Regional Mapping and Wayfinding Project
What is Wayfinding?

‘Wayfinding’ describes the way people orient themselves in physical locations and move from place to place.

Transit wayfinding tools include maps, diagrams, signs, screens and other devices that help riders plan their journey and get around.

Wayfinding tools are often items in the physical environment, like landmarks and signs that display information along streets, transit entrances and other pathways to major destinations. Wayfinding can include digital and technology-based items as well.

Good wayfinding makes travel less stressful, even when you are going somewhere new.
Regional Mapping & Wayfinding Project

MTC and Bay Area transit agencies are working together to develop a common identify, signage, and colors inspired by the region. This project is the ‘Regional Mapping & Wayfinding Project’ (RMWP). This ties back to MTC's "Transit Transformation Action Plan" and the desire for integrated mapping, signage, and real-time schedule information.

More than 90% of Bay Area residents polled by MTC in 2021 identified uniform and easy-to-use transit maps and signage as an important priority for improving the region’s transit network.

The design concepts incorporate feedback agencies and from Bay Area residents – including riders & non riders, people with limited English proficiency, and people with disabilities – who participated in MTC-sponsored surveys, workshops, and focus groups.
1. Provide easy-to-understand, dependable, and familiar transit information for travelers, regardless of where they are in the Bay Area.

2. Make it easy for transit agencies to update signs and implement new standards, including common parts and processes.

3. Support the social, environmental, economic and equity goals of Plan Bay Area 2050 – the long-range regional plan – by increasing transit visibility and ridership.
Regional Mapping and Wayfinding Project

- Aim is to design a universal system of maps, icons, transit stop & station signs, and other materials to make riders’ experiences on transit vehicles more consistent. Include tactile & Braille elements.

- Partner with agencies to understand current wayfinding engineering, material, and maintenance standards.

- Explore extending regional wayfinding for 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.
Prototype Digital Design

Mapping
Space on every map with a QR code and more detailed information.

Sign
A 5x5in overhead standalone sign.

Advertising/Posters
Posters where appropriate with large branding and information.
Prototype Design for Transit User Types

User Flows and User Types Commuter

Pre-journey:
- Sometimes I check for service changes before beginning my journey. I know the station well, and I know where my bus stop is.

Departure Location:
- I skip past the QR code in the station. I do not need any support here.

En-route:
- I scan the QR code at the bus stop so I can check for alerts, alterations and if my bus is running on time.

User Flows and User Types Tourist

Pre-journey:
- I’m anxious about the next step of my journey, how do I find my bus?

Departure Location:
- I’ve made it out to the bus bay using the station map and the Extended Digital Wayfinding. Now I can check bus times and route stops for the bus bay on the Extended Digital Wayfinding, to validate that I’m at the right place and the bus is coming on schedule.

En-route:
- I may want to access the site again to check the stop name and that I’m getting off at the right place.
Caltrain & MTC Hub Signage

Caltrain Stations has 5 stations that currently have existing MTC Hub Signage: SF, Millbrae, Palo Alto, Mountain View and San Jose Diridon.
What’s Next?

• New RMWP [web portal](#) on the MTC website where you may read more about the project.

• RMWP is creating a new Accessibility Working group. This group will provide a space for transit customers with disabilities to share their lived experiences with the MTC project team.

• Prototype testing: Installed later this year at the El Cerrito del Norte BART station, the Santa Rosa Transit Mall, and the nearby Santa Rosa SMART station. The public will be able to provide feedback onsite.

• Maps: Design prototypes for a consistent set of transit maps will be presented to the Regional Network Management Council later this year.

• Pilot Projects: Expected to be rolled out in 2025 and 2026, the pilots are intended to test the operational feasibility of widespread production, installation and maintenance of the new wayfinding system.

• In 2027 and beyond: after testing is complete, it is anticipated that the Bay area will start to be ready to install new, easier-to-understand materials at transit stations and stops throughout the region.
Caltrain
Caltrain Alerts & Wayfinding

Service Alerts convey when the normal Caltrain service changes for customers. They are a critical piece of the rider’s experience, and a service alert may impact wayfinding when there is a platform change, delay, or cancellation.
Surveys: Customer Satisfaction

- 50% Service Delay Information
- 55% Having trip Info on 3rd party apps
- 23% Communicates effectively about long term service changes
- 21% Communicates effectively about service delays & disruptions

Customer Voice Matters: Alerts

- SWIFT
- ACCURATE
- ACCESSIBLE

Caltrain
Where are Caltrain Service Alerts Displayed or Shared?

- Website: Caltrain.com/alerts
  Viewable via mobile

- Coming Soon: Text & Email Subscription Alerts
  Your trains, Your Stations, Your Times

- Caltrain Website: Station Pages
  View specific station + station alerts

- Social Media
  On ‘X’ at @Caltrainalerts & soon other platforms

- MTC 511 and third-party trip planning apps
  Google & Apple Maps | Moovit | Transit | City Mapper
## Alert Opportunities

Current alerts have opportunities to improve the experience for Caltrain customers.

<table>
<thead>
<tr>
<th>Provide</th>
<th>Proactive text and email alert subscription option, customizable to rider trains, stations, and elevators</th>
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<tbody>
<tr>
<td>Provide</td>
<td>Options to alleviate barrier with X (Twitter) where a rider would have to have an account to view current alerts</td>
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<tr>
<td>Ensure</td>
<td>Third-party trip planning apps have all alert information</td>
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<tr>
<td>Offer</td>
<td>Additional methods for service alerts for South County Stations, as Caltrain does not have platform VMS for those locations</td>
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<tr>
<td>Provide</td>
<td>Five languages for text and email service alert subscriptions</td>
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<tr>
<td>Provide</td>
<td>A consistent and uniform method of displaying alerts</td>
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Customers: Creating a Subscription for Alerts

Here is how simple it is to create a subscription as a customer.

I can receive text for the trains and stations I use for my commute. I only commute three days a week during the week to my office.

Setting up this subscription only took 45 seconds!

As a customer, I will now receive text alerts anytime my train numbers are impacted on the days and times I selected. If there is a station-specific alert for the days & times I selected - I will also receive a text. I can change, pause, or stop my subscription at any time.

I can create additional subscriptions too. Example: Follow my partners’ trains, as I drop them off at the station every day.

Launch date: TBD
Thank You
RMWP Resources

- Plan Bay Area 2020: [https://mtc.ca.gov/planning/long-range-planning/plan-bay-area-2050](https://mtc.ca.gov/planning/long-range-planning/plan-bay-area-2050)
- Caltrain Engineering Standards: [https://www.caltrain.com/engineering-standards](https://www.caltrain.com/engineering-standards)