



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Operations Committee

DATE: March 7, 2008

FR: Executive Director

W.I.

RE: Transit Connectivity Program Update

This memorandum provides an update on the Transit Connectivity Implementation Plan. Staff has focused on the highest priorities from the plan, specifically implementation of improved signage at the 24 regional transit hubs. Staff will present examples of sign concepts at the March 14 Committee meeting and discuss the proposed next steps.

### **Hub Signage Program Status**

The Transit Connectivity Plan, adopted by the Commission in April 2006, recommended improvements to Bay Area transit connections at 24 regional transit hubs. The first improvement, the Hub Signage Program, will result in installation of wayfinding signage, real-time transit information signs and transit information display cases.

Transit agencies at 10 regional hubs requested MTC assistance to implement signage improvements. BART and Santa Rosa Transit will directly manage their own efforts at the remaining 14 hubs.

### **Regional Signage Standards**

The Transit Connectivity Plan found that there is a wide variety of operator-specific signage types and few of these signs provide information to facilitate connections between the operators. MTC staff is recommending the adoption of regional signage standards to address both the connectivity and consistency problems. BART's District Architect has led the development of regional signage standards, and tested them as a limited signage prototype project in the Embarcadero/Ferry Terminal Hub. In consultation with a technical advisory committee of transit operator representatives and further vetted by two series of focus groups, the proposed standards have been drafted and will become the basis for signage improvements at the hubs.

Staff anticipates that implementing these standards at the 24 regional transit hubs may cost more than the \$10 million originally budgeted. However, we believe there is capacity over time in MTC's State Transit Assistance (STA) Regional Discretionary Program to fund the additional cost. For this reason, we recommend proceeding with the regional signage concept. The standards include:

- The creation of four signage types:

1. Wayfinding kiosk – a free-standing, street-level, double-sided kiosk that contains maps with transit stop, route and local destination information
2. Directional signage – signs that use operator logos, icons and arrows to direct riders to transit connections and station entrances/exits
3. Transit information displays – a grouping of standard-sized information cases that contains a station map, a transit stop map, a transit route map and transit schedule/fare information.
4. Real time information displays – video displays that provide the next several departures for all transit vehicles serving the hub.
  - A common “look” and “feel” for the signage, with distinctive colors and formats
  - An emphasis on icons and logos to convey messages
  - A focus on providing information to assist transit users in connecting between the various transit services available at each of the hubs
  - Information about regional transit programs like 511 Transit/Real-Time Transit Information and TransLink<sup>®</sup>, as appropriate.

Examples of these signs will be available at the Committee meeting. Attachment 1 provides a written summary of the proposed standards. Attachment 2 depicts regional signage types as currently designed. These will be further defined and brought back to this Committee for approval in May.

### **Proposed Pilot Program**

To better validate the approach to implementing the Hub Signage Program, staff is proceeding with a pilot at two hubs: a small and a large hub – tentatively, the San Rafael Transit Center and the Embarcadero BART/Muni Station-SF Ferry Terminal, respectively. Depending on our experience implementing the proposed standards at these pilot hubs, MTC may refine the standards.

Staff anticipates the following process/schedule to finalize the proposed standards and to complete the pilot program:

<u><b>Action</b></u>	<u><b>Date</b></u>
Transit staff/General Manager Reviews	February (underway)
Operations Committee reviews/provides feedback	March 14
TAC reviews revised standard	Early April
Operations Committee/Commission approves standard as part of Res. 3055 – Transit Coordination Policy	May 9 and 23, 2008
Pilot program findings	December 2008

Staff will work with transit operators to identify opportunities to expedite implementation of the remaining hubs so that signs are installed as soon as possible. We will report our progress in May.

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Steve Heminger

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