

Regional Mapping & Wayfinding Project Update – Spring 2025



**METROPOLITAN
TRANSPORTATION
COMMISSION**

West Contra Costa Transportation Commission

March 28, 2025

Today's presentation

- **Regional Mapping & Wayfinding overview**
 - Goals & development process
 - Regional network identity & approach
- **Prototype testing**
 - Current installations
 - More about maps
- **Next steps**



Project goals & phases

Project goals

- Retain existing and attract new riders by making transit journeys easier to understand
 - Create dependable, predictable, and familiar navigation information
 - Provide standard wayfinding guidelines to simplify transit agency operations
 - Sustain regional growth, health, equity, and sustainability by reinvesting in transit

Project phases

Phases 1 & 2
Project development & business case
Completed

- User research & outreach
- Regional map prototype
- Business case
- Tier development

Phase 3
Design development
Funded

We are here

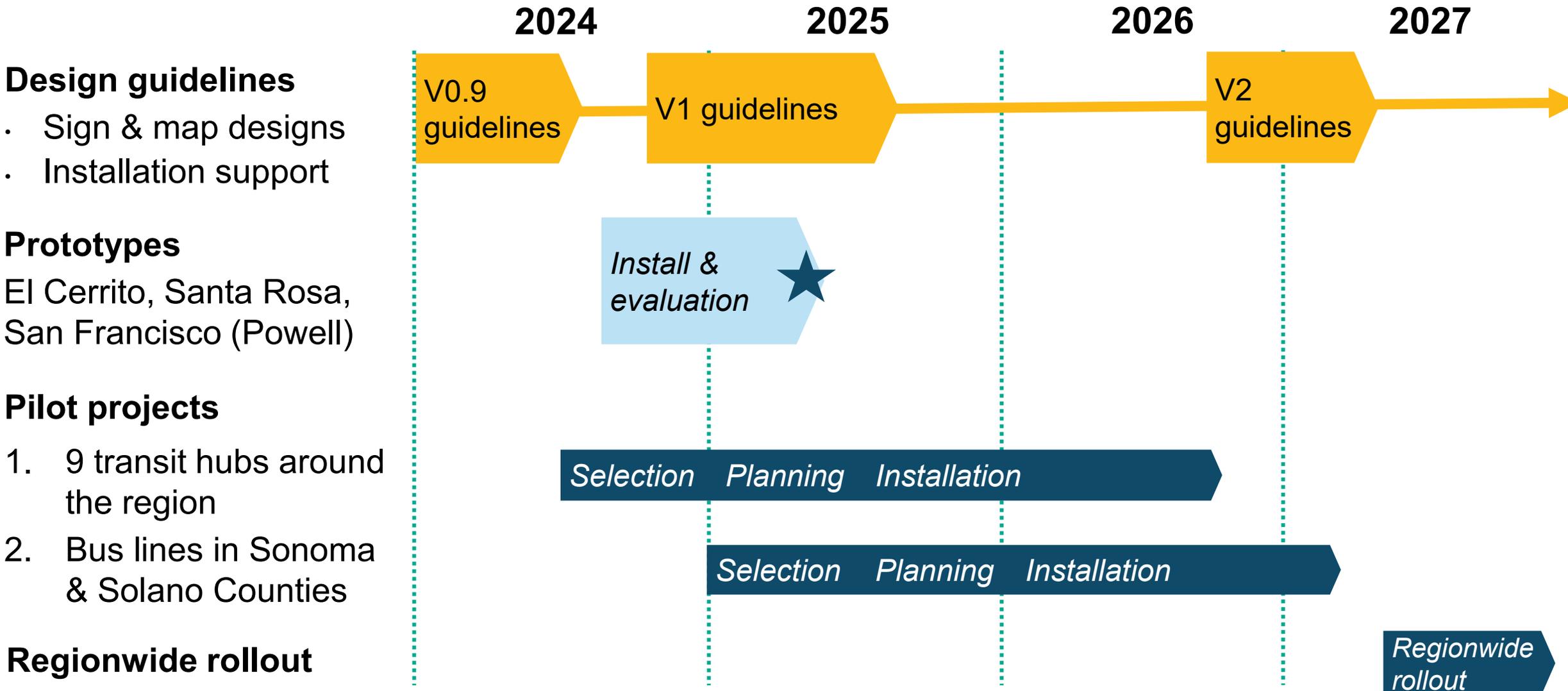
- Regional guidelines
- Prototypes
- Pilot projects
- New mapping database

Phase 4+
Full implementation
Unfunded

- Expand new wayfinding system regionwide

Design development process

★ = We are here



Design guidelines

- Sign & map designs
- Installation support

Prototypes

El Cerrito, Santa Rosa, San Francisco (Powell)

Pilot projects

1. 9 transit hubs around the region
2. Bus lines in Sonoma & Solano Counties

Regionwide rollout

Regional network identity

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



Line	Color	Route
1	Golden yellow	San Francisco to Sausalito
2	Light blue	San Francisco to Sausalito
3	Dark blue	San Francisco to Sausalito



3b

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



Prototype installations



El Cerrito del Norte prototype



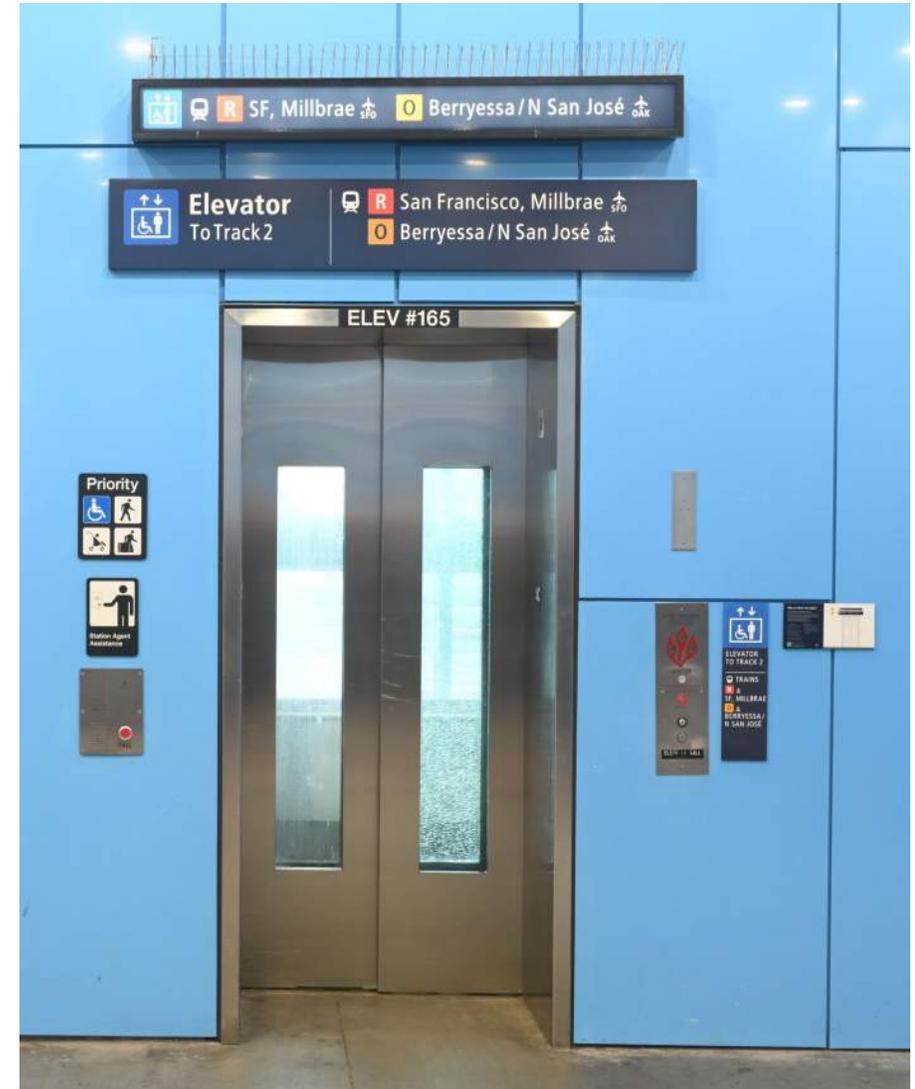
El Cerrito del Norte: bus stops



El Cerrito del Norte: BART improvements



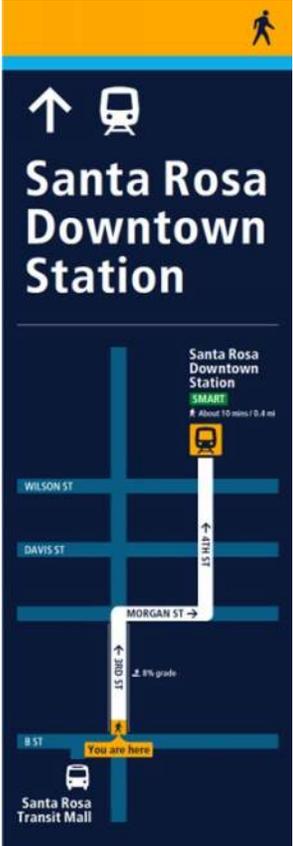
El Cerrito del Norte: accessibility improvements



Santa Rosa Transit Mall: Simplicity and consistency



Santa Rosa Downtown SMART: Increasing customer information



Set of maps

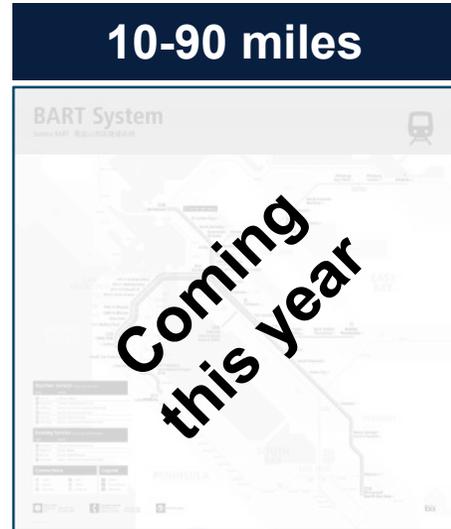
Visit our website to see maps in full size.
<https://mtc.ca.gov/MappingWayfinding>

Geographic scale



Regional transit

Overview of Bay Area transit services and connections.



Fixed guideway

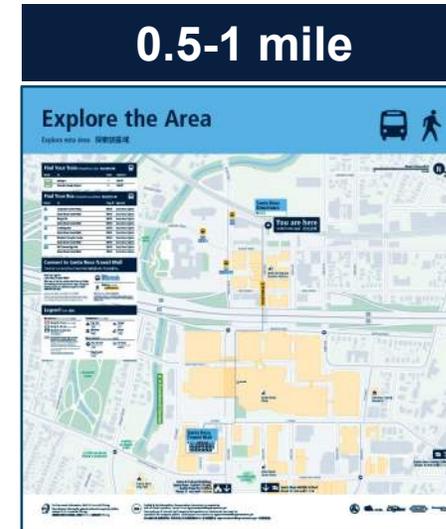
Overview of routes in a specific closed transit system, e.g., BART.

Builds on design of regional transit map.



Local transit

Overview of local transit connections from a specific location.



Neighborhood

Overview of nearby activity areas, destinations and transit facilities.



Transit facility

Detailed overview of a specific transit facility, depicting key features and amenities.

Set of maps

Facility map

- **Purpose**
 - Key features and amenities at a specific transit facility
- **Scale:** 500-1000 feet
- **Content**
 - Train platforms and bus bays
 - Vertical circulation points
 - Customer service booth
 - Fare payment machines
 - Bike storage
 - Taxi and ride app pick-up points



Set of maps

Regional transit map

- **Purpose:** Inspire discovery, awareness, and curiosity about regional transit services
- **Scale:** 130 miles north-south
- **Content includes...**
 - Services of all 27 agencies
 - Key bus, ferry, and rail routes in network identity colors
 - Emphasis on services that operate at least every hour, every day



Prototype evaluation effort

Method	Definition	Pre-Install	Post-Install
Test journeys	10-12 people at both sites asked to complete pre-designed wayfinding tasks, accompanied by surveyors who ask qualitative questions	✓	✓
Intercept surveys	Surveyor asks participant a brief set of questions on site, allowing MTC to quantify many peoples' perceptions	✓	✓
Organized site tours	Open house/tours for any operator/city onsite		✓
Accessibility site tours	Guided tours for 10-12 selected stakeholders at each site		✓
Frontline staff surveys	Conduct surveys of transit staff, such as bus operators and station agents		✓
Focus groups	Conduct guided off-site discussions of wayfinding elements		✓
Online surveys	Open survey available to regional audience via MTC website		✓
Digital wayfinding survey	Survey link in digital wayfinding proof of concept web app		✓

Next steps

Pilot projects: 2025-2026

- **Purpose**

1. Test regionally coordinated operations and maintenance
2. Gather additional agency and public feedback

- **Scope**

1. 9 multimodal transit hubs around the region
2. Selected full bus routes in Sonoma and Solano Counties



Next steps

Milestones

Pilot projects



Spring 2025

- Install Powell Street "mini-prototype"
- Complete prototype map and sign evaluation
- Draft V1 Design Guidelines

Mid 2025

Release V1 Guidelines for Pilot and agency-led projects

Late 2025

Begin installing new maps and signs at 9 regional transit hubs

2026+

Implement new wayfinding on selected bus lines in Sonoma/Solano Counties

2027+

Expand new wayfinding signs and maps throughout the region (dependent on funding)