



# DRAFT Station Access Signage & Wayfinding Guidelines

AC Transit AAC– Sept 13, 2022



# Why update BART access signage?

## Project benefits, goals & outcomes

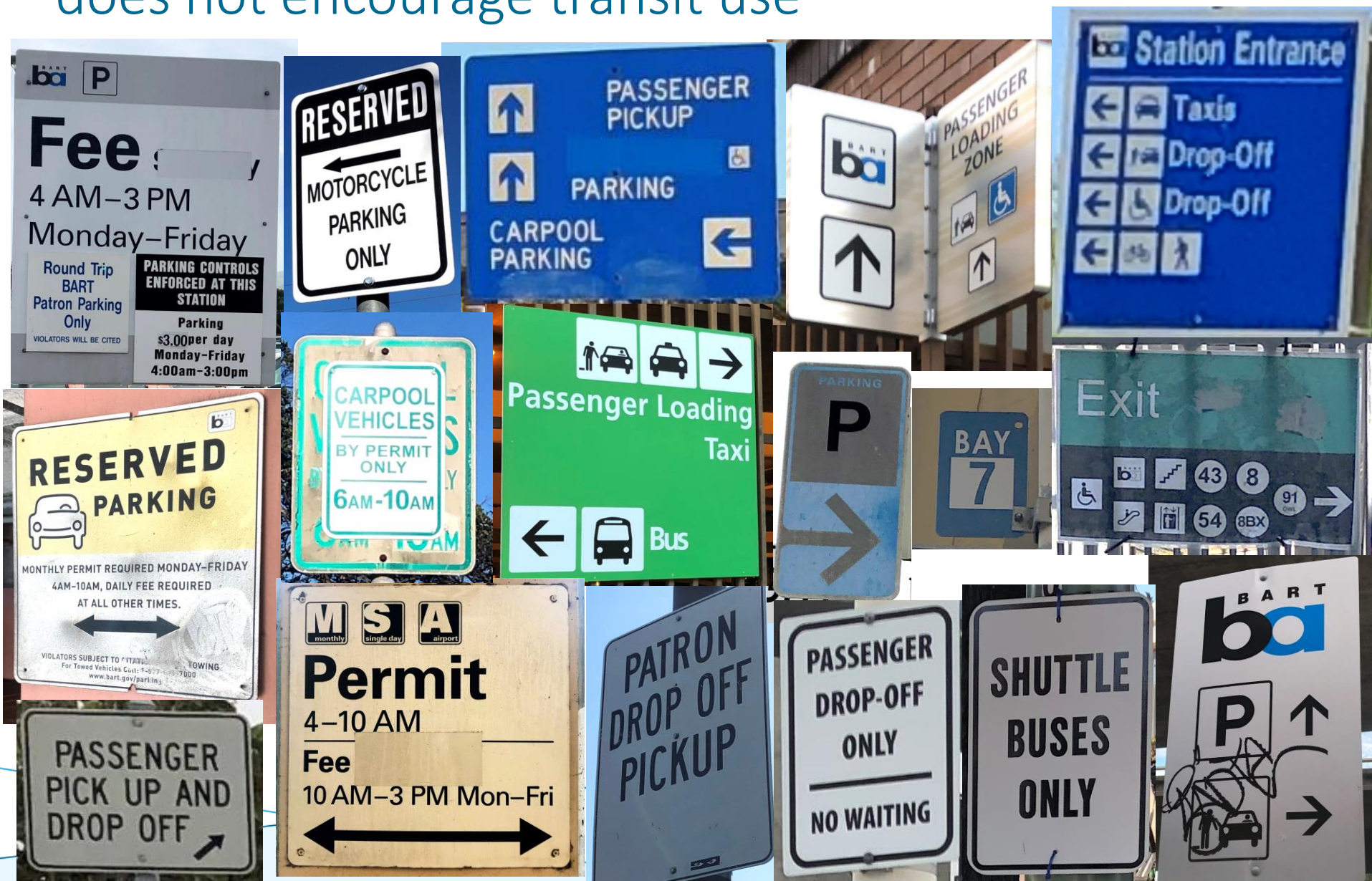
- Develop a *cohesive suite* of station access signage
- Improve passenger experience for all user types
- Supports changes to station management (parking enforcement, new modes, bus transfer priority)
- Many projects affecting signage: TOD, Station Modernization and others
- Low cost, high impact improvement

## Supports regional standards

- Builds on and updates existing Regional HUB Signage program
- Will feed into MTC Regional Mapping & Wayfinding project



Existing condition is confusing, there is no standard, does not encourage transit use



# 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

color



Color version only

b/w



# Why provide bus bay identification signage?

## Passenger Experience



- Permanent Wayfinding
- Temporary detours
- Station maps
- Trip planning & navigation
- Online static information

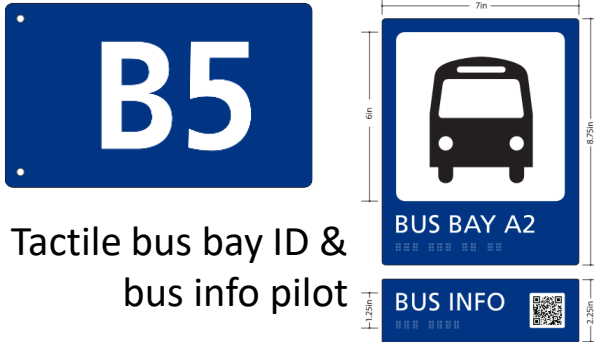
## Station management & Operations



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

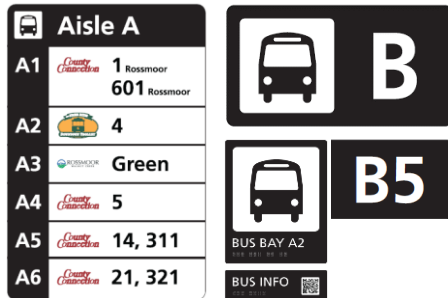
# Identification signage - B

Reflects bus bay numbering methodology developed



Tactile bus bay ID & bus info pilot

b/w option



BUS AISLE ID  
(30" X 16")



BUS BAY ID  
(20" X 12")



BUS  
OPERATOR  
SIGNAGE

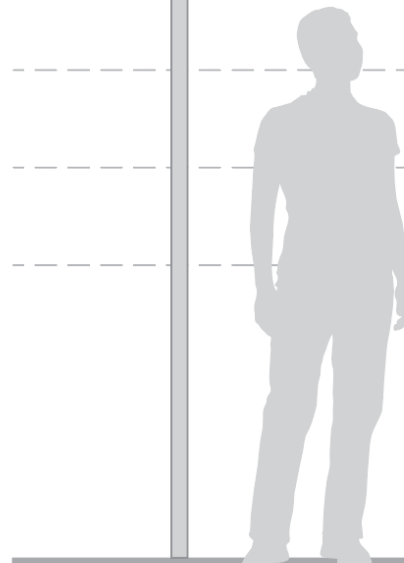


BUS KEY  
(24" X 36"\*)

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

6'

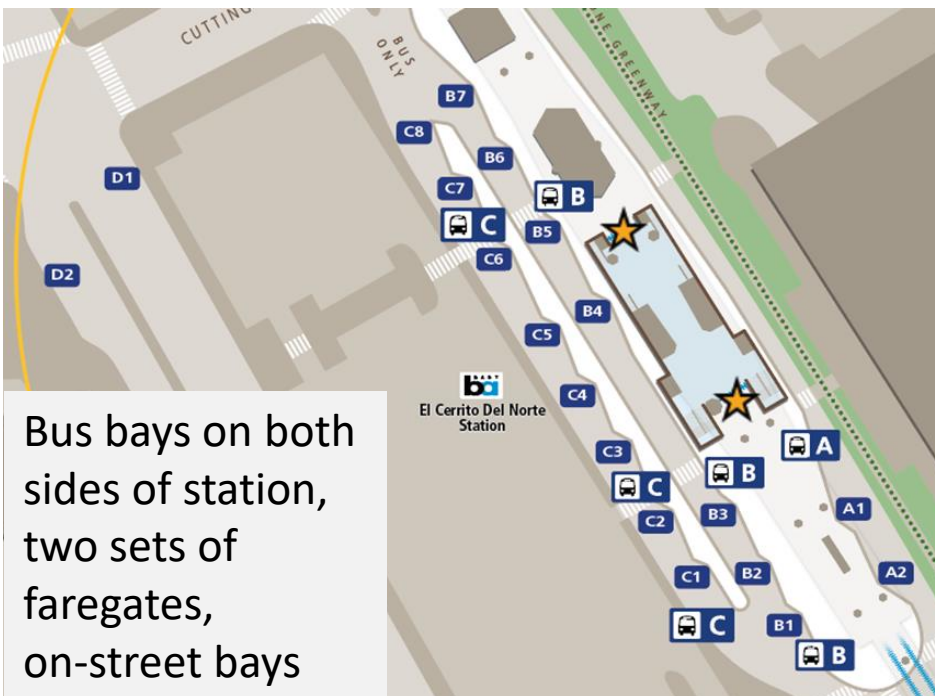
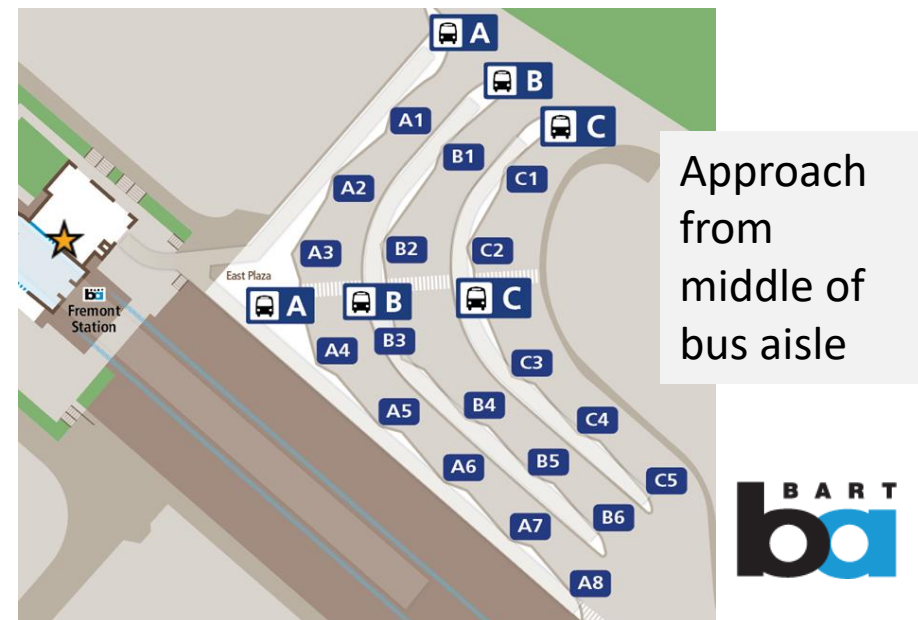
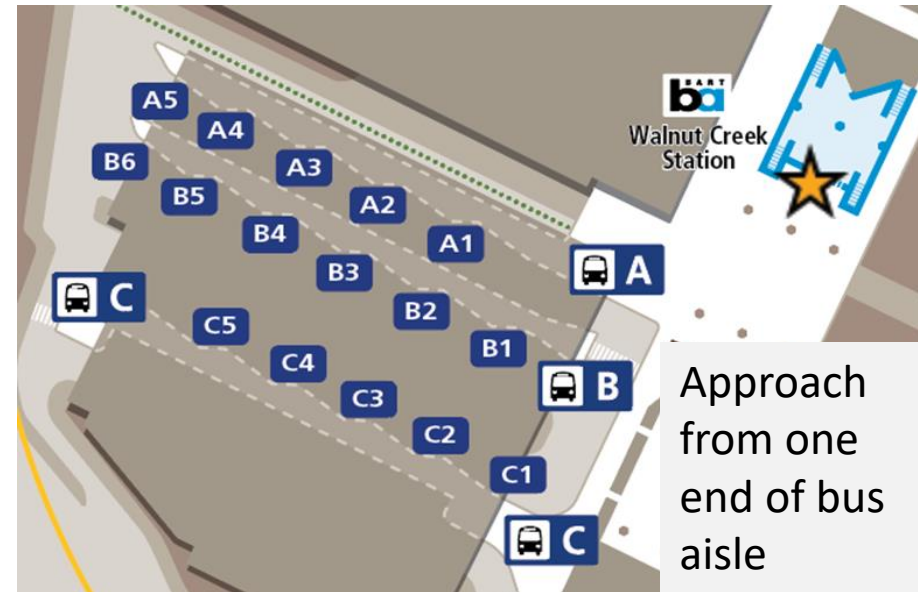
TACTILE  
BUS BAY ID &  
BUS INFO  
(7" X 10")





# Bus Bay Numbering Methodology

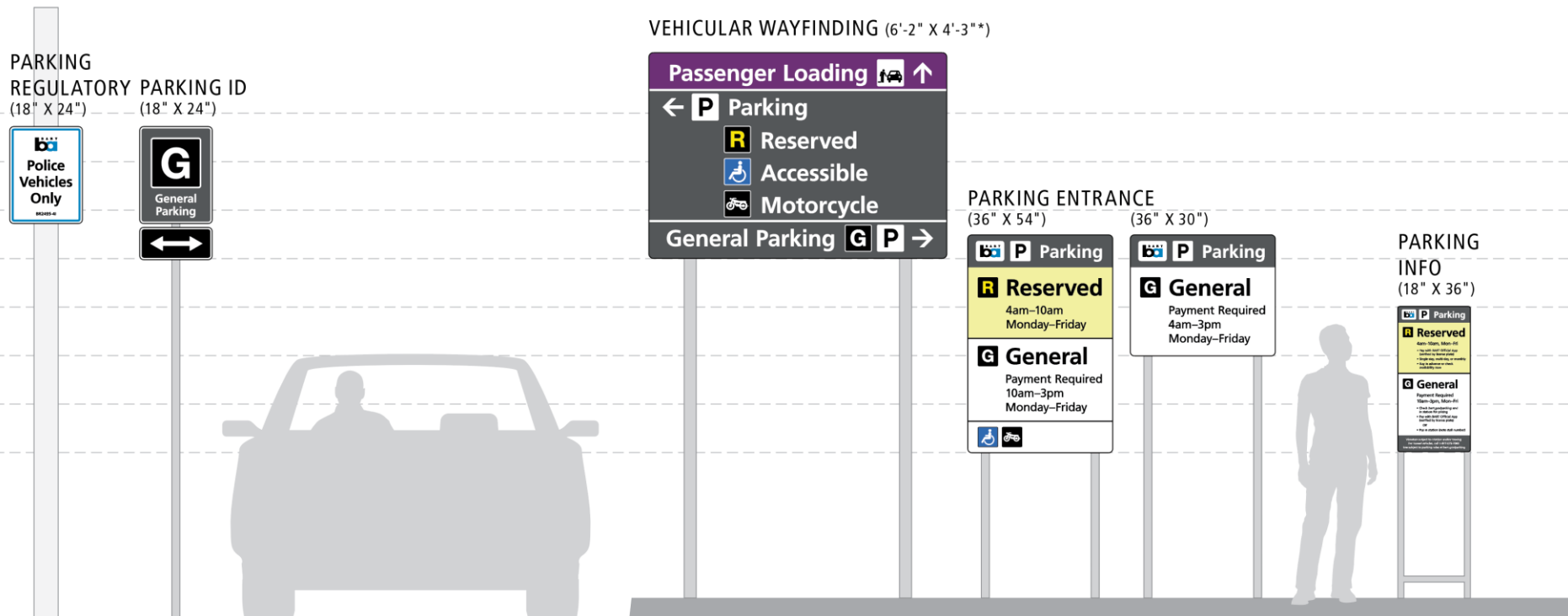
- Bus aisle/area letter, and alphanumeric bay numbers to support navigation
- From the passenger's perspective, with wayfinding in mind.





# Parking Signage

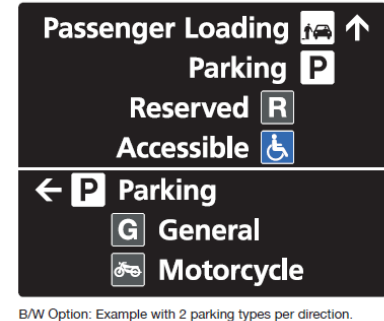
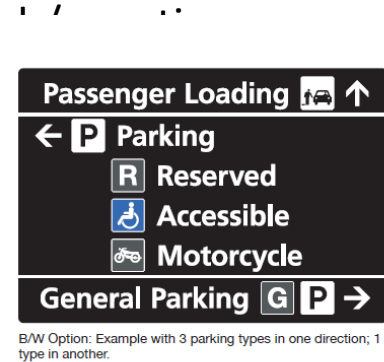
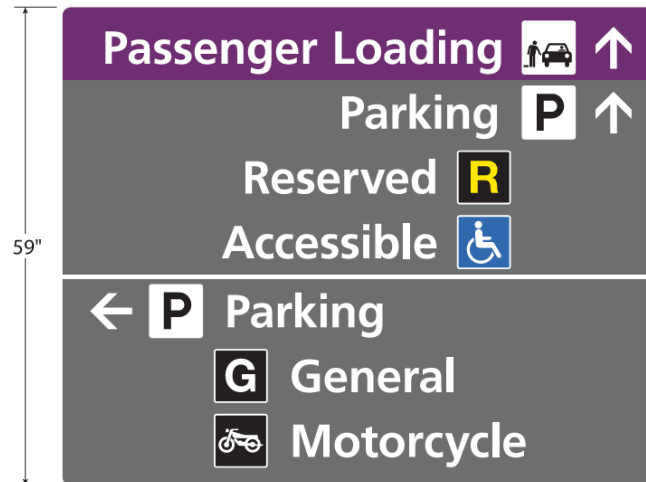
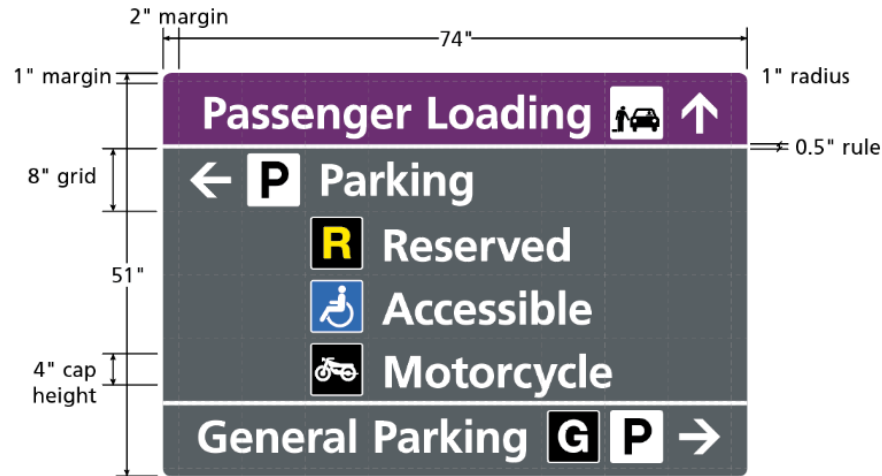
- Use standard colors, text, and icons to ensure legibility for all users.
- New icons and nomenclature for parking sub-types



# Vehicular Wayfinding

## Message hierarchy

General	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>

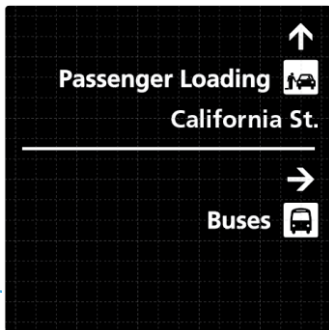
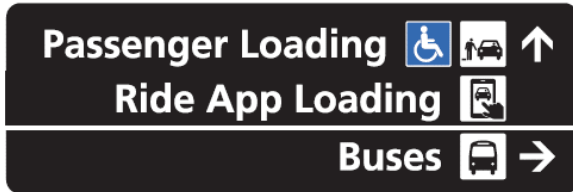


# Pedestrian Wayfinding

Larger option for plazas  
(same scale as interior wayfinding)

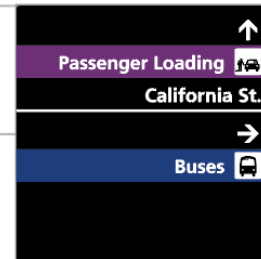
Smaller option for pathways

b/w option

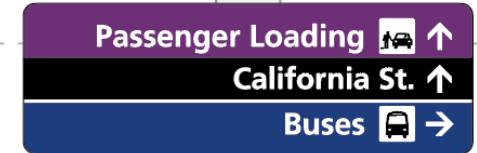


10

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



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



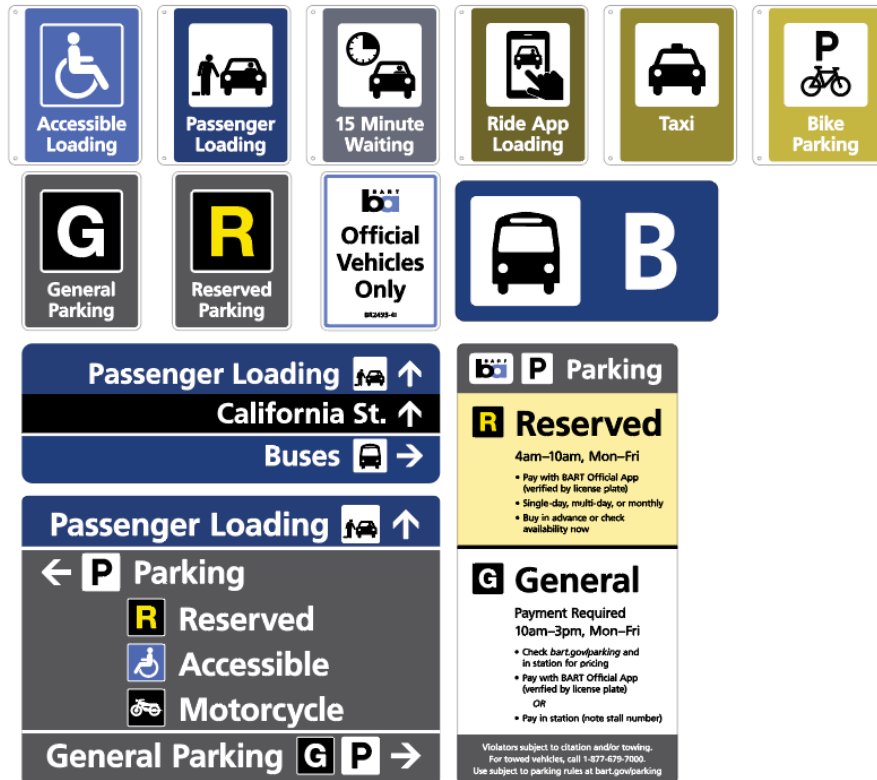
6'

8'

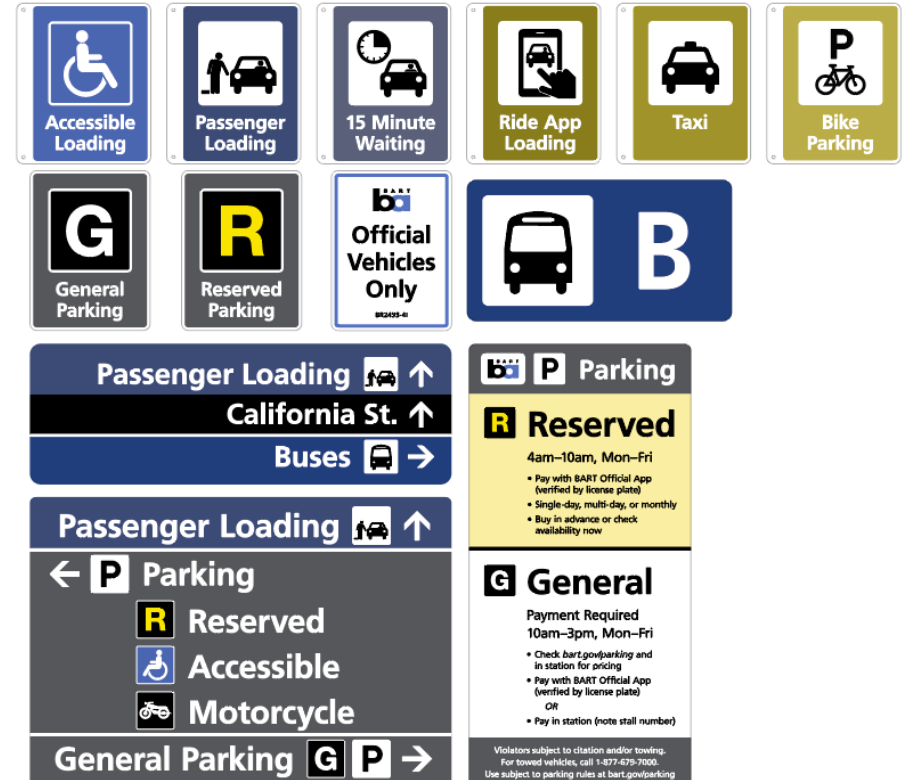
10'

# Color-blindness Tests

## Protanopia type color-blindness



## Deuteranopia type color-blindness





# Process and Regional Coordination

- Post online and at MacArthur for feedback from stakeholders and public
- Review comments and update designs and guidelines
- Feed into Regional Mapping and Wayfinding Standards project
- Millbrae TOD will install select signage types (including bus bay numbering, pedestrian wayfinding, parking)

## MTC Regional Mapping & Wayfinding project

Consultant selected on 7/8

- MTC hired full time project manager
- MTC approved funding for transit operator liaison/co-management
- Project planned to start this fall
- Scope includes:
  - Updates of standards for all transit signage and mapping, including display cases
  - Transit branding
  - Pilots in Sonoma and Solano counties



# Questions and comments

Thank you!

