

# Regional Mapping & Wayfinding Project Implementation Updates



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Santa Rosa Cultural Heritage Board

July 17, 2024

# Today's meeting

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



## Project context and status

# Wayfinding includes...



**Identity**



**Directional signage**



**Accessibility**



**Maps**



**Information and schedules**



**Digital tools**



# Part of the Transit Transformation Action Plan

This project

## I. Fares and Payment

Simpler, consistent, and equitable fare and payment options.



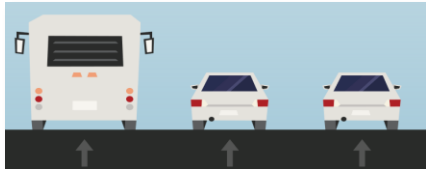
## II. Customer Information

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.



# 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

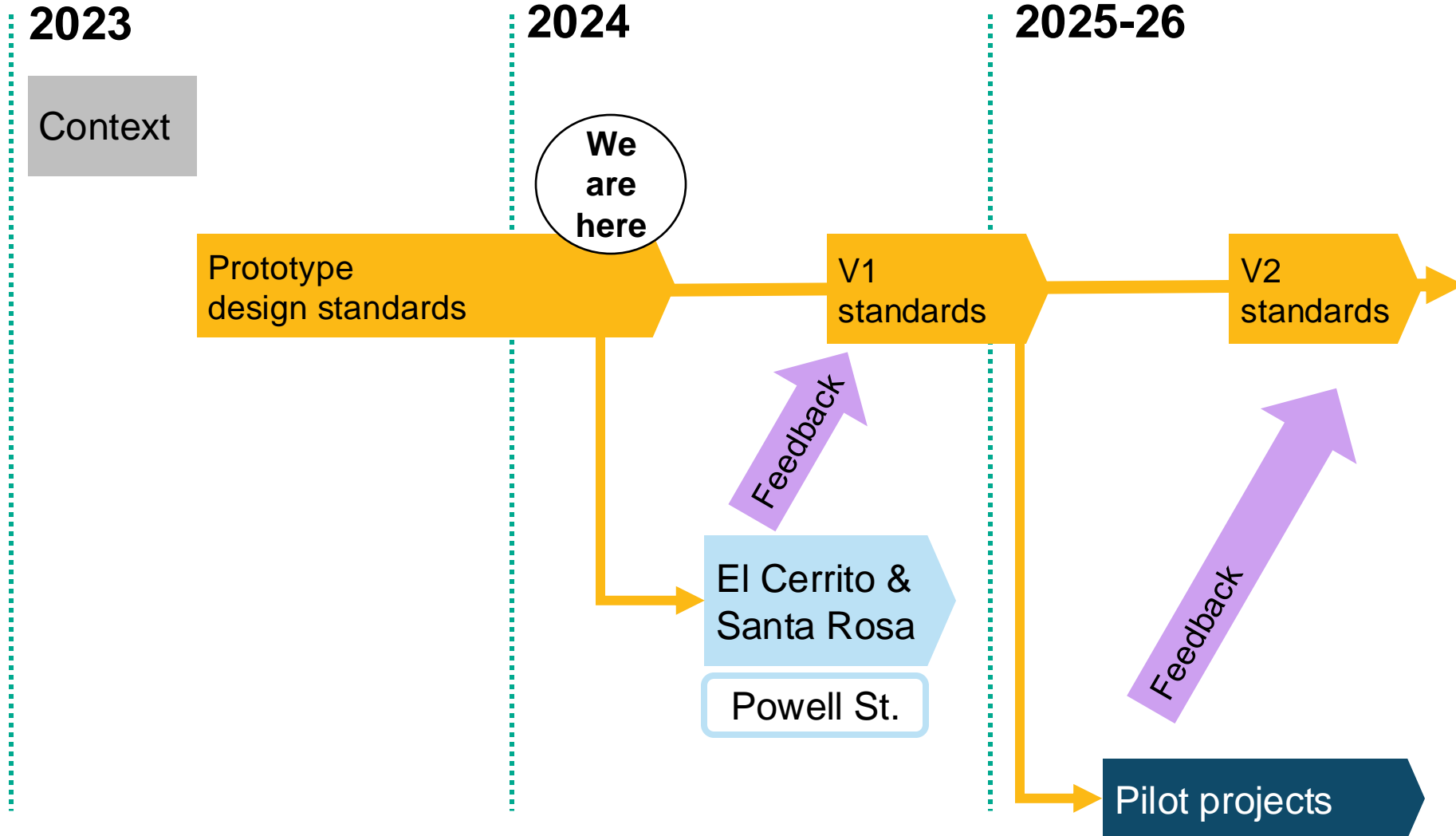
## Design standards

- Network identity
- Signage family

## Prototypes

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

## Pilot projects



# 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



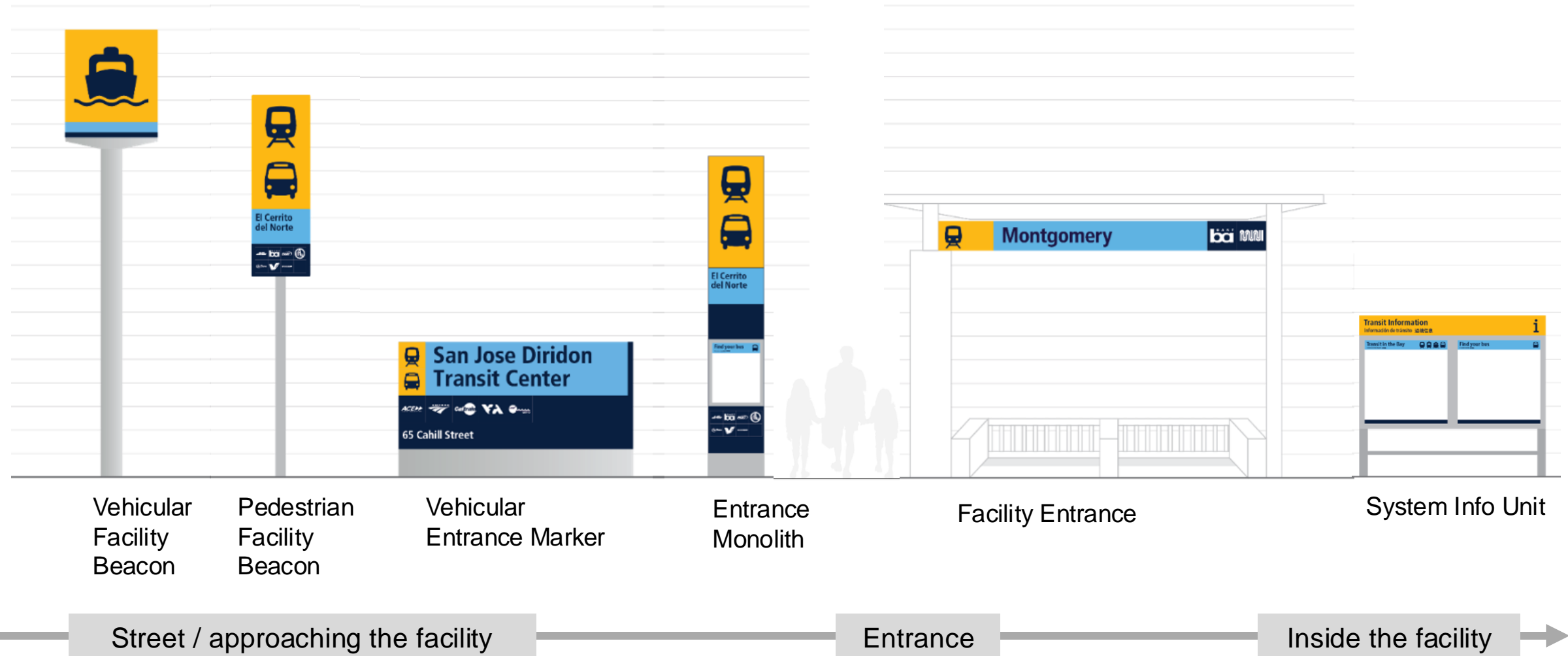
3a



3b

# Prototype design New sign family

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





## 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)

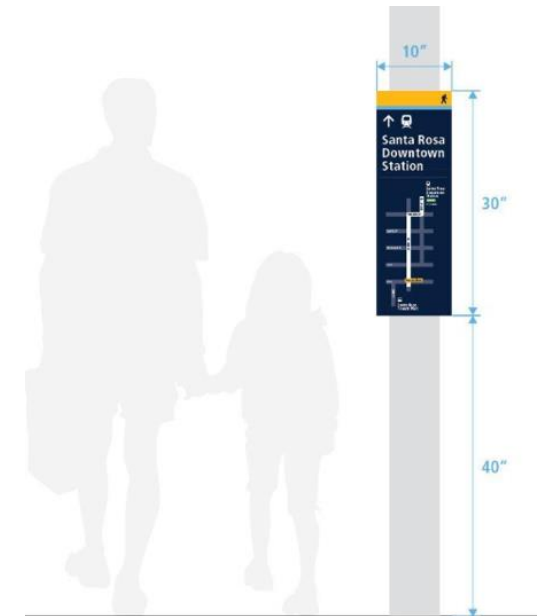


Prototype design

# Santa Rosa Transit Mall & SMART Station



★ Pedestrian navigation sign





Prototype design

# Santa Rosa pedestrian signage



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

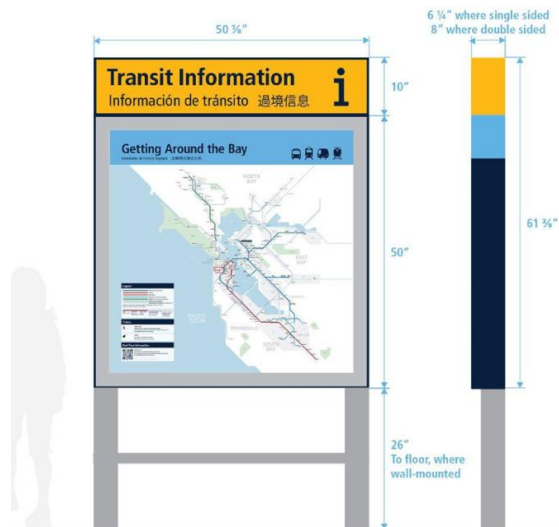
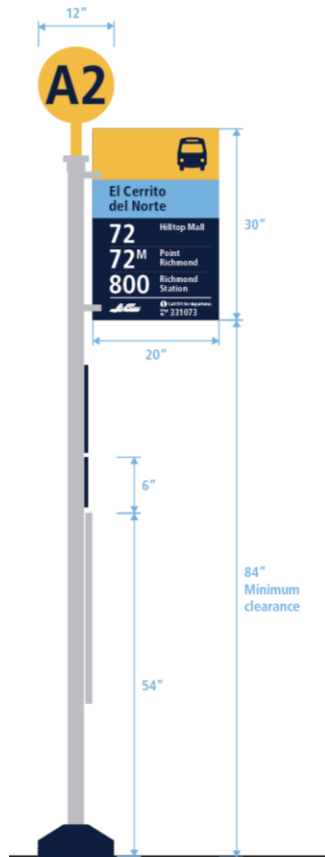


**Along 3rd St, before the underpass**

# Prototype design: Santa Rosa Transit Mall

## Customer information

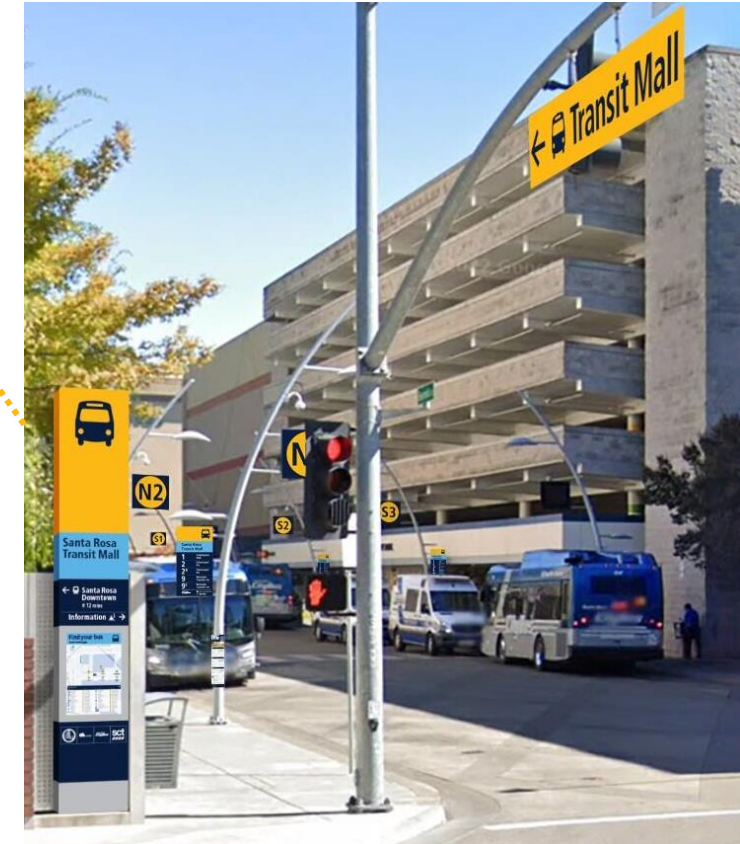
### Bus information



### System info units



### Bus bay markers

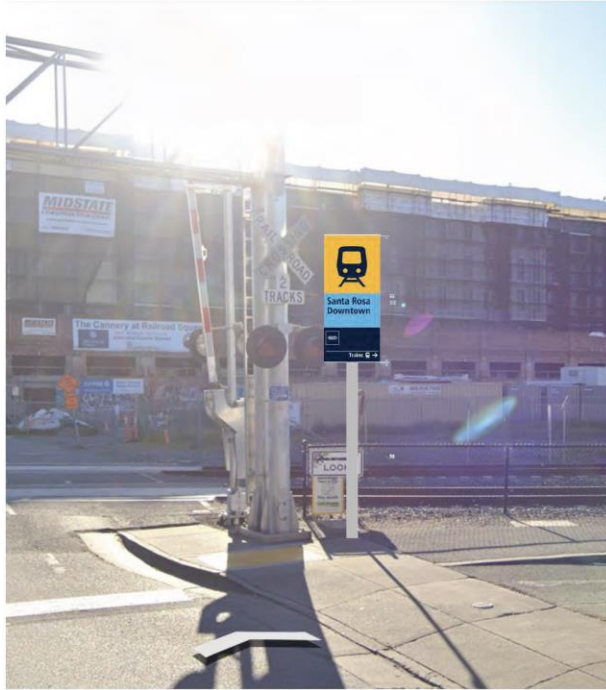


### Entrance Monolith



# Prototype design: Santa Rosa Downtown SMART

## Threshold markers



**Pedestrian Beacon**



**Entrance Monolith**



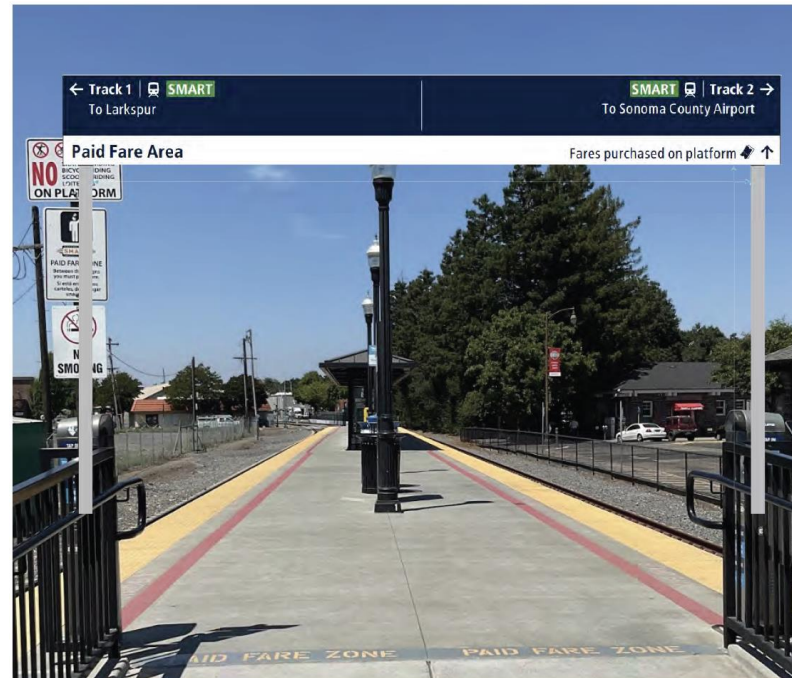


# Prototype design: Santa Rosa Downtown SMART

## Customer information



Platform signs



Fare threshold sign

# 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

# Prototype evaluation methods

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

# 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

*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>