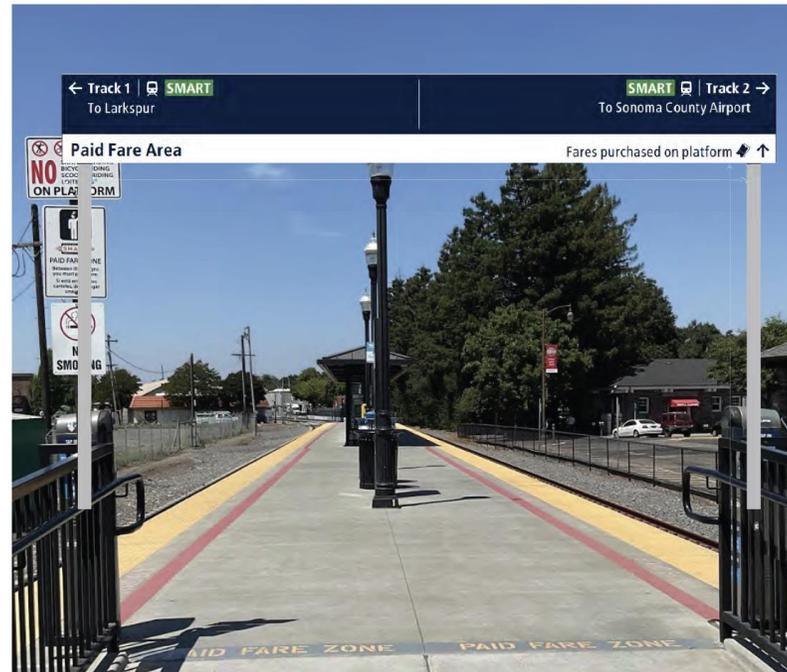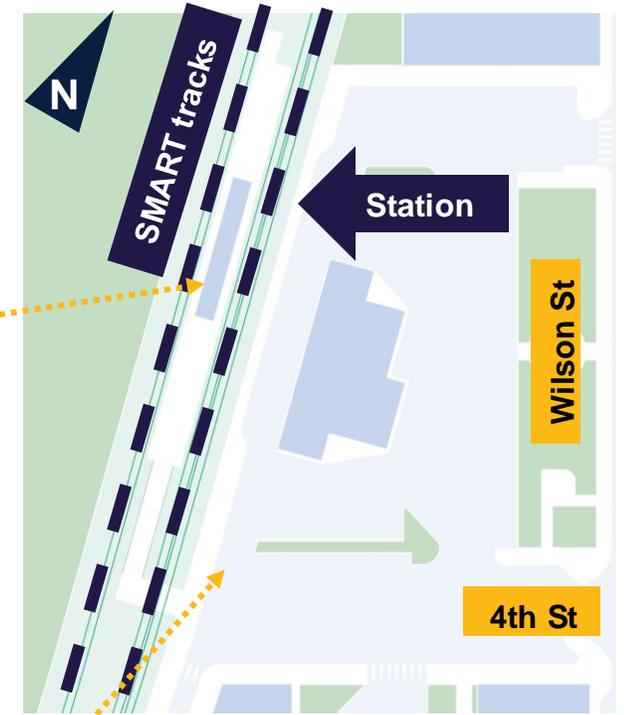
# Prototype evaluation objectives

**Performance Indicators**

| **Design Effectiveness** | **Traveler Benefits** | **Operator Experience** |
|---|---|---|
| • Functionality<br>• Form and aesthetics<br>• Accessibility<br>• Scalability<br>• Identity/ brand | • Trip impacts<br>• Transit attitudes<br>• Travel behavior | • Operations<br>• Costs<br>• Skills<br>• 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

## Transit operators

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

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

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# 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 |

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# The next stage: pilot projects

- **Purpose**
  - Gather agency and public feedback at a wider scale 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**
  - 2025: Test customer experience at complex transfer stations
    - Identify 7 new pilot sites around the region
    - Santa Rosa sites would receive full build-out of new wayfinding signs
  - 2026: Test experience on end-to-end bus routes in Sonoma & Solano Counties
  - 2025+: Advance agency-funded capital projects using new standards

# 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

**2025+**
Test experience at complex transfer stations regionally

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

*Agency-led projects*

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# Thank you

- Any questions?

**Contact information**

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**Project website:**
https://mtc.ca.gov/operations/transit-regional-network-management/regional-mapping-wayfinding

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