



# Regional Transit Coordination Update: Station Access Signage & Wayfinding

BART Board Meeting – Sept 22, 2022



# Phase 5: Station Access Signage & Wayfinding overview

## Current condition:

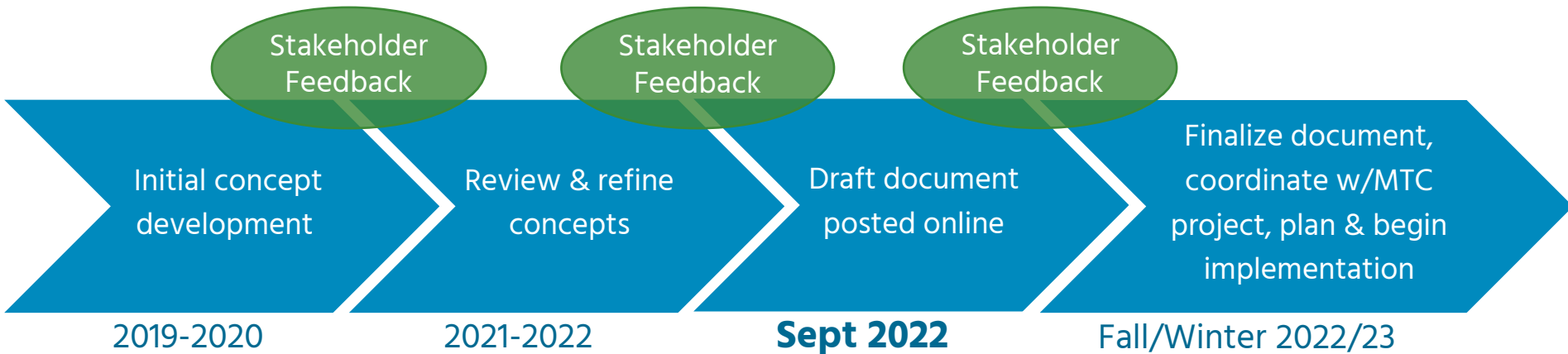
- Confusing, does not encourage transit use
- Does not reflect current management practices



## 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 Board:
  - Refined signage designs
  - Draft guidelines document online

# Timeline and stakeholder engagement



## Outreach:

- BART Board: August 2021, June 2022
- BART Accessibility Task Force
- BART/AC Transit Interagency Liaison Committee
- BART staff internal stakeholders
- Other transit agencies – staff level
- Accessibility community
  - Lighthouse for the Blind
  - AC Transit Accessibility Advisory Committee
- Coordination with MTC's Regional Mapping & Wayfinding Project (Phase 1)
- Public & stakeholder input on draft guidelines online: [bart.gov/signage](https://bart.gov/signage)



# 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 – i.e. 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
  - Identification signage
  - Wayfinding signage
  - Regulatory/instructional signage

# Curb zones – Identification signage

- 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

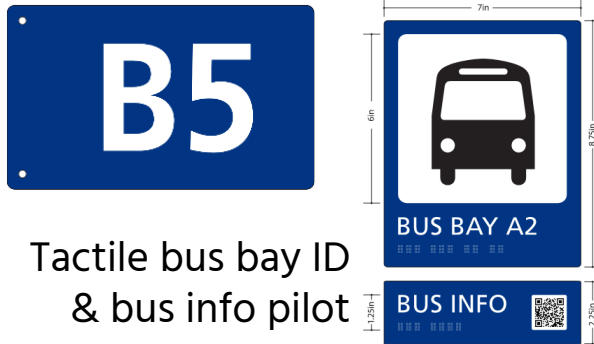
## Station management & Operations



- 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



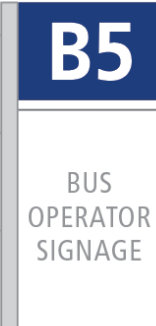
BUS AISLE ID  
(30" X 16")



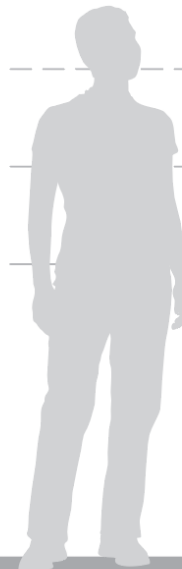
Pilot: BUS KEY  
(24" X 36"\*)

Aisle A		
A1	County of San Diego	1 Rossmore 601 Rossmore
A2	San Diego MTS	4
A3	Green	Green
A4	County of San Diego	5
A5	County of San Diego	14, 311
A6	County of San Diego	21, 321

BUS BAY ID  
(20" X 12")

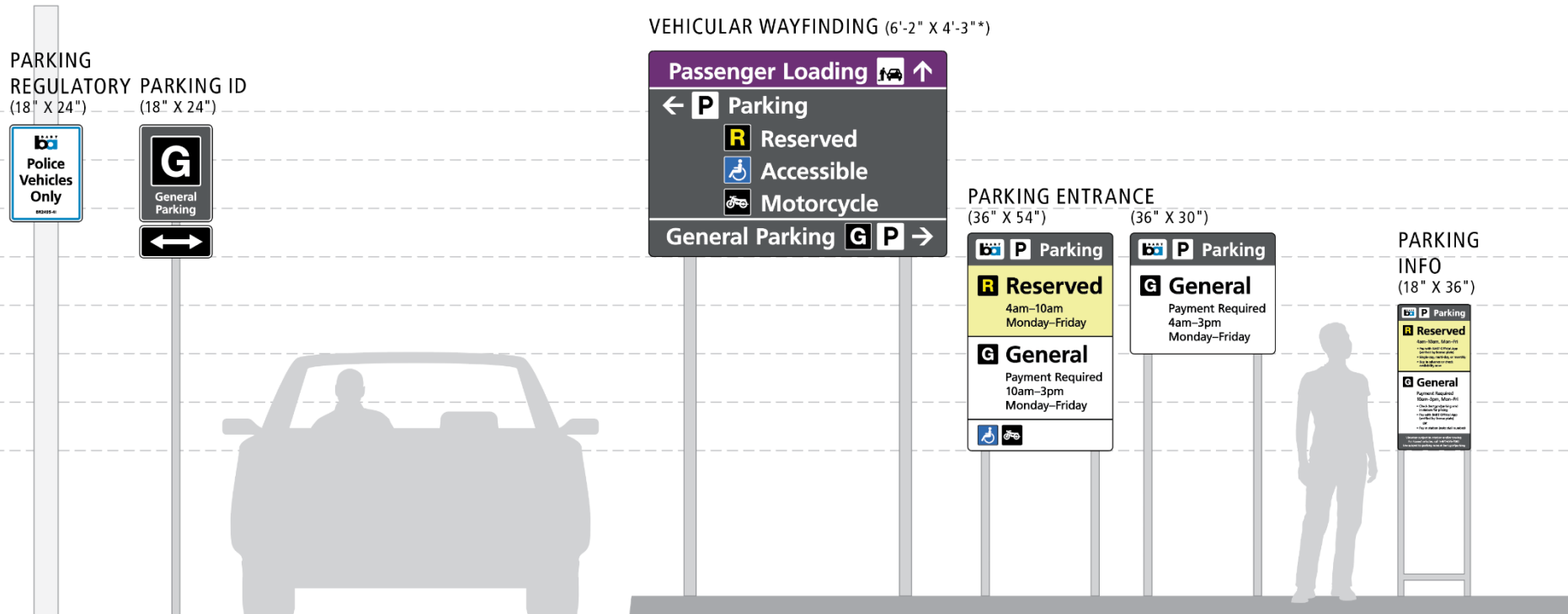


TACTILE  
BUS BAY ID &  
BUS INFO  
(7" X 10")



# Parking – Signage Overview

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





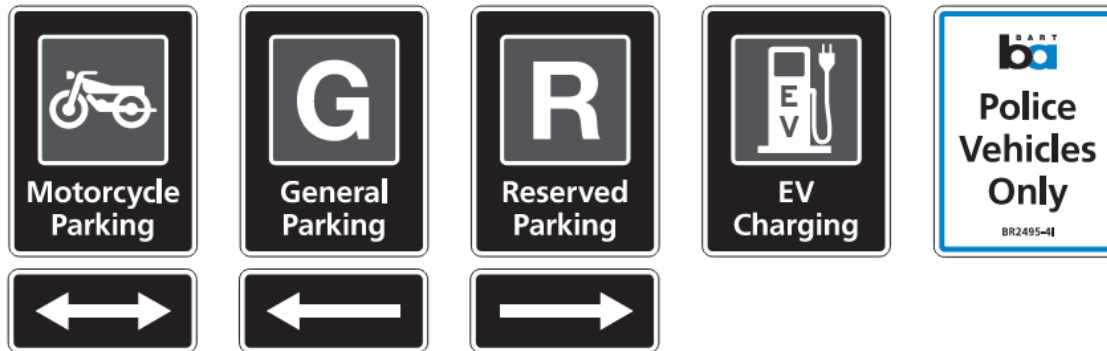
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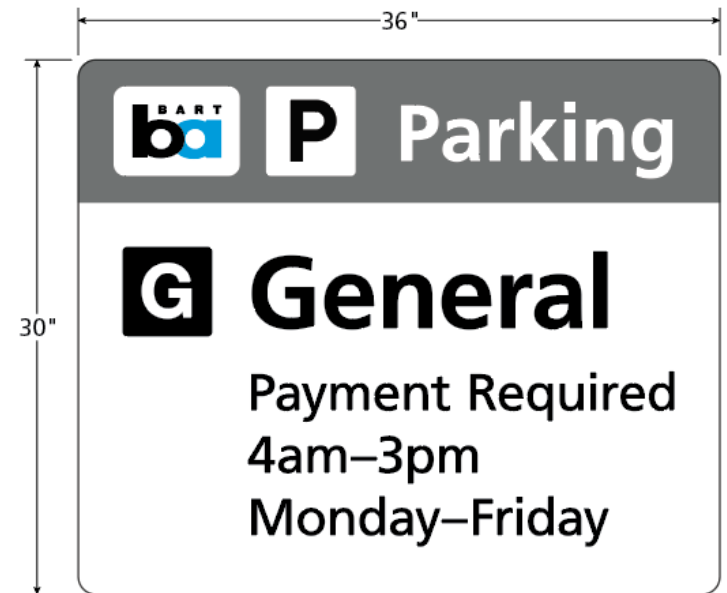
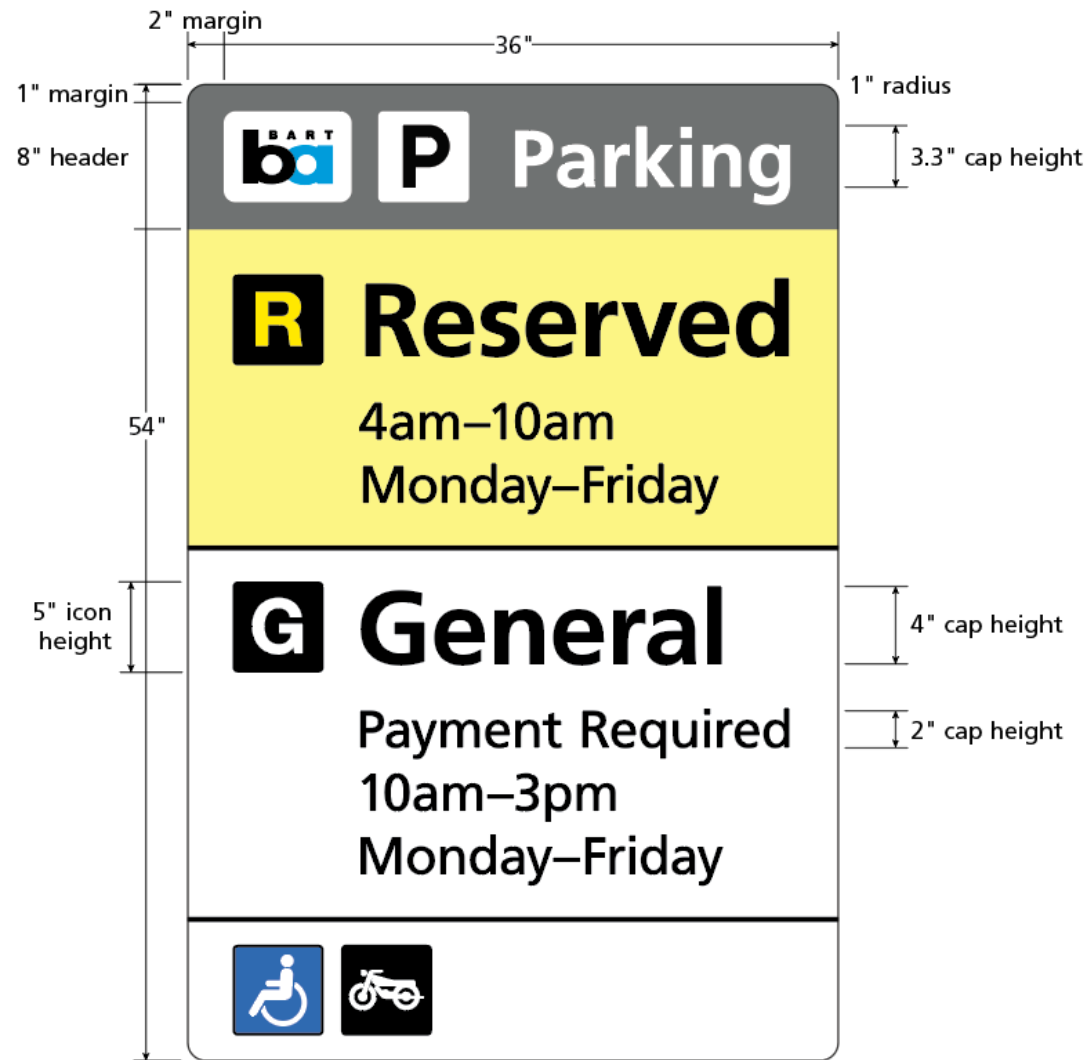
color



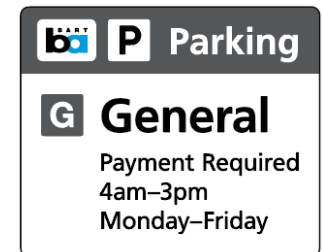
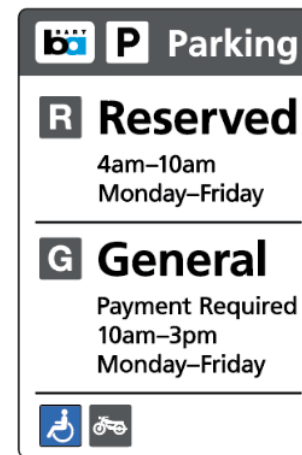
b/w



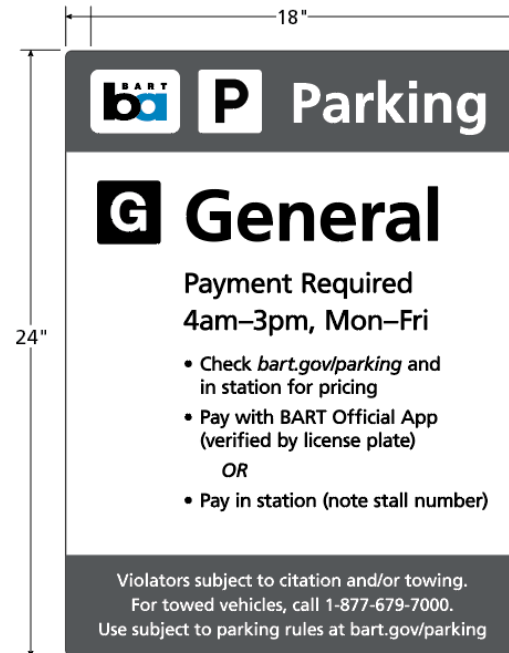
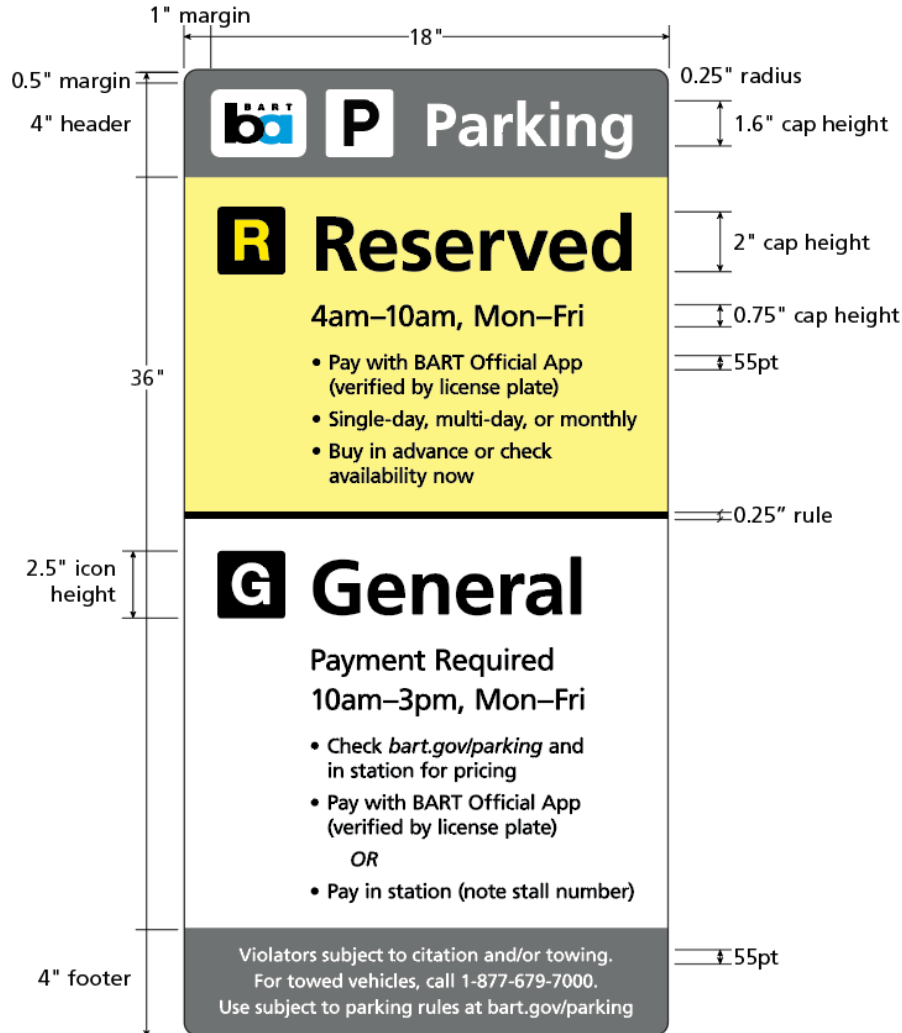
# Parking – Facility entrance signs



## b/w option



# Parking – Informational signs



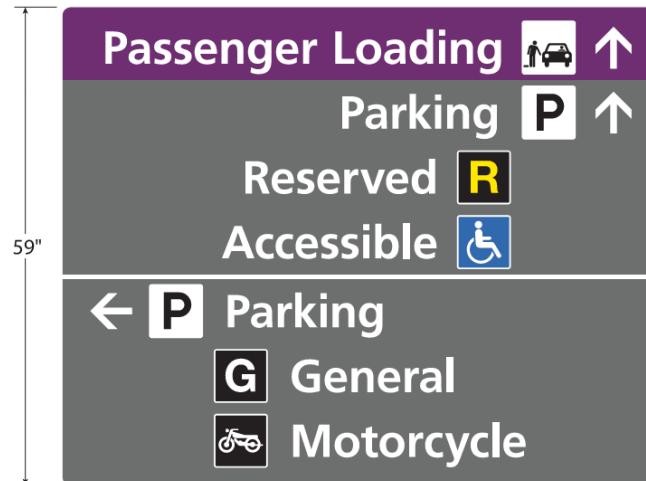
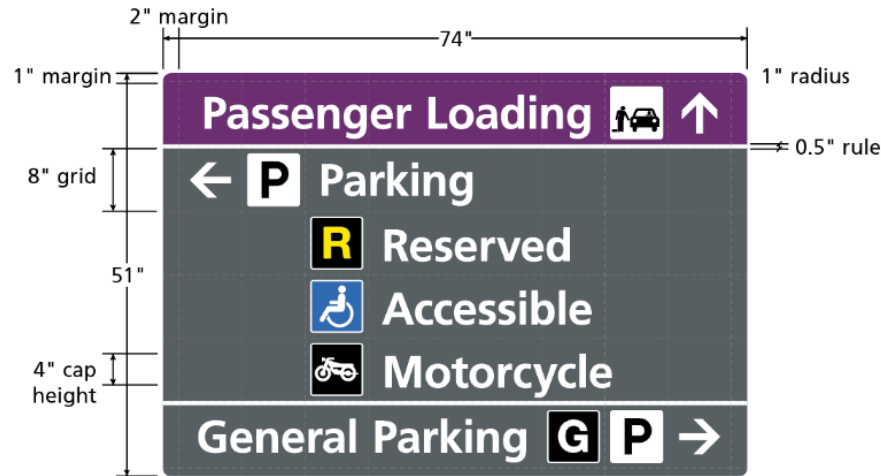
## b/w option



# Vehicular Wayfinding

## Messaging

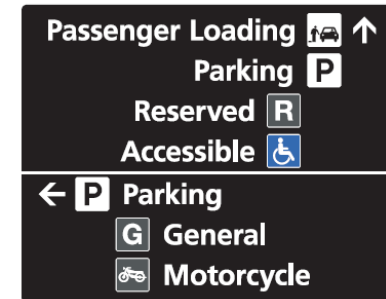
General Facility Type	Facility Sub-types
Bike Parking	<ul style="list-style-type: none"> <li>• Bike Station</li> <li>• Bike Lockers</li> <li>• Bike Racks</li> </ul>
Passenger Loading	<ul style="list-style-type: none"> <li>• Passenger Loading</li> <li>• Accessible Loading</li> <li>• 15 Min Waiting</li> <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.



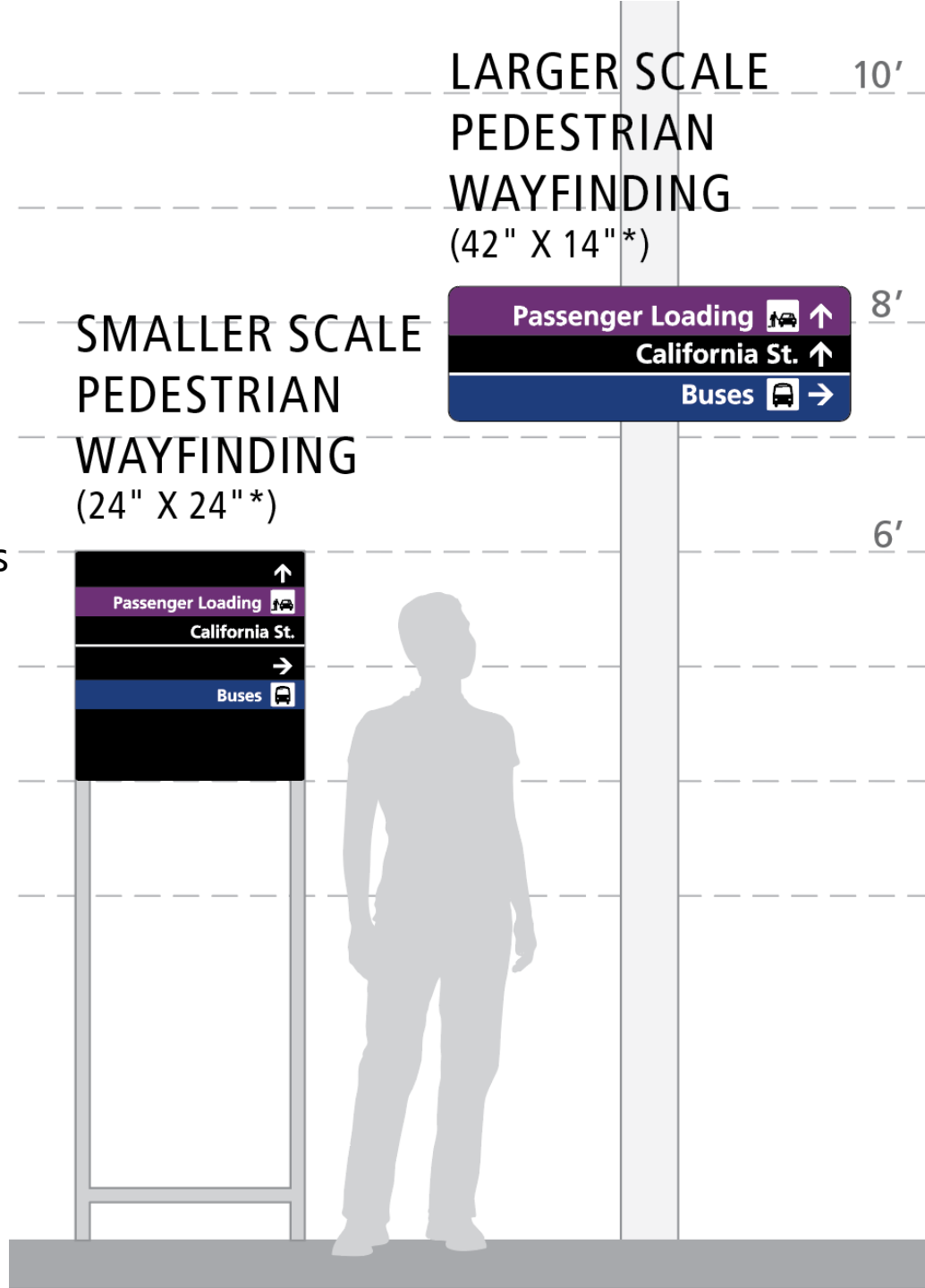
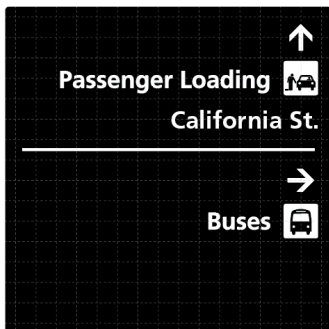
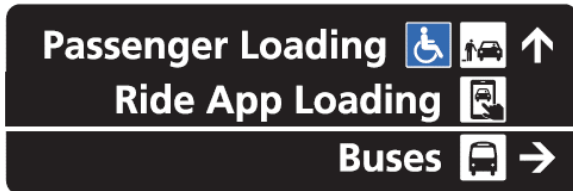
B/W Option: Example with 2 parking types per direction.

# Pedestrian Wayfinding

Larger option for plazas  
(same scale as interior wayfinding)

Smaller option for pathways

## b/w option



# 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.

## Funding

- Bus bay numbering at 10 stations: \$250k (funded)
- Full project implementation: \$15M (currently unfunded)
  - Remaining identification & instructional signage (all modes): \$7.5M
  - Wayfinding: \$7.5M

## 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!

