
Regional Mapping & Wayfinding Project Implementation Updates



Santa Rosa City Council
September 10, 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

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

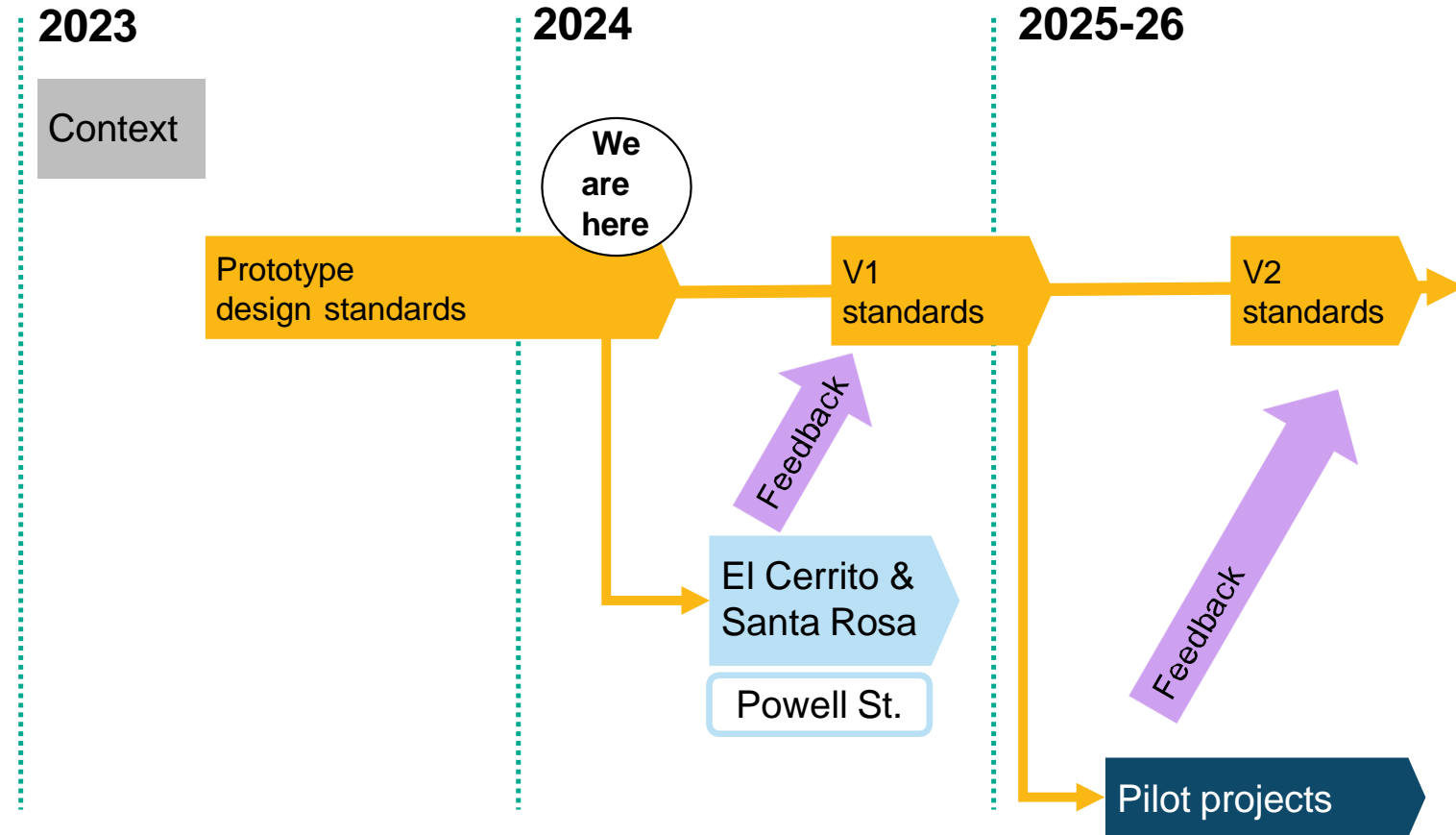
Design standards

- Network identity
- Signage family

Prototypes

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

Pilot projects



Prototype design

Regional Network Identity elements

1. Colors

Golden yellow, light blue, dark blue

2. Modal icon design

Rail, bus, ferry

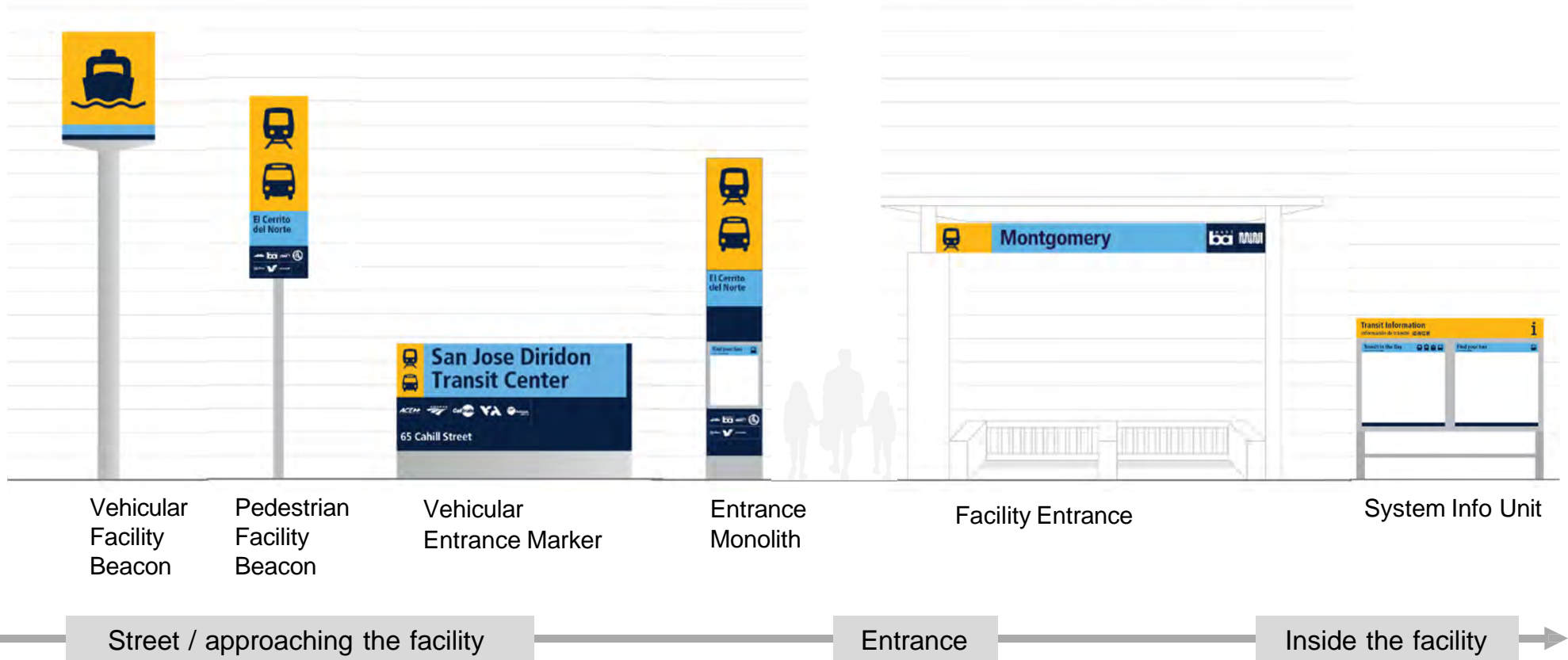
3. a) Modal icons are the most important symbols

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



Prototype design

Santa Rosa pedestrian signage



4th St & Wilson St, southeast corner



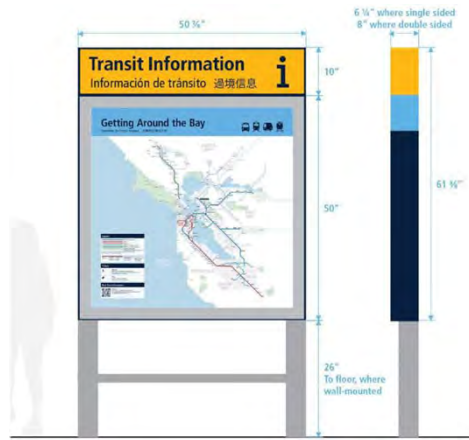
Along 3rd St, before the underpass



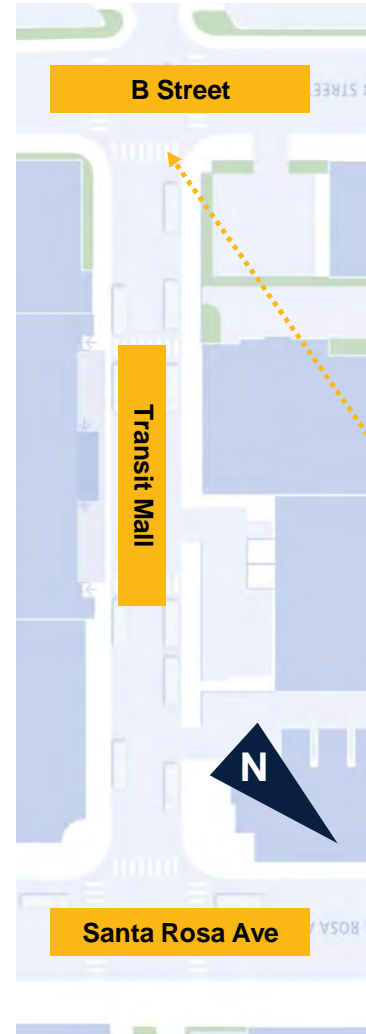
Prototype design: Santa Rosa Transit Mall

Customer information

Bus information



System info units



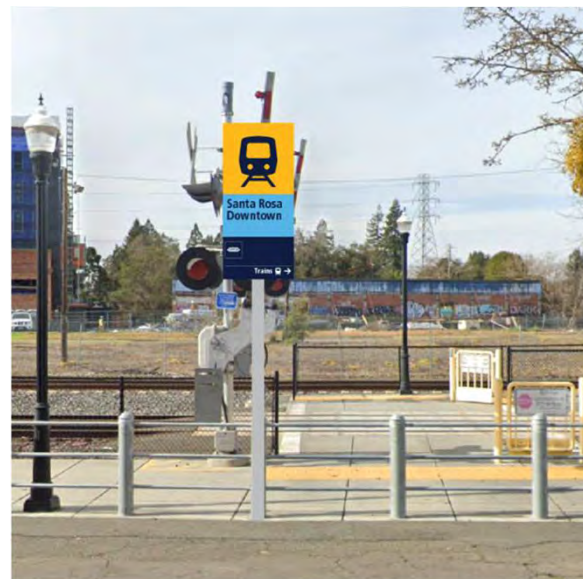
Bus bay markers



Entrance Monolith

Prototype design: Santa Rosa Downtown SMART Threshold markers

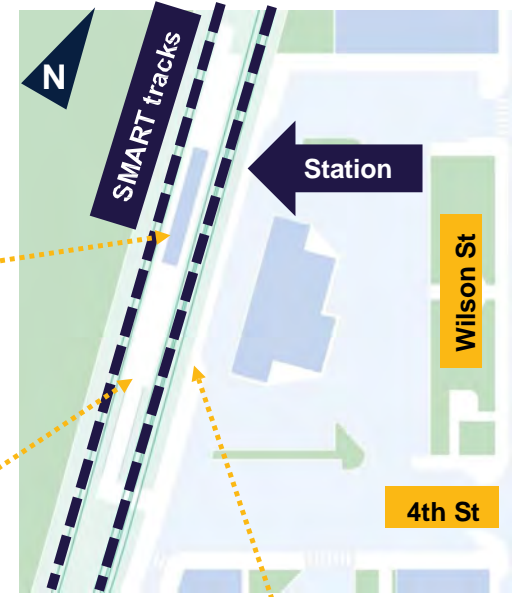
Pedestrian Beacons



Prototype design: Santa Rosa Downtown SMART Customer information



Platform signs



Fare threshold sign

System info units



Prototype evaluation objectives

Performance Indicators	Design Effectiveness <ul style="list-style-type: none">• Functionality• Form and aesthetics• Accessibility• Scalability• Identity/ brand	Traveler Benefits <ul style="list-style-type: none">• Trip impacts• Transit attitudes• Travel behavior	Operator Experience <ul style="list-style-type: none">• 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

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.



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

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
 - Implement at total of 9 stations around the region
 - Santa Rosa sites would receive full build-out of new wayfinding signs
- 2026: Test experience on end-to-end bus lines in Sonoma & Solano Counties
- 2025+: Advance agency-funded capital projects using new standards

Next steps



Thank you

- Any questions?

Contact information

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Project website:

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