

**To:** Board of Directors

**Date:** 01/24/2024

**From:** Melody Reeb, Director of Planning, Marketing, & Innovation

**Reviewed by:** *RF*

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**SUBJECT: Regional Mapping & Wayfinding Project Update**

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### **Background:**

The Regional Mapping & Wayfinding Project being led by the Metropolitan Transportation Commission (MTC) aims to develop fully standardized wayfinding, mapping, and transit information throughout the Bay Area, which was identified as a key action item in the Bay Area Transit Transformation Action Plan. The intent is to make transit easier to understand to retain existing and attract new riders as well as provide resources and guidelines for transit operators. In 2022, MTC awarded a contract to Applied Wayfinding to lead system development, including regional branding and design standards, prototypes for pilot implementation, and a governance and operations and maintenance (O&M) strategy. Initial signage prototypes will be tested at the El Cerrito Del Norte BART station and the Santa Rosa Transit Mall and SMART station this spring, followed by an evaluation to refine the standards for wider implementation. A subsequent subregional pilot is planned for the East Bay and will include County Connection's service area.

### **Design Standards:**

A regional network identity has been developed that will be used during the prototype testing. This includes a three-color palette of golden yellow, sky blue and dark blue, as well as modal icons to identify service by trains, buses, and/or ferries, which will be more visually prominent than the logos of the individual agencies (see Attachment 1). Other elements, such as a system symbol and name, will be considered at a later time.

Building upon this regional network identity, the design standards will include a range of new wayfinding signage types for different types of facilities—from individual bus stops to major hubs where multiple systems connect—that are meant to support users at various points along their trip. These standards will also be extended to a new mobile-friendly website to which passengers can connect via QR codes at each bus stop, train station or ferry terminal, providing real-time information along with accessibility features such as audio descriptions and language translation.

### **Next Steps:**

County Connection's bus stop signs have been long overdue for replacement but given the ongoing work on the Regional Mapping & Wayfinding Project, staff have held off on signage replacement in anticipation of a new set of regional standards. More recently, County Connection's sign vendor has stopped producing bus stop signs, so staff will need to seek out a new vendor, providing an opportunity to reevaluate the design as well. Now that the new standards are taking shape, staff will be able to move forward with signage updates while maintaining consistency with the direction of the region.

**Financial Implications:**

None, for information only.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

Attachment 1: Design Prototypes

# A. Color palette

*Inspired by the natural beauty of the Bay Area.*



**Golden Yellow**

**Sky Blue**

**Dark Blue**

Core project elements > prototype regional network identity

# B. Modal icons

*Rail, bus, and ferry icons should be easily recognizable and serve as the primary transit system identifiers.*



**TRAINS**



ACE



BART



MUNI METRO



AMTRAK



SMART



VTA LIGHT RAIL



eBART



CALTRAIN



STREETCAR



**BUSES**



**FERRIES**

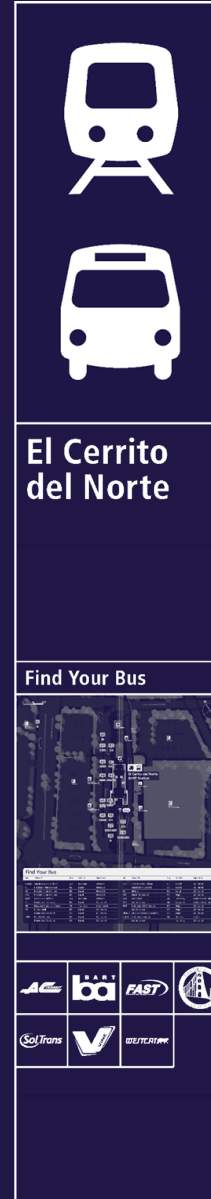


**CABLE CAR**



# C. Hierarchy of information


*Modal icons – rail, bus, or ferry – are the most important symbol, followed by individual transit agency logos.*



El Cerrito del Norte

Find Your Bus

Line	Route	Frequency
1	San Francisco to El Cerrito del Norte	Every 15 minutes
2	El Cerrito del Norte to San Francisco	Every 15 minutes
3	El Cerrito del Norte to Sausalito	Every 30 minutes
4	El Cerrito del Norte to Sausalito	Every 30 minutes



1

## Transit modal icons

Visible from distance, identifies public bus, rail, or ferry services.

2

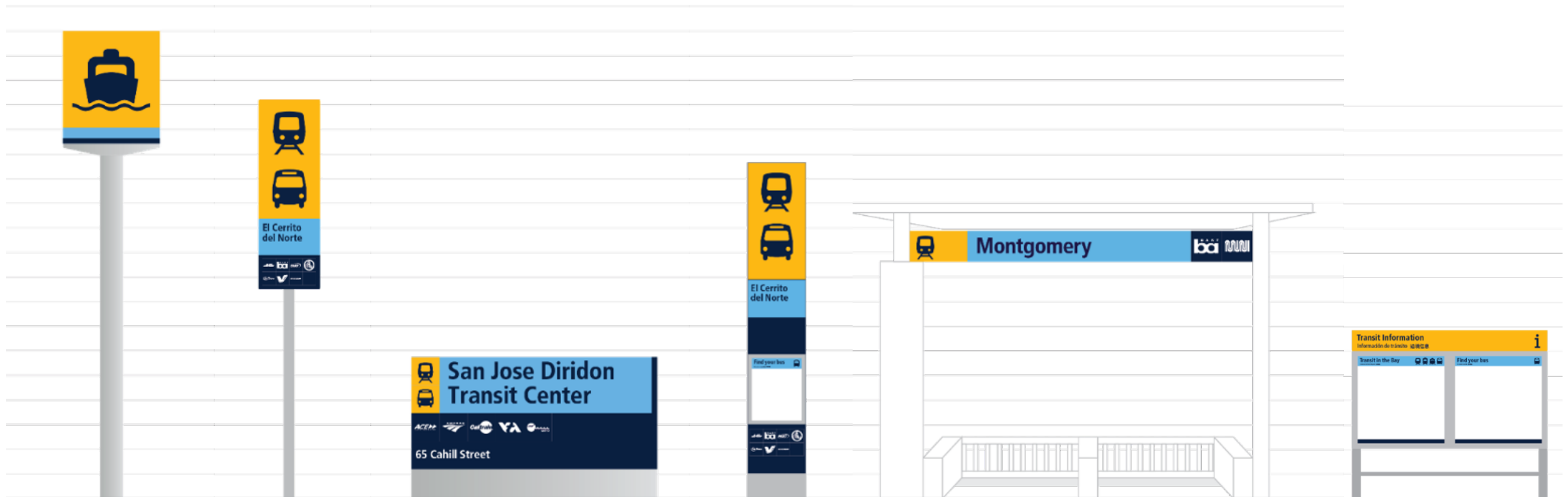
## Transit agency logos

Indicate specific providers.



Core project elements:  
**New signage**

*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

