



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

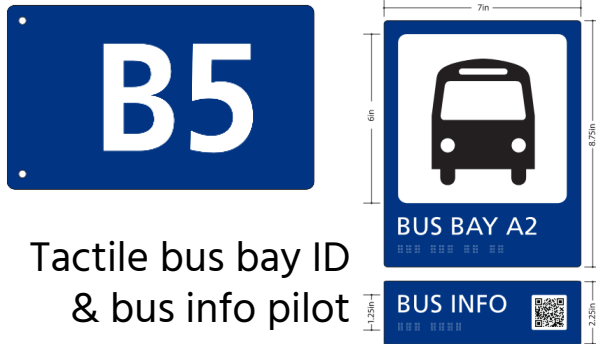
Station management & Operations



- 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



BUS AISLE ID
(30" X 16")



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

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

BUS BAY ID
(20" X 12")

B5

BUS
OPERATOR
SIGNAGE

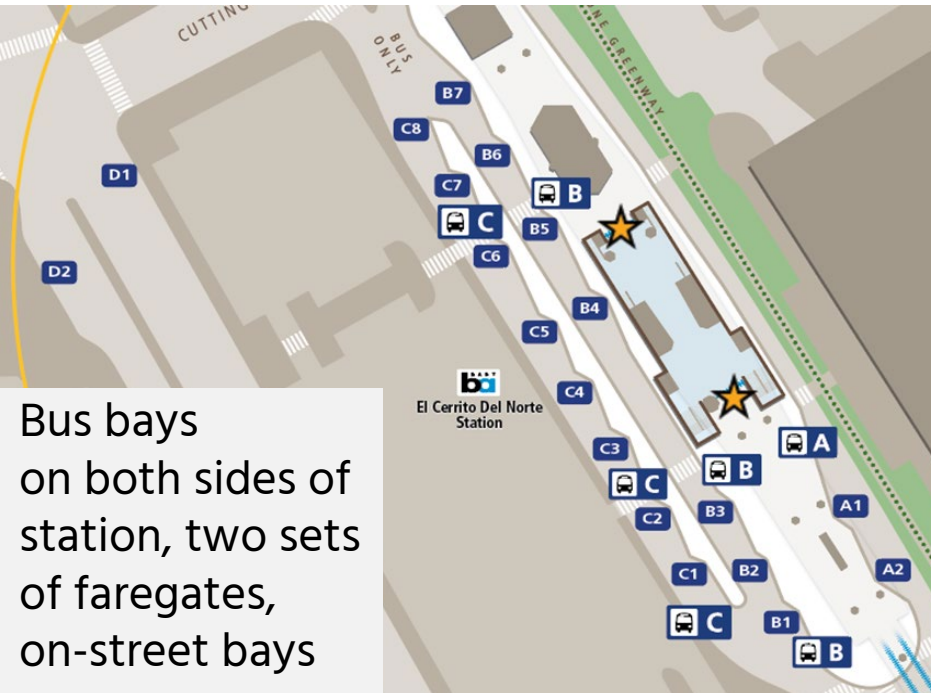
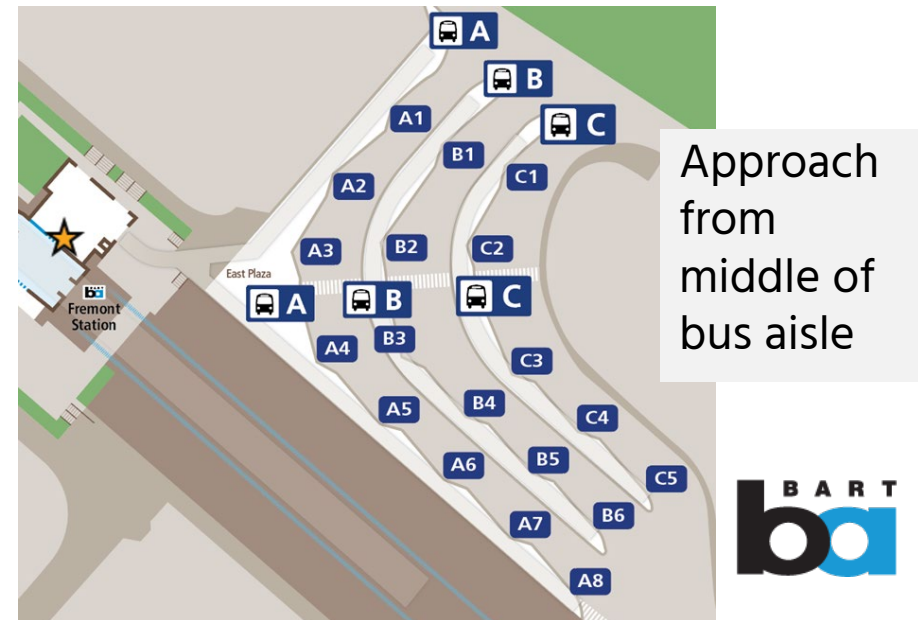
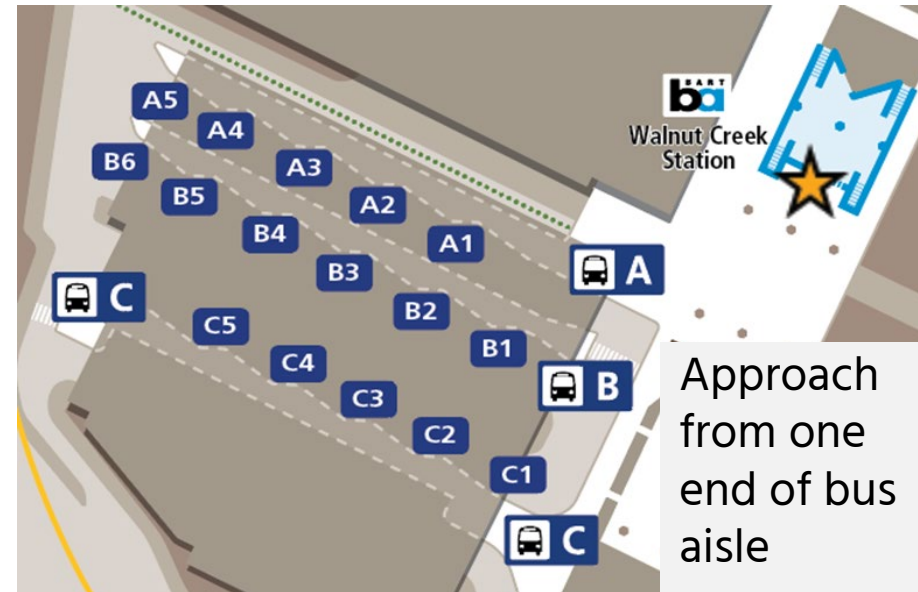


TACTILE
BUS BAY ID &
BUS INFO
(7" X 10")



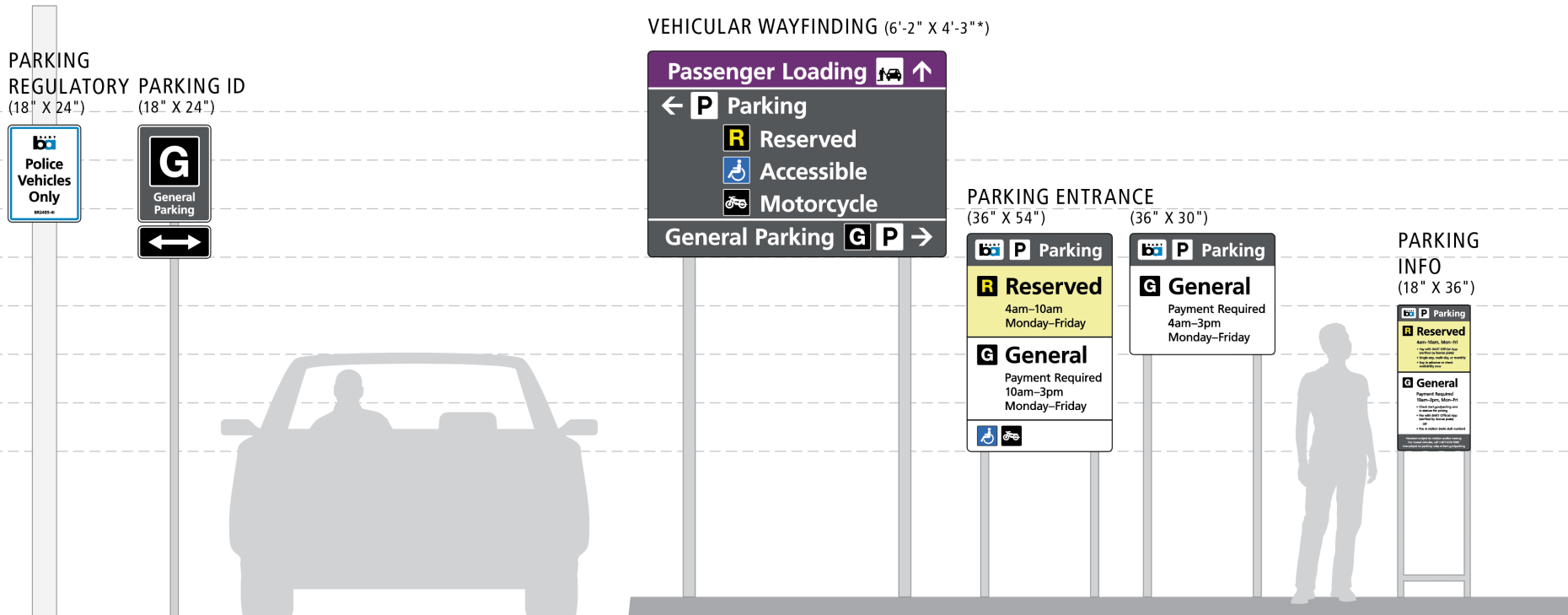
Bus Bay Numbering Methodology

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



Parking – Signage Overview

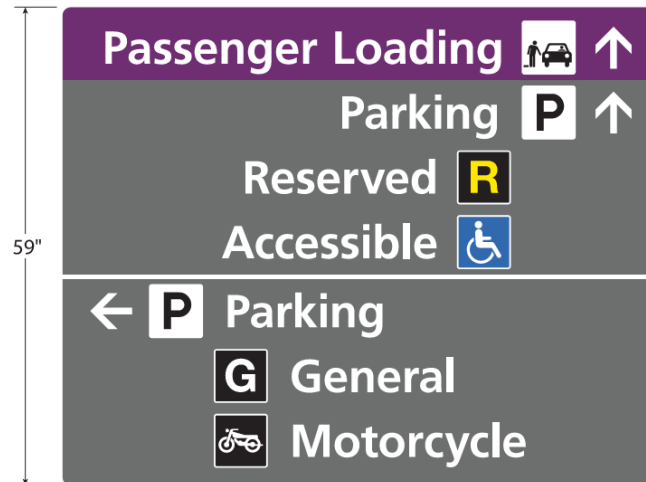
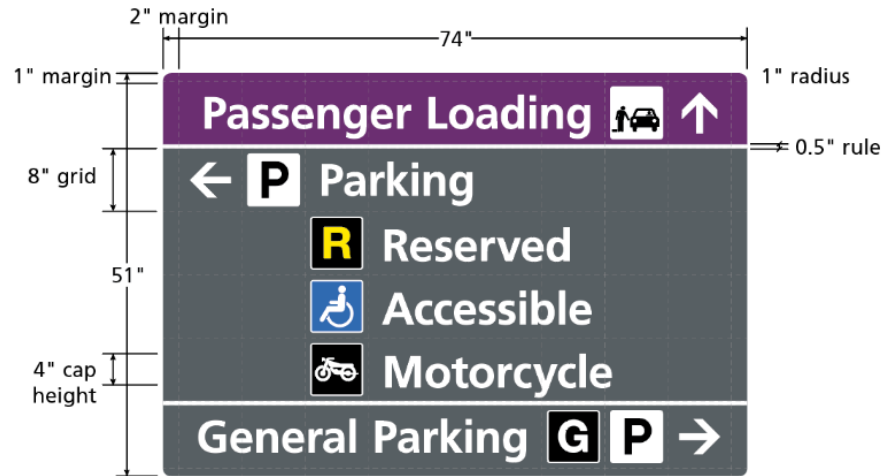
- Use standard colors, text, and icons to ensure legibility for all users.
- New icons and names for parking sub-types



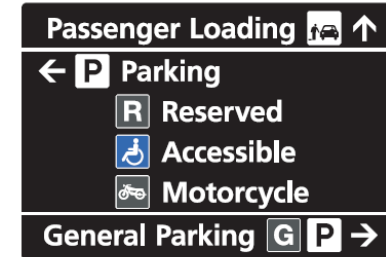
Vehicular Wayfinding

Messaging

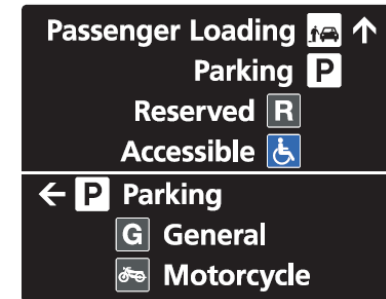
General Facility Type	Facility Sub-types
Bike Parking	<ul style="list-style-type: none"> • Bike Station • Bike Lockers • Bike Racks
Passenger Loading	<ul style="list-style-type: none"> • Passenger Loading • Accessible Loading • 15 Min Waiting • Ride App Loading • Taxi
Parking	<ul style="list-style-type: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



b/w option



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



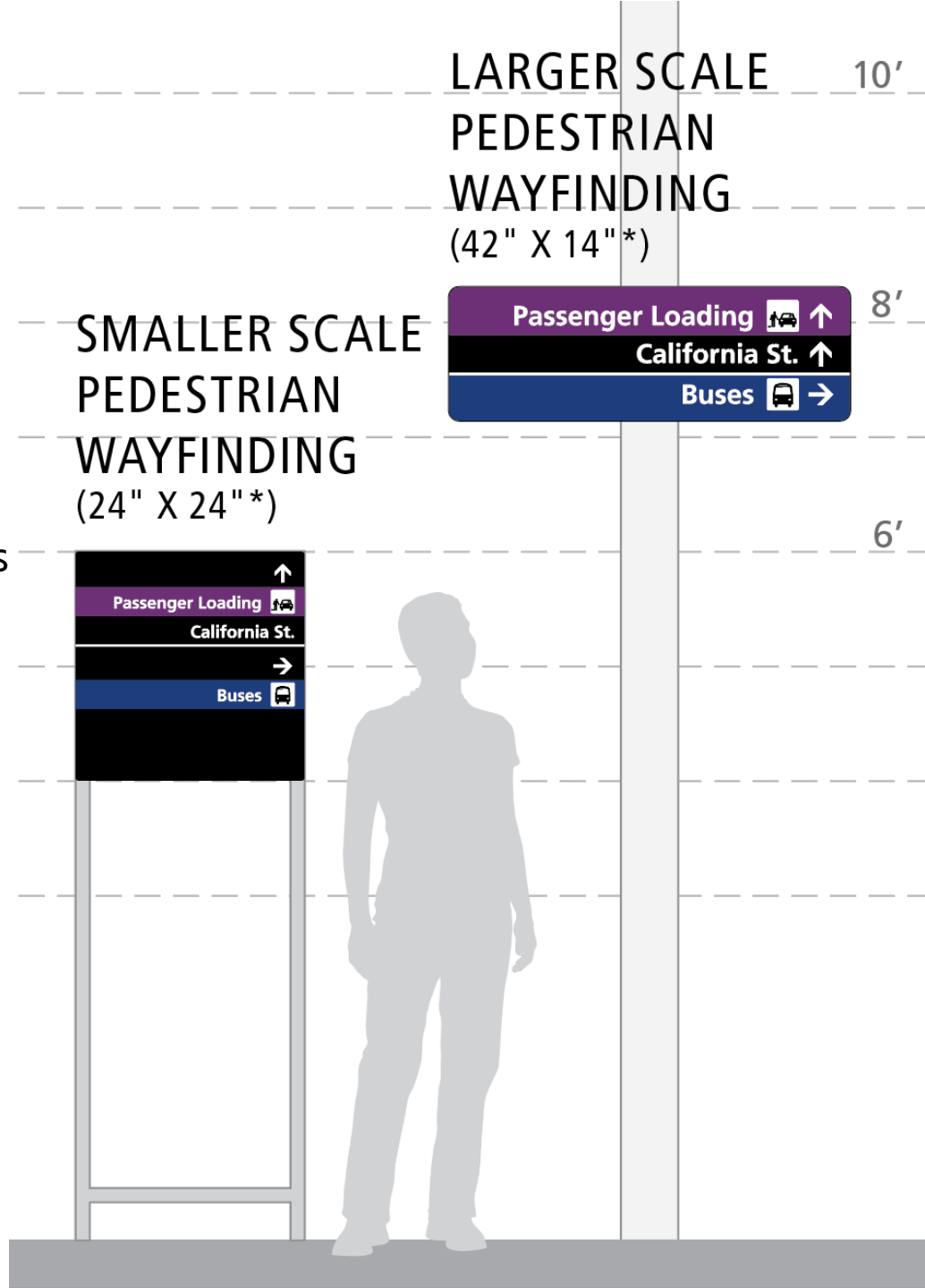
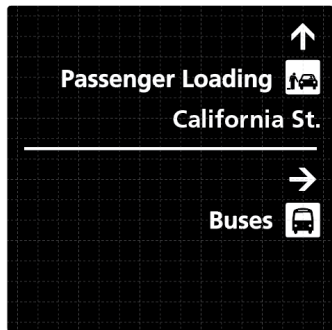
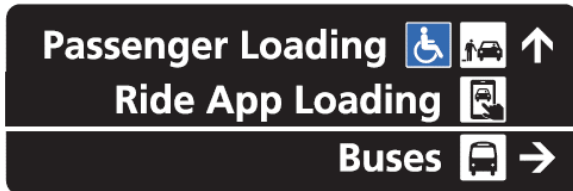
B/W Option: Example with 2 parking types per direction.

Pedestrian Wayfinding

Larger option for plazas
(same scale as interior wayfinding)

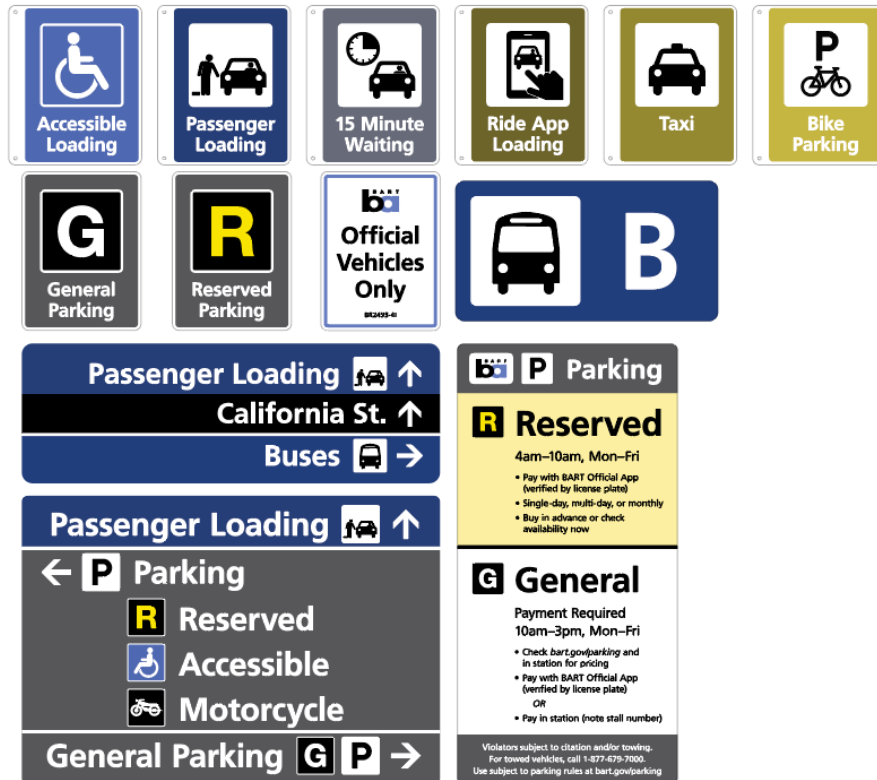
Smaller option for pathways

b/w option

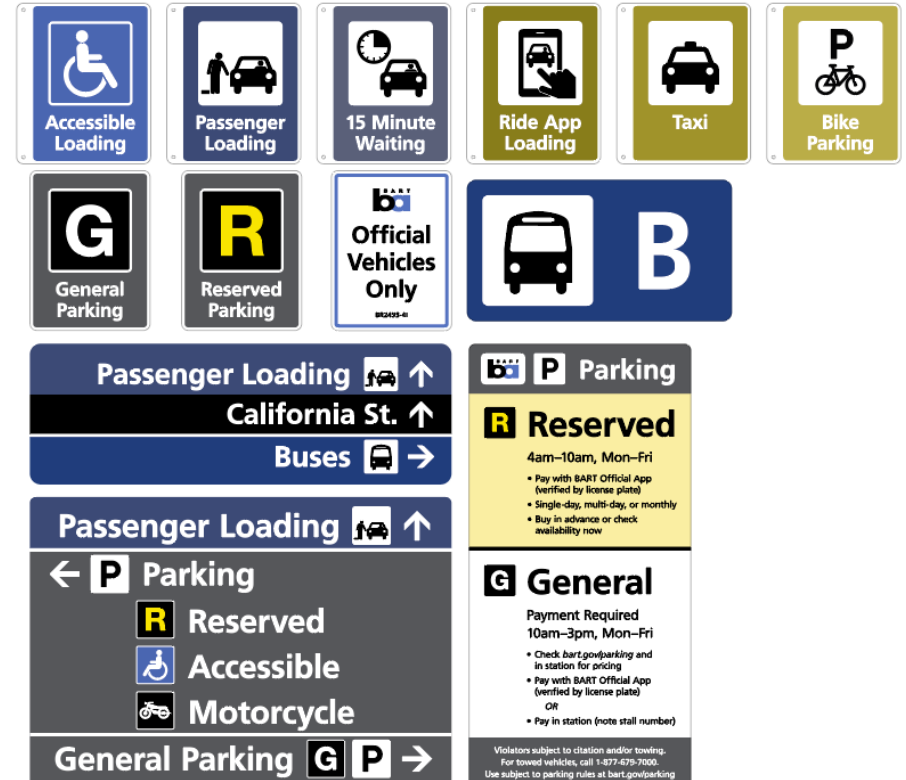


Color-blindness Tests

Protanopia type color-blindness



Deuteranopia type color-blindness



Next Steps and Funding

- Receive public & stakeholder input on draft guidelines online: 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

Thank you!

