

**To:** Operations & Scheduling Committee

**Date:** 2/28/2025

**From:** Pranjal Dixit, Manager of Planning

**Reviewed by:** AMS

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

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**Background:**

The Regional Mapping & Wayfinding Project (RMWP), led by the Metropolitan Transportation Commission (MTC), aims to develop a standardized design for mapping, wayfinding signage, and transit information throughout the Bay Area, which is a key action item in MTC's Transit Transformation Action Plan. The intent of the RMWP is to make transit easier to understand for both existing and new riders, and to provide resources and guidelines for the region's transit operators. Work began in 2022, and will include regional branding and design standards, prototypes for pilot implementation, and strategies for operations and maintenance (O&M).

Prototype testing has already begun and includes a new regional network identity that will unify the passenger experience throughout the region. Key elements will include a three-color palette and modal icons (train, bus, ferry), adaptive wayfinding signage for all facility types, and a mobile website with real-time updates and accessibility features accessible via QR codes.

**Prototype and Pilot Projects:**

The RMWP is being implemented through multiple prototype and pilot phases, designed to test and refine new wayfinding designs. This approach allows for valuable customer and agency feedback, alongside crucial operational experience, beginning with targeted pilot locations across the region where prototypes can be tested with operators and the public. On December 12, 2024, MTC and transit agency leaders launched the first RMWP prototype at El Cerrito del Norte Station, showcasing new regional transit maps and signage. This was followed by similar unveilings at the Santa Rosa Transit Mall and SMART station on February 20, 2025. A "mini-prototype" at the complex Powell Street BART/Muni station in San Francisco will further assess the designs within a challenging multi-agency underground environment.

The RMWP is now advancing to the pilot phase, which will include new wayfinding at nine key multimodal transit hubs across the region. Notably, this includes the Dublin/Pleasanton BART station, a hub served by BART, Wheels (LAVTA) County Connection, San Joaquin RTD, and StanRTA; and starting in 2026, the implementation of new wayfinding on selected bus lines in Sonoma and Solano Counties.

**Next Steps:**

As the Dublin/Pleasanton BART station serves as a pilot site, our staff will be closely involved in testing the prototype signs. In addition, we are working in partnership with the RMWP to develop a comprehensive plan for implementing the new signage across our entire system. County Connection has deferred replacing its aging bus stop signs to synchronize with the RMWP's new standards, and it is our intent to begin replacing our signs upon publication of the final RMWP standards.

**Financial Implications:**

None. For information only.

**Recommendation:**

None, for information only.

**Action Requested:**

None, for information only.

**Attachments:**

Attachment 1: Mapping and Wayfinding Designs

Prototypes

Focus on service frequency

1-10 mins

11-15 mins

16-30 mins

31+ mins

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

Included in maps...



Local transit

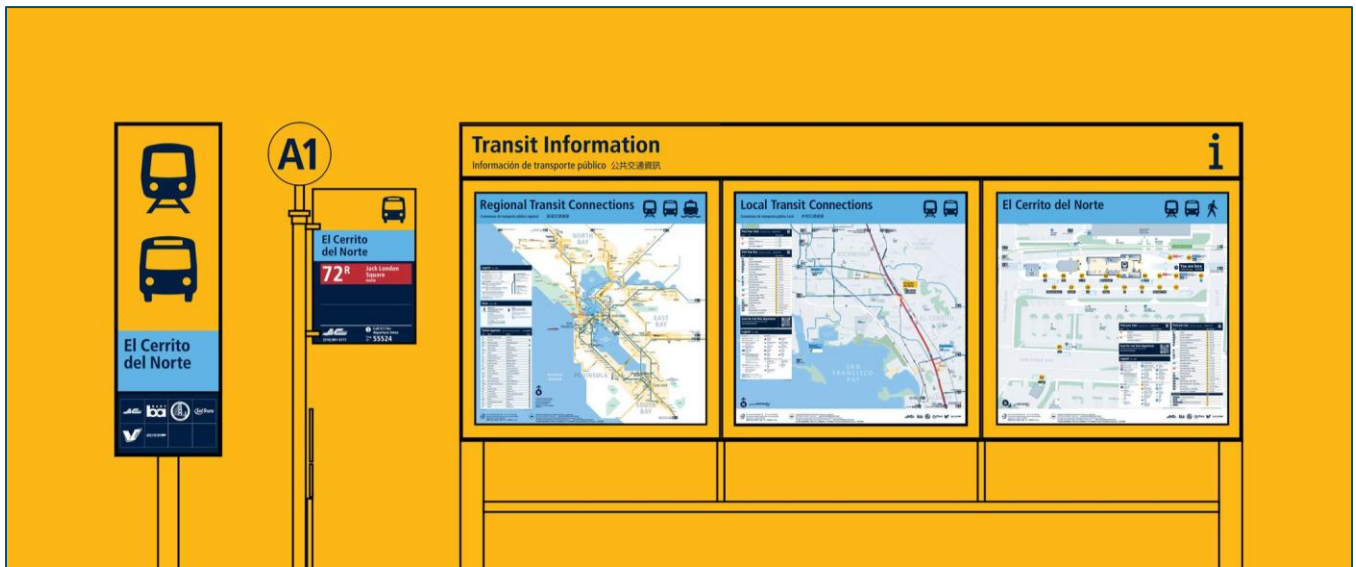


Neighborhood



Facility

...and bus stop signs





**El Cerrito del Norte**

**580** San Rafael

**580<sup>X</sup>** San Rafael  
Monday – Friday Rush Hours

**704** San Francisco  
Limited Hours

Call 511 for departure times  
Stop ID: **42183**

Early Bird EXPRESS



**B1**

**El Cerrito del Norte**

**7** Emeryville Station

Call 511 for departure times  
52942



**El Cerrito del Norte**

Trains  
Buses  
Pay Fare



**Santa Rosa Downtown Station**  
SMART  
R. About 10 mins / 0.4 mi

WILSON ST  
DAVIS ST  
MORGAN ST →  
← 4th ST  
← 3rd ST  
← 2nd ST

B ST  
You are here

Santa Rosa Transit Mall



**Track 2**

**R** San Francisco, Millbrae <sup>SFO</sup>

**O** Berryessa / N San José <sup>OAK</sup>

Richmond  
El Cerrito del Norte  
El Cerrito Plaza  
North Berkeley  
Downtown Berkeley  
Ashby  
MacArthur  
19th St / Oakland  
12th St / Oakland City Center  
Lake Merritt  
Fruitvale  
Coliseum  
San Leandro  
Bay Fair  
Hayward  
South Hayward  
Union City  
Fremont  
Warm Springs / South Fremont  
Milpitas  
Berryessa / North San José  
Millbrae

# El Cerrito del Norte



### Find your train

Route	To	Track	Operator
B	Richmond	1	SBCT
B	Berkeley / N San Jose	2	SBCT
B	Richmond	1	SBCT
B	San Francisco, Millbrae	3	SBCT

### Scan for real time departures

Escaneé para obtener salidas en tiempo real

### Legend

**Bus service**

- Bus 71 - 75
- Bus 76 - 88
- Bus 89
- Bus 90
- Bus 91
- Bus 92
- Bus 93
- Bus 94
- Bus 95
- Bus 96
- Bus 97
- Bus 98
- Bus 99

**Other transit options**

- Accessible drop-off/pick-up
- Drop-off/pick-up
- Drop-off/pick-up and ride app
- Paratransit
- Shuttles
- Richmond Moves
- FluxBus
- Shuttles

**Station features**

- Bus stop
- Bus stop shelter
- Bus stop sign
- Bus stop bench
- Bus stop lighting
- Bus stop shelter
- Bus stop sign
- Bus stop bench
- Bus stop lighting

### Find your bus

Route	To	Stop	Operator
A1	Fairfield	C6	SBCT
A2	Hercules via Willapa Mall	B3	SBCT
A3	Hercules via Pinole	B4	SBCT
A4	Hercules via Richmond Parkway Transit	B5	SBCT
A5	Hercules via Waterfront	B6	SBCT
B1	San Francisco	B1	SBCT
B2	Piedmont Place Shopping Center	B2	SBCT
B3	Fairfield / Solano	B3	SBCT
B4	Monteville Station	B4	SBCT
B5	Upper Richmond Park & Ride	B5	SBCT
B6	Jack London Square	B6	SBCT
B7	Hilkey Mall / Contra Costa College	B7	SBCT
B8	Jack London Square	B8	SBCT
B9	Patrol Richmond	B9	SBCT
C1	Jack London Square - BART	C1	SBCT
C2	Contra Costa College - BART	C2	SBCT
C3	Richmond Parkway	C3	SBCT
C4	Richmond Drive, Pinole	C4	SBCT
C5	San Rafael	C5	SBCT
C6	North Richmond - School Days	C6	SBCT
C7	Donald Ave & Maxwell St - School Days	C7	SBCT
C8	San Francisco	C8	SBCT
C9	Richmond Station - ALL BART	C9	SBCT
D1	San Francisco - ALL BART	D1	SBCT
D2	San Francisco - ALL BART	D2	SBCT

**511** For live transit information, dial 5-1-1 or visit 511.org  
Para obtener información gratuita sobre el transporte público, marque 5-1-1 o consulte 511.org  
查詢公共交通資訊，請撥打 5-1-1，或訪問 511.org

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# Local Transit Connections

Conexiones de transporte público local 本地交通連接



## Find Your Train Encuentra tu tren 081527018

Route	To	Track	Operator
1	Richmond	1	BART
2	Berkeley / San Jose	2	BART
3	Richmond	3	BART
4	San Francisco, Millbrae	4	BART

## Find Your Bus Encuentra su autobús 081527018

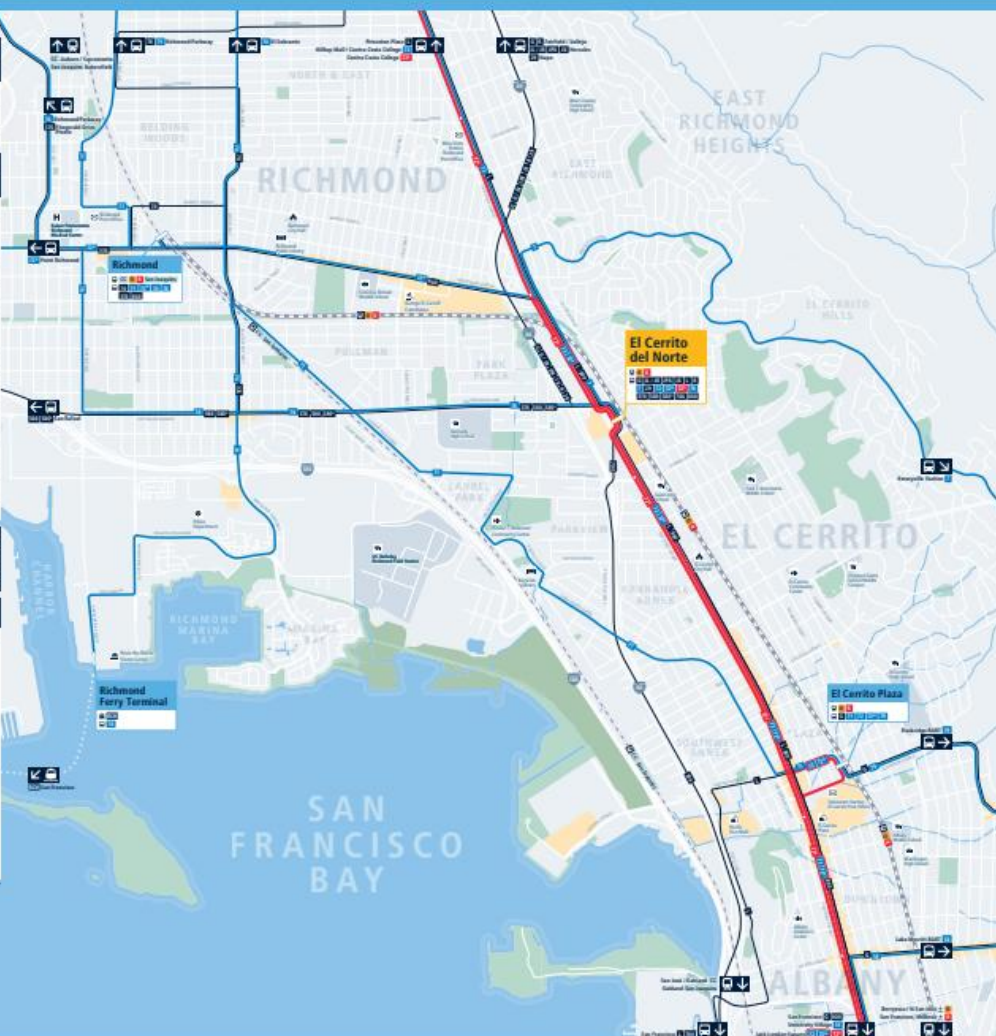
Route	To	Stop	Operator
1	Fairfield	Richmond	Golden Gate
2	Wardrobe via Hilltop Mall	Richmond	WestCAT
3	Berkeley via Phelan	Richmond	WestCAT
4	Berkeley via Richmond Parkway Transit	Richmond	WestCAT
5	Berkeley via Waterfront	Richmond	WestCAT
6	San Francisco	Richmond	AC Transit
7	Pullman Plaza Shopping Center	Richmond	AC Transit
8	Fairfield / Vallejo	Richmond	Golden Gate
9	Berkeley Station	Richmond	Golden Gate
10	Major Richmond Park & Ride	Richmond	Golden Gate
11	Jack London Square	Richmond	AC Transit
12	Hilltop Mall / Contra Costa College	Richmond	AC Transit
13	Jack London Square	Richmond	AC Transit
14	Park Richmond	Richmond	AC Transit
15	Jack London Square - RAPID	Richmond	AC Transit
16	Contra Costa College - RAPID	Richmond	AC Transit
17	Richmond Parkway	Richmond	AC Transit
18	Kilgus Drive, Phelan	Richmond	AC Transit
19	San Rafael	Richmond	Golden Gate
20	San Francisco	Richmond	Golden Gate
21	Richmond Station - All Routes	Richmond	AC Transit
22	San Francisco - All Routes	Richmond	AC Transit

## Scan for real time departures Escanea para obtener salidas en tiempo real 081527018 081527018



## Legend Clave 081527018

Bus services	Facilities
<ul style="list-style-type: none"> <li>Every 15-30 mins</li> <li>Every 30-60 mins</li> <li>Every 60-90 mins</li> <li>Every 90-120 mins</li> <li>Every 120-150 mins</li> <li>Every 150-180 mins</li> <li>Every 180-240 mins</li> <li>Every 240-300 mins</li> <li>Every 300-360 mins</li> <li>Every 360-420 mins</li> <li>Every 420-480 mins</li> <li>Every 480-540 mins</li> <li>Every 540-600 mins</li> <li>Every 600-660 mins</li> <li>Every 660-720 mins</li> <li>Every 720-780 mins</li> <li>Every 780-840 mins</li> <li>Every 840-900 mins</li> <li>Every 900-960 mins</li> <li>Every 960-1020 mins</li> <li>Every 1020-1080 mins</li> <li>Every 1080-1140 mins</li> <li>Every 1140-1200 mins</li> <li>Every 1200-1260 mins</li> <li>Every 1260-1320 mins</li> <li>Every 1320-1380 mins</li> <li>Every 1380-1440 mins</li> <li>Every 1440-1500 mins</li> <li>Every 1500-1560 mins</li> <li>Every 1560-1620 mins</li> <li>Every 1620-1680 mins</li> <li>Every 1680-1740 mins</li> <li>Every 1740-1800 mins</li> <li>Every 1800-1860 mins</li> <li>Every 1860-1920 mins</li> <li>Every 1920-1980 mins</li> <li>Every 1980-2040 mins</li> <li>Every 2040-2100 mins</li> <li>Every 2100-2160 mins</li> <li>Every 2160-2220 mins</li> <li>Every 2220-2280 mins</li> <li>Every 2280-2340 mins</li> <li>Every 2340-2400 mins</li> <li>Every 2400-2460 mins</li> <li>Every 2460-2520 mins</li> <li>Every 2520-2580 mins</li> <li>Every 2580-2640 mins</li> <li>Every 2640-2700 mins</li> <li>Every 2700-2760 mins</li> <li>Every 2760-2820 mins</li> <li>Every 2820-2880 mins</li> <li>Every 2880-2940 mins</li> <li>Every 2940-3000 mins</li> </ul>	<ul style="list-style-type: none"> <li>City hall</li> <li>Continuing center</li> <li>Courthouse</li> <li>Hospital</li> <li>Library</li> <li>Police station</li> <li>Post office</li> <li>Religious</li> <li>School</li> <li>Transfer station</li> <li>Transit station</li> <li>University</li> <li>Workplace</li> </ul>



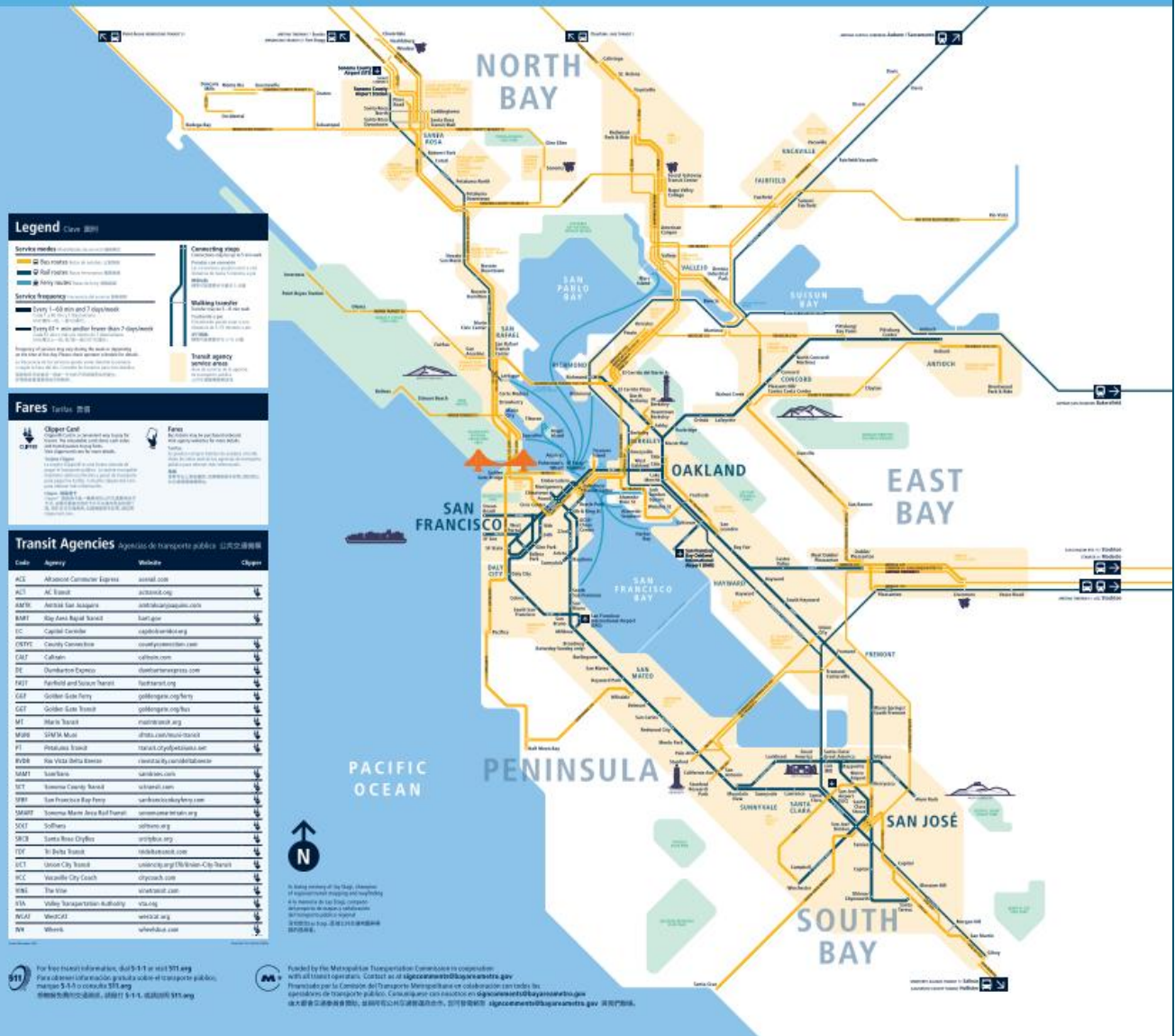
For more transit information, dial 5-4-4 or visit [544.org](http://544.org)  
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# Regional Transit Connections

Conexiones de transporte público regional 區域交通連接



### Legend 圖例

**Service modes 服務模式**

- Bus 巴士
- Light rail 輕軌
- Ferry 渡輪

**Service frequency 服務頻率**

- Every 1-20 min and 7 days a week
- Every 30 min and/or longer
- Every 15 min and/or longer

**Connecting stops 接駁站**

**Walking transfer 步行轉乘**

**Transit agency service areas 交通機構服務範圍**

### Fares 票價

**Clipper Card 快捷卡**

**Fares 票價**

### Transit Agencies 交通機構

Code	Agency	Website	Clipboard
ACE	Alameda Corridor Express	alameda_corridor.com	
AC	AC Transit	actransit.org	
AMTR	Amtrak San Joaquin	amtrak.com/sanjoaquin	
BART	Bay Area Rapid Transit	bart.gov	
CC	Capital City	capitalcity.com	
CCNY	County Connection	ccny.com	
CGT	Caltrans	caltrans.com	
DE	Dumbarton Express	dumbartonexpress.com	
FRT	Fairfield and Suisun Transit	fairfieldtransit.com	
GF	Golden Gate Ferry	golden-gate.com	
GGT	Golden Gate Transit	golden-gate.com	
MT	Marin Transit	marintransit.org	
MW	Muni	sfmuni.com	
PT	Petaluma Transit	petalumansit.com	
R2D	River Delta Transit	riverdelatransit.com	
SMT	Sunshine	sunshine.com	
ST	San Mateo County Transit	sanmateocountytransit.com	
SPR	San Francisco Bay Ferry	sanfrancisco.com	
SWAT	Southwest	swatransit.com	
SOFT	Soft	soft.com	
SBC	San Bernardino County	sanbernardino.com	
TCT	Tulare County Transit	tularecountytransit.com	
UC	University City	uc.edu	
US	Utah	utah.gov	
VTA	Villages Transportation Authority	vta.org	
WCAT	WestCAT	westcat.org	
WV	West	west.com	

For more information, call 5-1-1 or visit 511.org  
 Para obtener información pública sobre el transporte público,  
 marque 5-1-1 o visite 511.org  
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