



# Station Access Signage & Wayfinding Guidelines

BART Accessibility Task Force — Sept 22, 2022



# Phase 5: Station Access Signage & Wayfinding overview

## Current condition:

- Confusing, does not encourage transit use
- Does not reflect current management practices

## Station Access Signage & Wayfinding Guidelines:

- Addresses all access modes:
  - Bus bay numbering
  - Curb zones & bike parking
  - Parking
  - Vehicular & pedestrian wayfinding
- High-impact, low-cost improvement
- Since last presentation to BATF:
  - Refined signage designs (minor changes)
  - Draft guidelines document online



# Design criteria

- Intuitive designs that will help users quickly make decisions
- Reflect and work cohesively with regional signage/wayfinding standards
- Address needs of all types of users:
  - New vs. regular users
  - People with varying abilities – ie. low vision, color blindness, non-English speakers
  - Those accessing the station via all modes
- Standard text, icon, (potentially) color for each facility group
- Signage types refer to each other as one cohesive suite
  - ID signage
  - Wayfinding signage
  - Regulatory/instructional signage

# Identification signage – Curb zones

- Use standard colors, text, and icons to ensure legibility for all users.
- New icons for paratransit, 15 min waiting, Ride App Loading



# Bus bay identification signage supports...

## Passenger Experience



- Permanent Wayfinding
- Navigation to temporary services & detours
- Station maps
- Trip planning & navigation
- Online text information

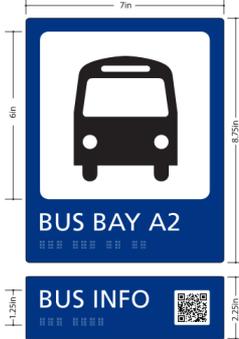
## Station management & Operations



- Bus bay allocation & temporary detours
- Bus operator training
- Capital improvements & maintenance needs
- Safety & security

# Buses – Identification signage

Bus bay numbering methodology developed in coordination with stakeholders



Tactile bus bay ID & bus info pilot

b/w



Aisle A		
A1	1	Rossmoor 601 Rossmoor
A2	4	
A3	Green	
A4	5	
A5	14, 311	
A6	21, 321	

BUS AISLE ID  
(30" X 16")



Pilot: BUS KEY  
(24" X 36"\*)

Aisle A		
A1	1	Rossmoor 601 Rossmoor
A2	4	
A3	Green	
A4	5	
A5	14, 311	
A6	21, 321	

BUS BAY ID  
(20" X 12")



8'

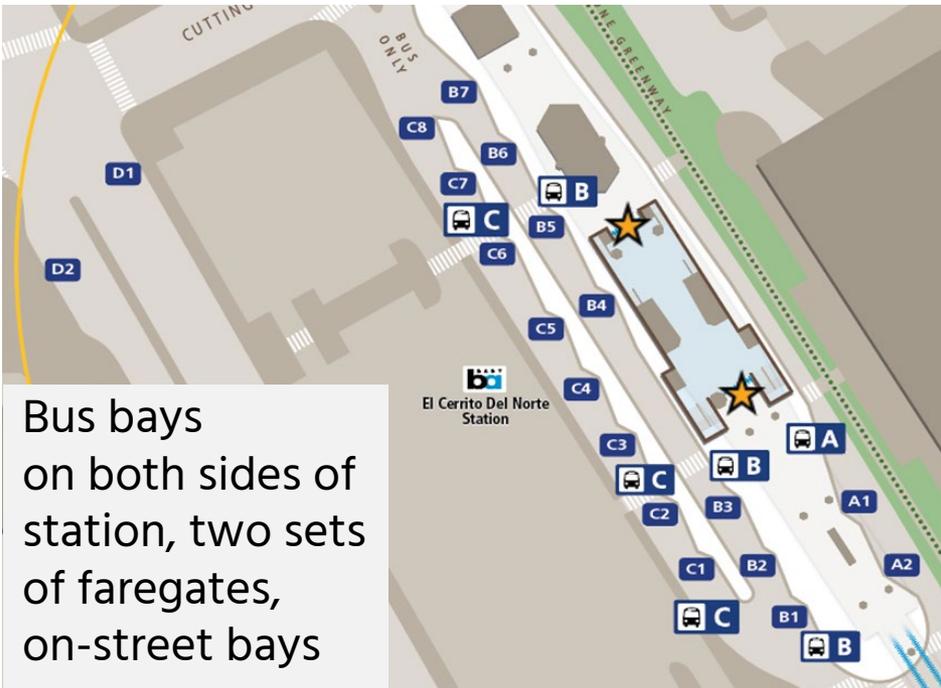
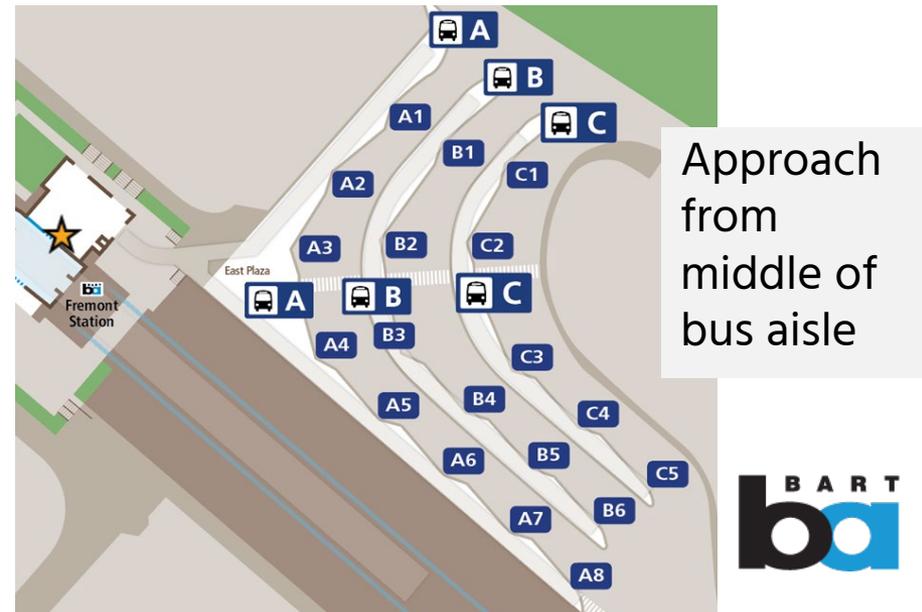
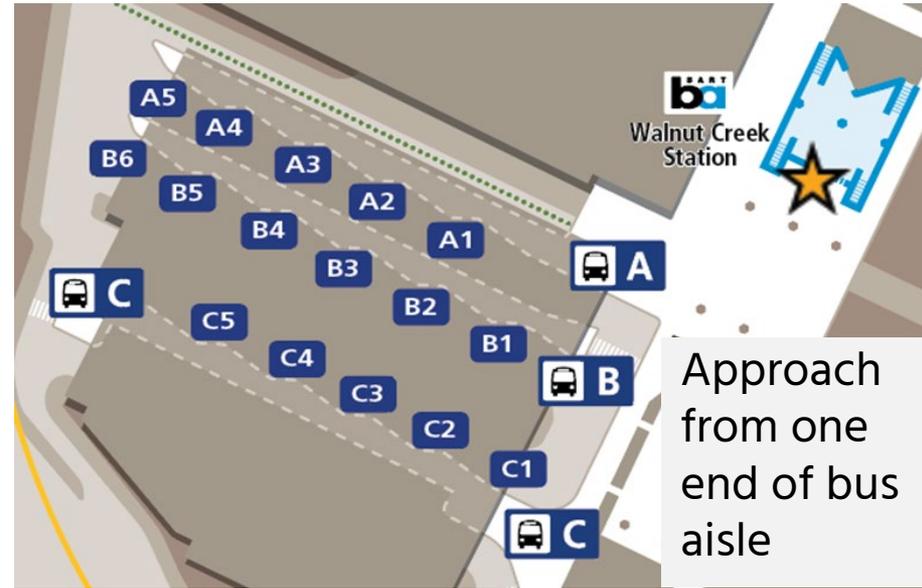
6'

TACTILE  
BUS BAY ID &  
BUS INFO  
(7" X 10")



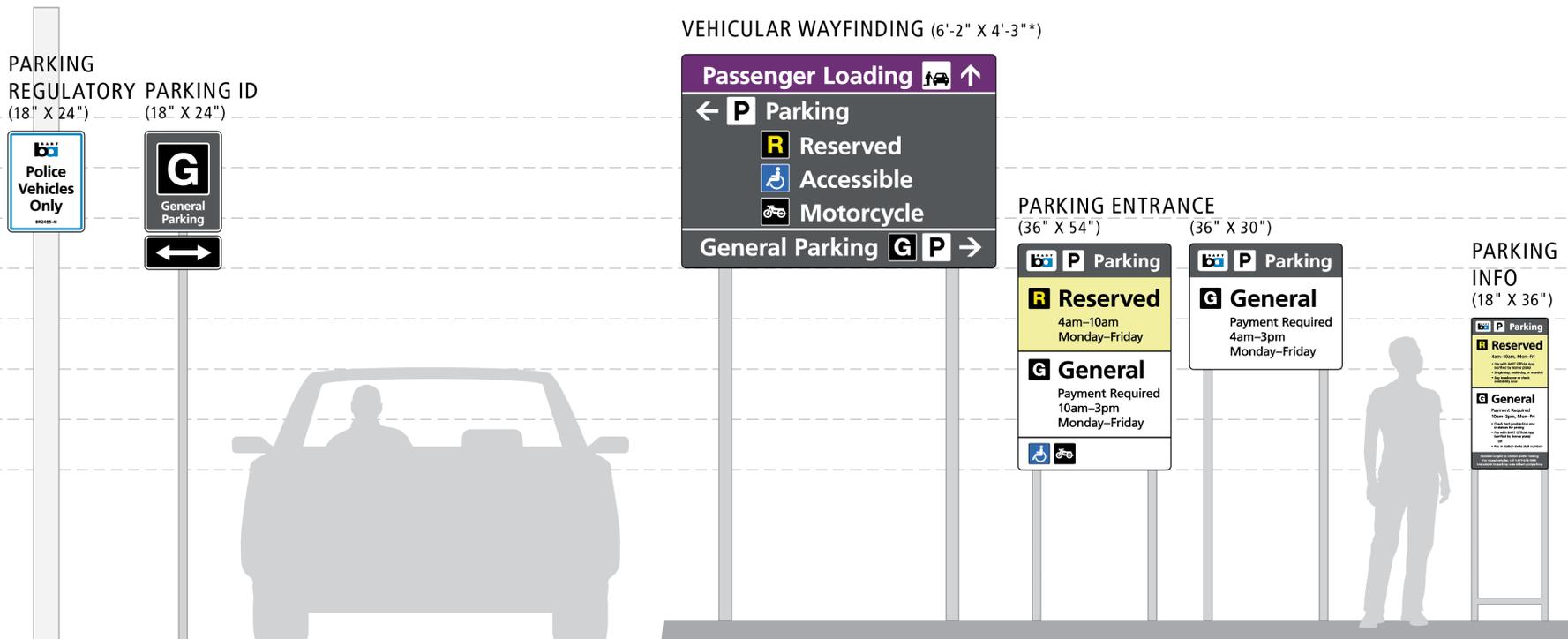
# Bus Bay Numbering Methodology

- Bus aisle/area letter, and alphanumeric bay numbers to support navigation
- From the passenger's perspective, with wayfinding in mind.



# Parking – Signage Overview

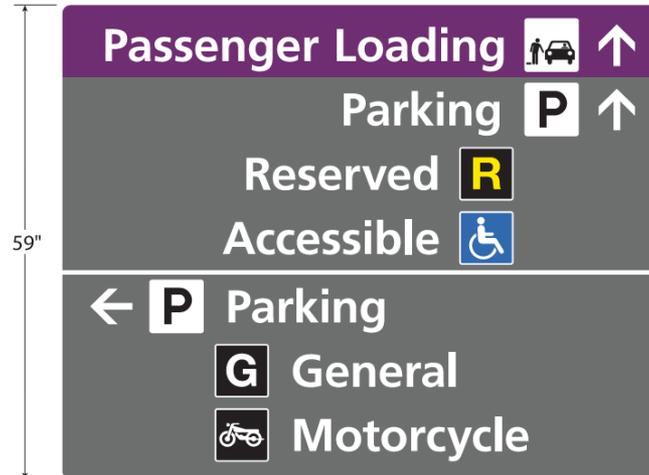
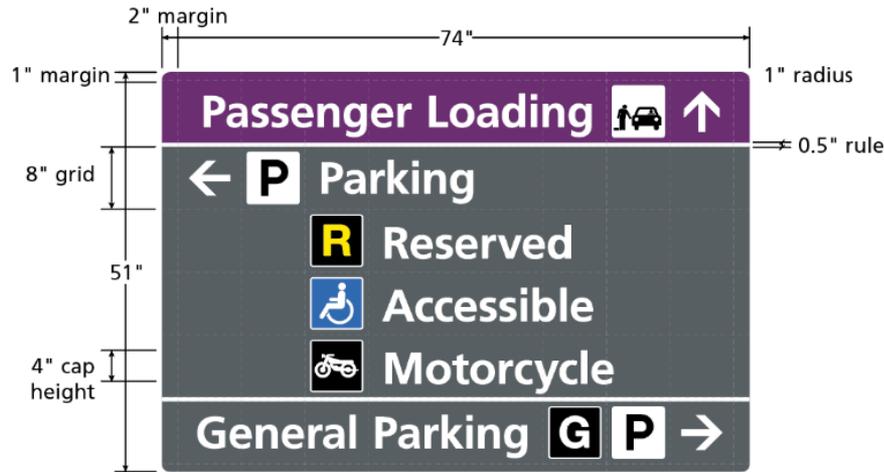
- Use standard colors, text, and icons to ensure legibility for all users.
- New icons and names for parking sub-types



# Vehicular Wayfinding

## Messaging

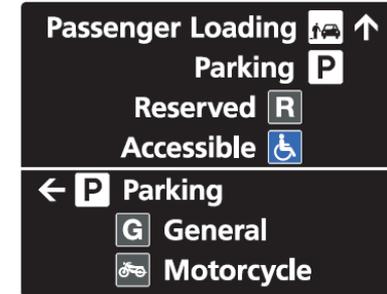
General Facility Type	Facility Sub-types
Bike Parking	<ul style="list-style-type: none"> <li>• Bike Station</li> <li>• Bike Lockers</li> <li>• Bike Racks</li> </ul>
Passenger Loading	<ul style="list-style-type: none"> <li>• Passenger Loading</li> <li>• Accessible Loading</li> <li>• 15 Min Waiting</li> <li>• Ride App Loading</li> <li>• Taxi</li> </ul>
Parking	<ul style="list-style-type: none"> <li>• General</li> <li>• Reserved</li> <li>• Accessible</li> <li>• Motorcycle</li> <li>• EV Charging</li> </ul>



## b/w option



B/W Option: Example with 3 parking types in one direction; 1 type in another.



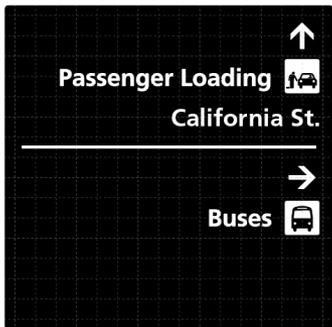
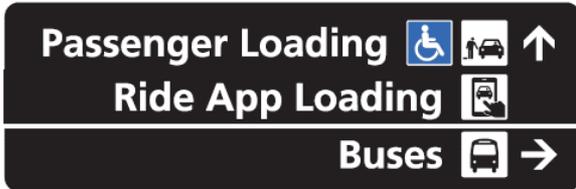
B/W Option: Example with 2 parking types per direction.

# Pedestrian Wayfinding

Larger option for plazas  
(same scale as interior wayfinding)

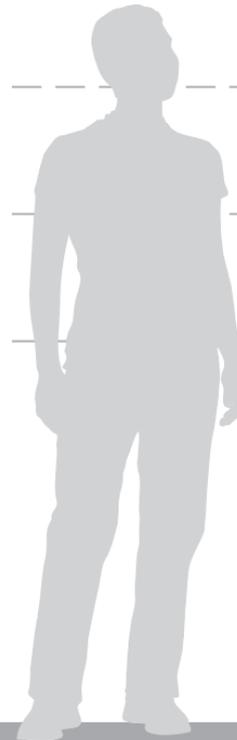
Smaller option for pathways

b/w option



LARGER SCALE PEDESTRIAN WAYFINDING  
(42" X 14"\*) 10'

SMALLER SCALE PEDESTRIAN WAYFINDING  
(24" X 24"\*) 6'



8'

6'

# Color-blindness Tests

## Protanopia type color-blindness

Protanopia type color-blindness test icons and signs. The icons are arranged in a grid. The top row contains six icons: Accessible Loading (wheelchair), Passenger Loading (person and car), 15 Minute Waiting (clock and car), Ride App Loading (hand and phone), Taxi (car), and Bike Parking (P and bicycle). The second row contains four icons: General Parking (G), Reserved Parking (R), Official Vehicles Only (BART logo and text), and a large B icon with a bus silhouette. The third row contains three signs: Passenger Loading California St. Buses, Passenger Loading, and a sign with P, R, Accessible, and Motorcycle icons. The fourth row contains two signs: General Parking and a sign with P, R, and Motorcycle icons. The fifth row contains two signs: Reserved and General.

## Deuteranopia type color-blindness

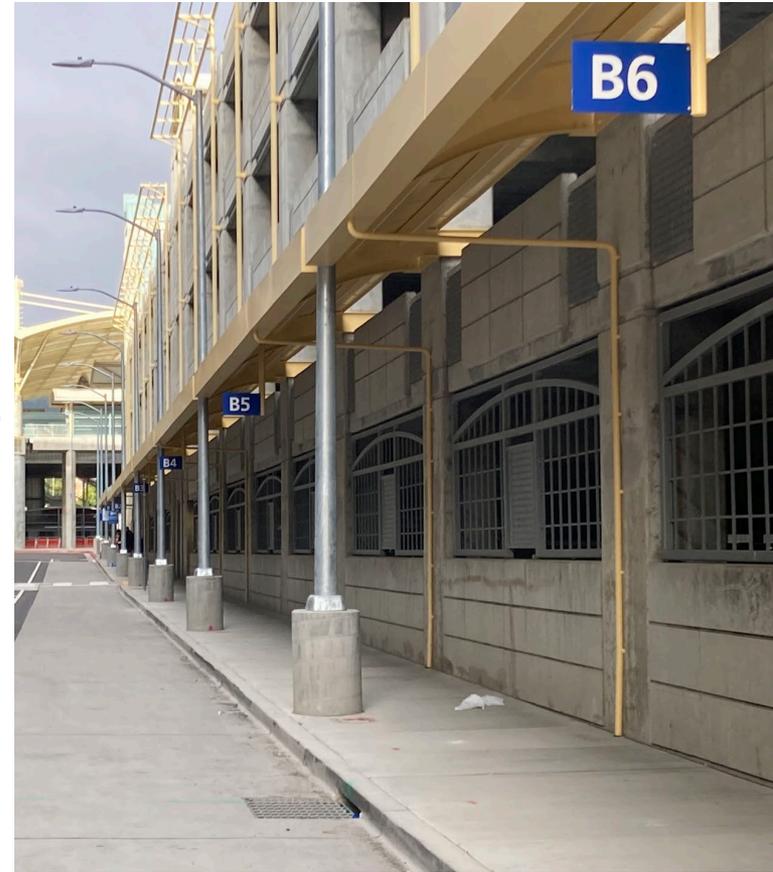
Deuteranopia type color-blindness test icons and signs. The icons are arranged in a grid. The top row contains six icons: Accessible Loading (wheelchair), Passenger Loading (person and car), 15 Minute Waiting (clock and car), Ride App Loading (hand and phone), Taxi (car), and Bike Parking (P and bicycle). The second row contains four icons: General Parking (G), Reserved Parking (R), Official Vehicles Only (BART logo and text), and a large B icon with a bus silhouette. The third row contains three signs: Passenger Loading California St. Buses, Passenger Loading, and a sign with P, R, Accessible, and Motorcycle icons. The fourth row contains two signs: General Parking and a sign with P, R, and Motorcycle icons. The fifth row contains two signs: Reserved and General.

# Next Steps and Funding

- Receive public & stakeholder input on draft guidelines online: [bart.gov/signage](http://bart.gov/signage)
- Feed standards into MTC Regional Mapping & Wayfinding project
- Upcoming installations: Millbrae, North Berkeley
- Develop implementation plan for bus signage at 10 stations.

## MTC Regional Mapping & Wayfinding project

- Transformation Action Plan – accelerated item
- Project kick-off: 9/14
- Scope includes:
  - Update of standards for all transit signage and mapping, including display cases
  - Transit branding
  - Pilots in Sonoma, Solano, and East Counties



# Questions and comments

[bart.gov/signage](http://bart.gov/signage)

Thank you!

