



B6

SR 23-075
Attachment 1

DRAFT Station Access Signage & Wayfinding Guidelines

AC Transit Board Meeting – January 25, 2023

SR 23-075



Why update BART station 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
 - Identification 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



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 - Buses

Reflects bus bay numbering methodology developer

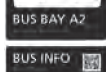


Tactile bus bay ID & bus info pilot

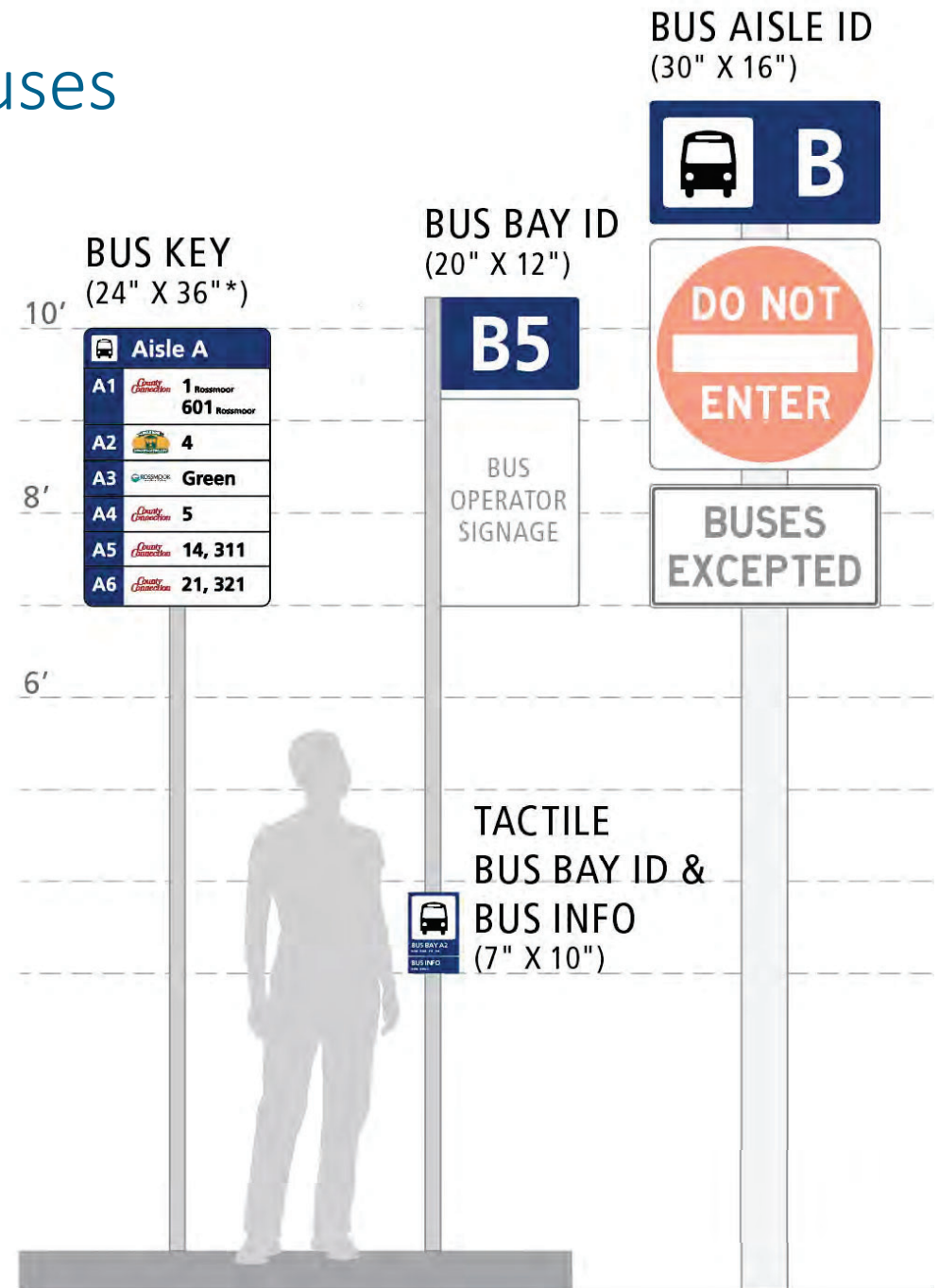


b/w option

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

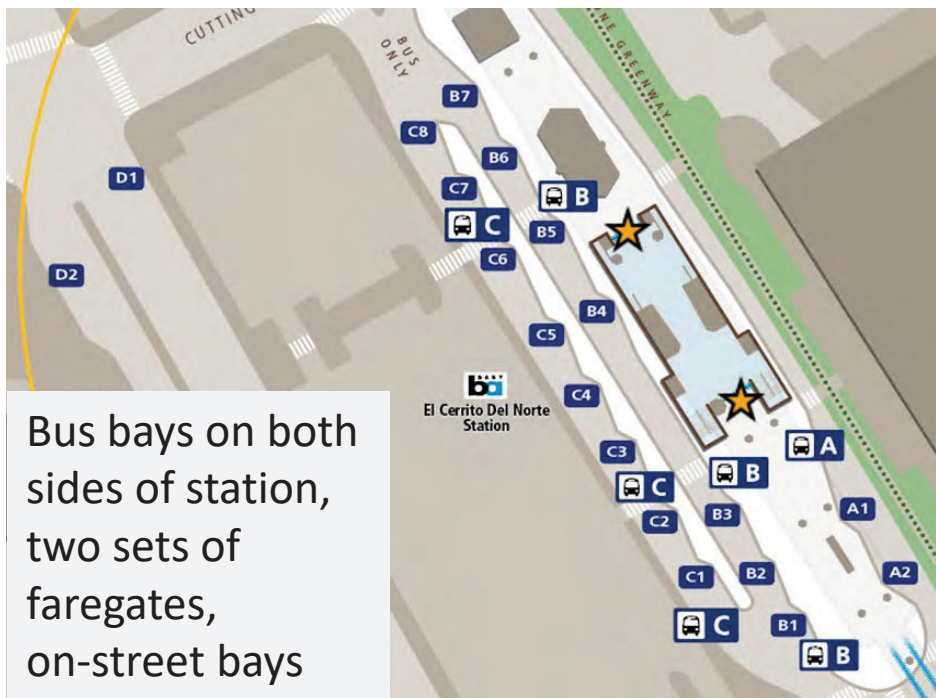
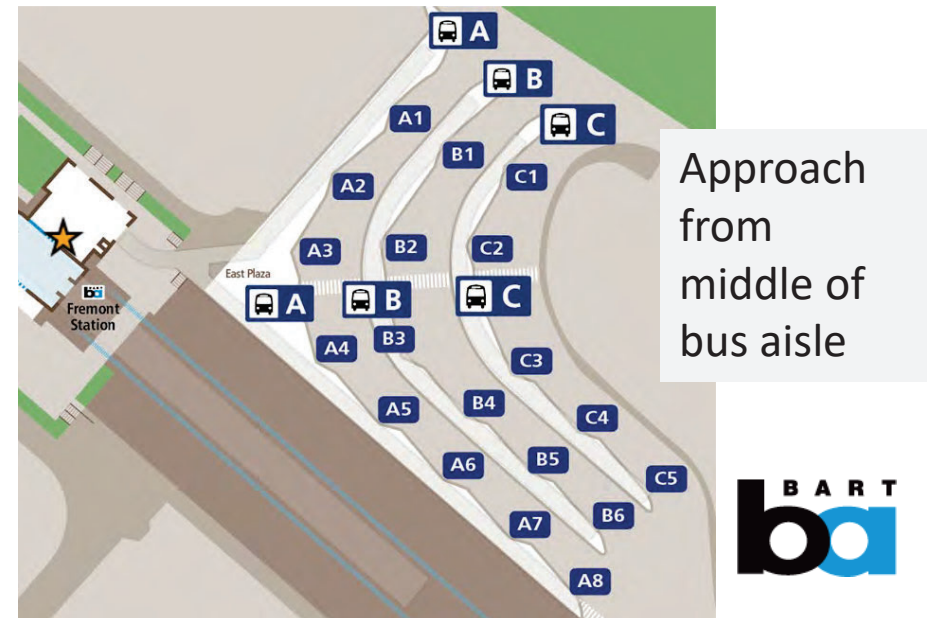
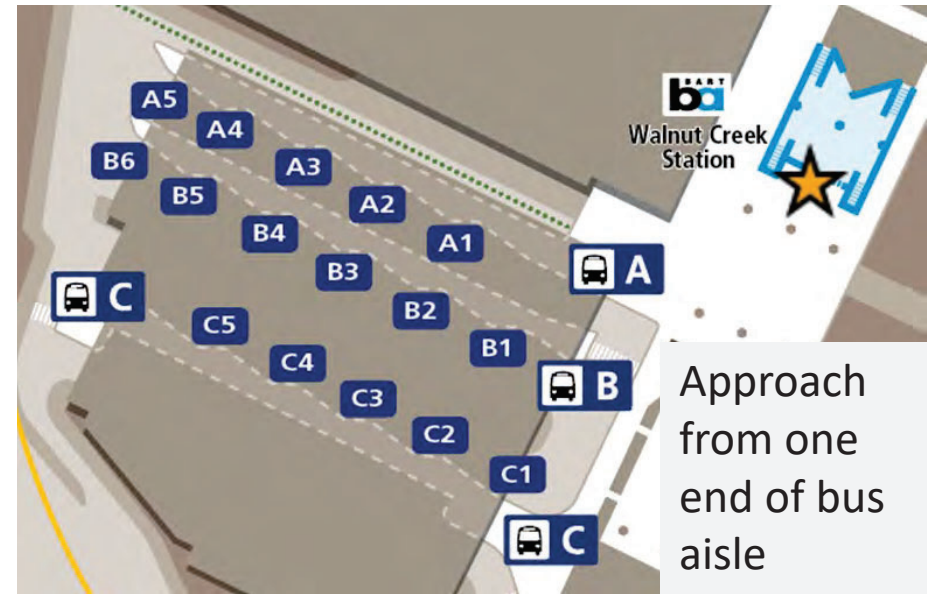


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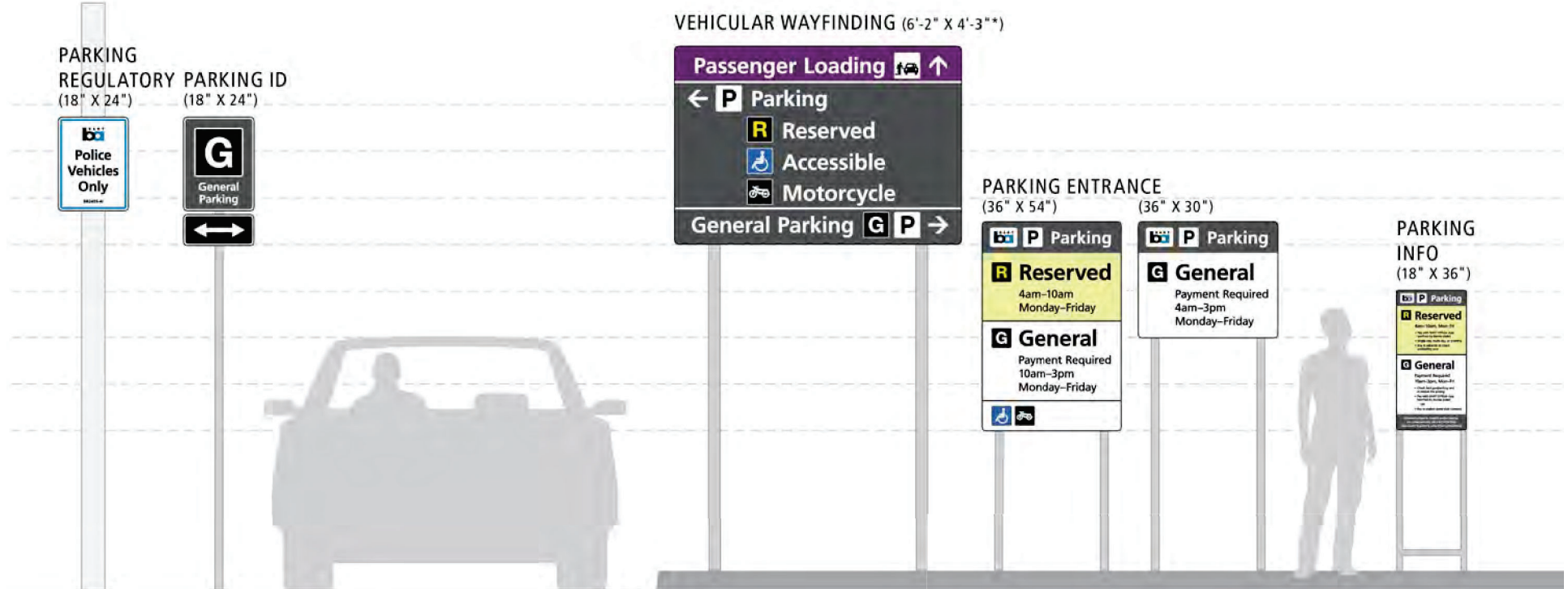
Bus Bay Numbering Methodology

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



Parking Signage

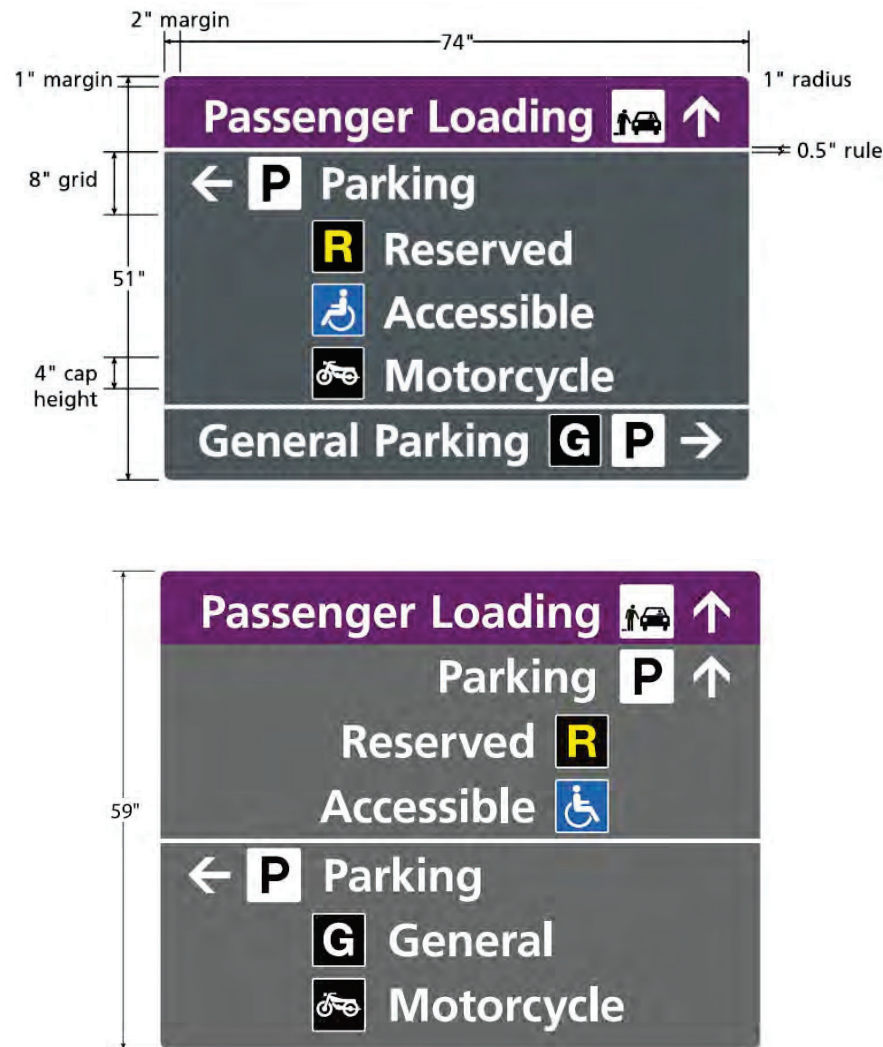
- Use standard colors, text, and icons to ensure legibility for all users.
- New icons and nomenclature for parking sub-types



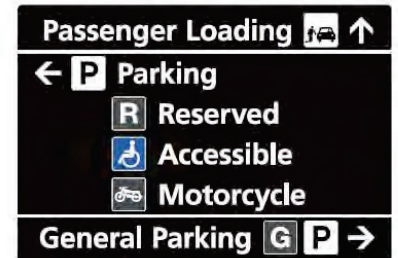
Vehicular Wayfinding

Message hierarchy

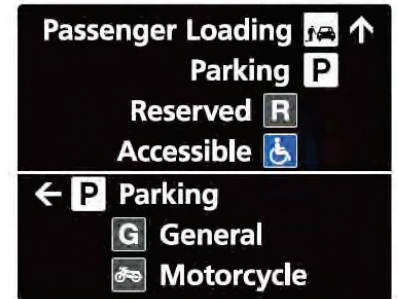
General	Facility Sub-types
Bike Parking	<ul style="list-style-type: none"> • Bike Station • Bike Lockers • Bike Racks
Passenger Loading	<ul style="list-style-type: none"> • Passenger Loading • Accessible Loading • 15 Min Waiting • Ride App Loading • Taxi
Parking	<ul style="list-style-type: none"> • General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



b/w option



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



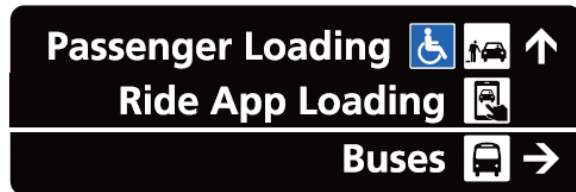
B/W Option: Example with 2 parking types per direction.

Pedestrian Wayfinding

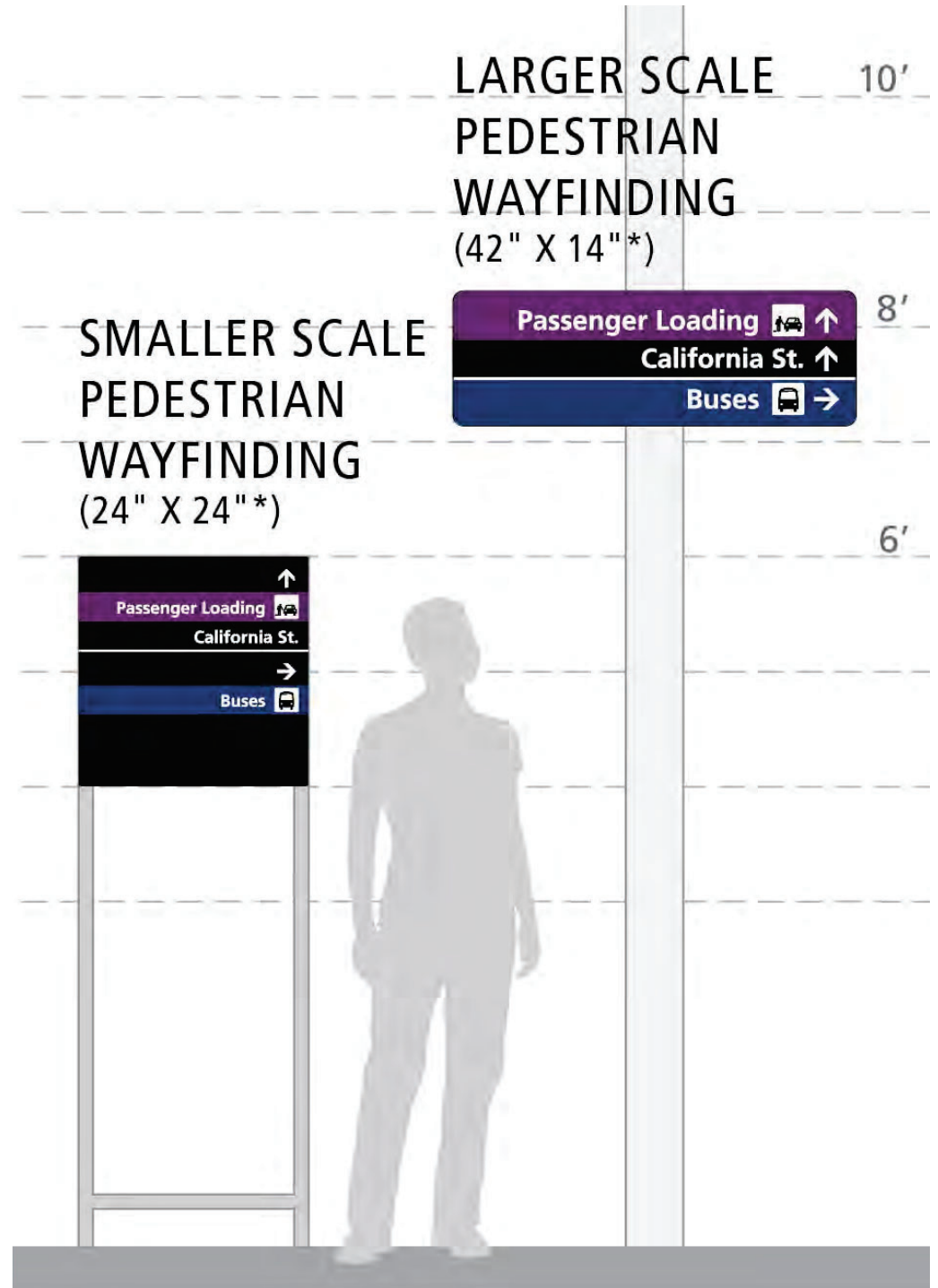
Larger option for plazas
(same scale as interior wayfinding)

Smaller option for pathways

b/w option



10



Process and Regional Coordination

- Post document online and at MacArthur for feedback from stakeholders and public
- Review comments and update designs and guidelines
- Feed into MTC Regional Mapping and Wayfinding project
- Recent/upcoming installation of select signage: Millbrae (east side), Balboa Park, North Berkeley.

MTC Regional Mapping & Wayfinding project

- Introductory meetings with transit operators
- 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!

