



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

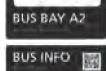


Tactile bus bay ID & bus info pilot

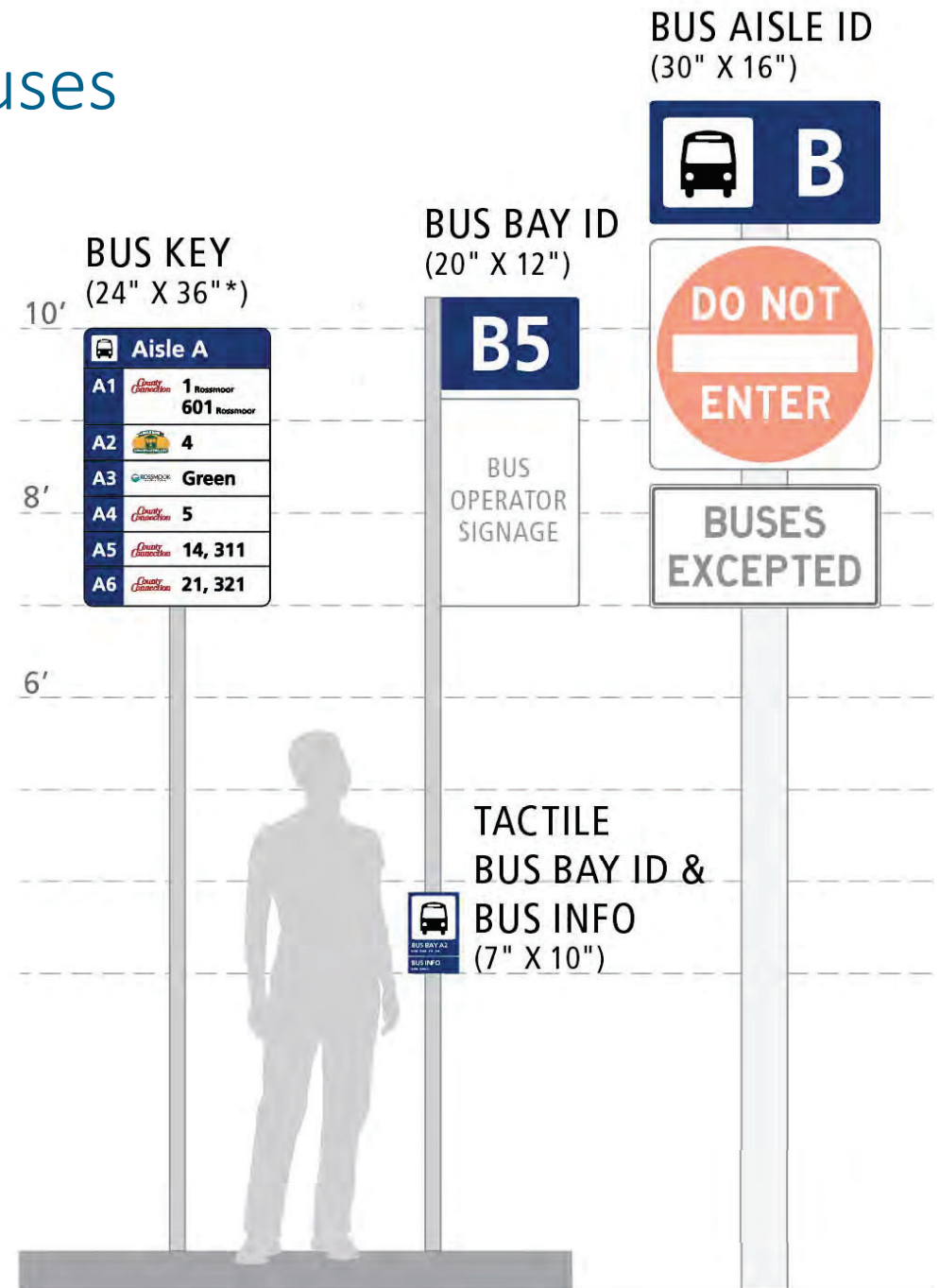


b/w option

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

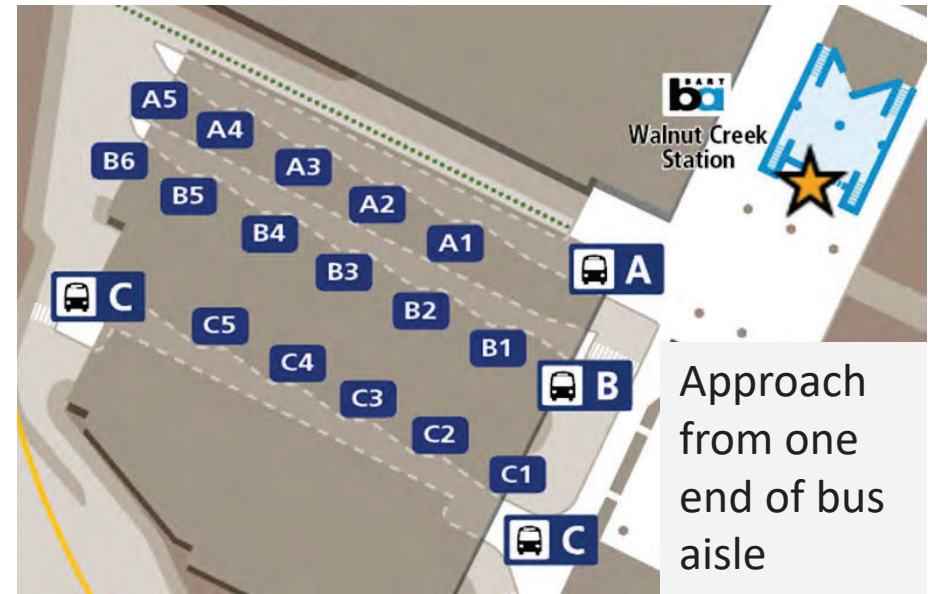


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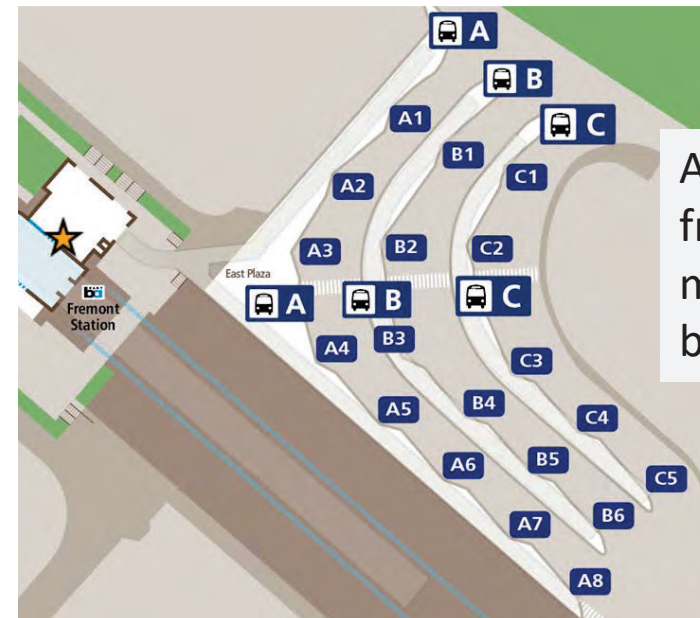


Bus Bay Numbering Methodology

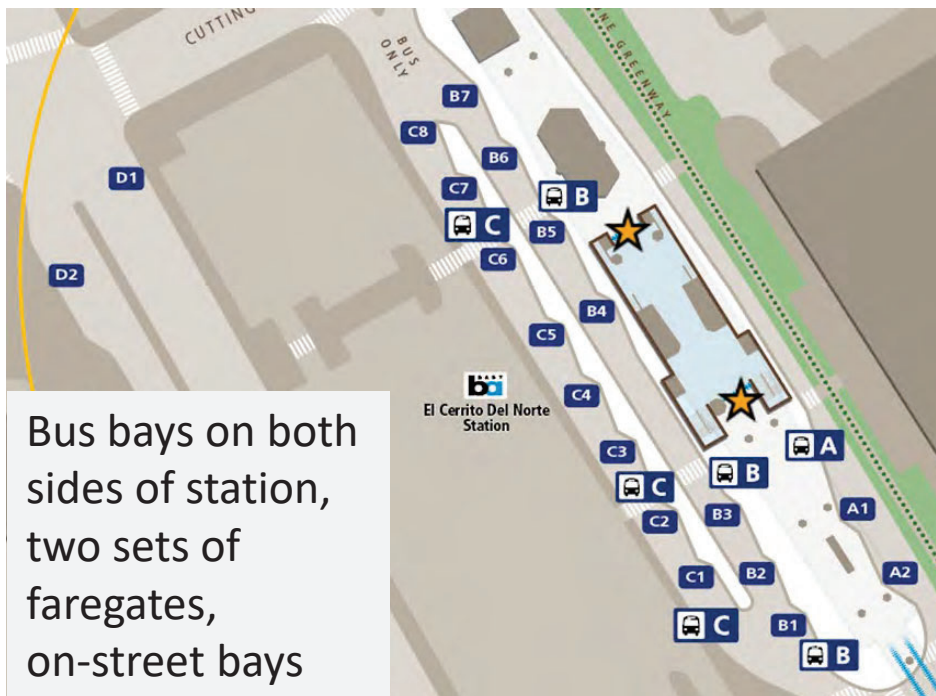
- Bus aisle/area letter, and alphanumeric bay numbers to support navigation
- From the passenger's perspective, with wayfinding in mind.



Approach from one end of bus aisle



Approach from middle of bus aisle

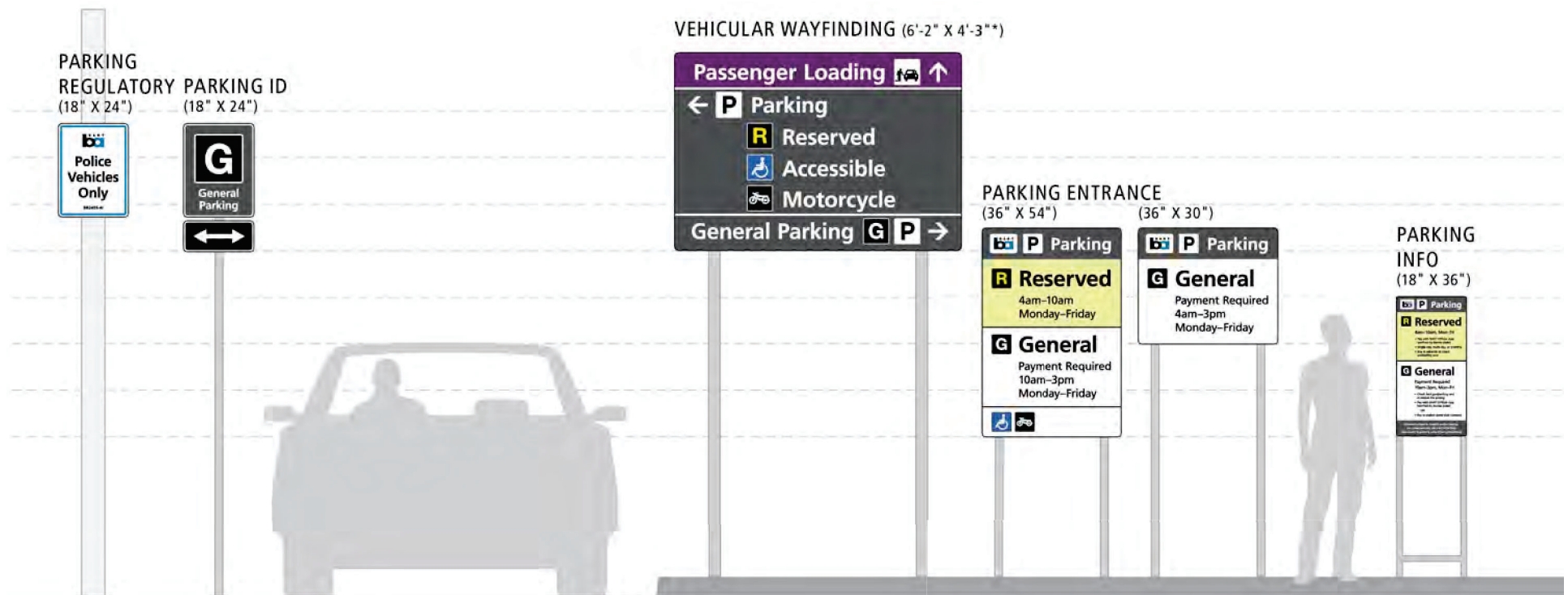


Bus bays on both sides of station, two sets of faregates, on-street bays



Parking Signage

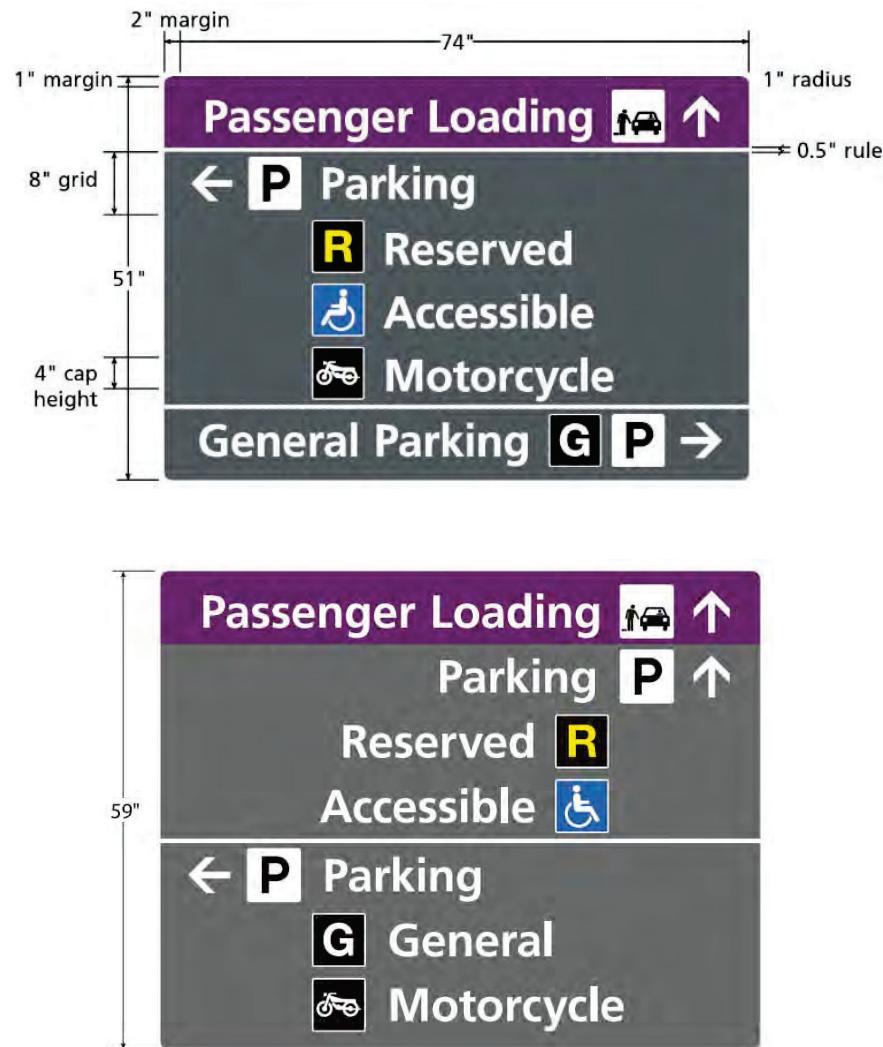
- Use standard colors, text, and icons to ensure legibility for all users.
- New icons and nomenclature for parking sub-types



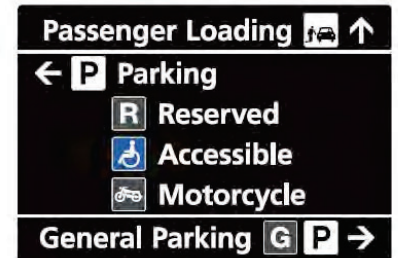
Vehicular Wayfinding

Message hierarchy

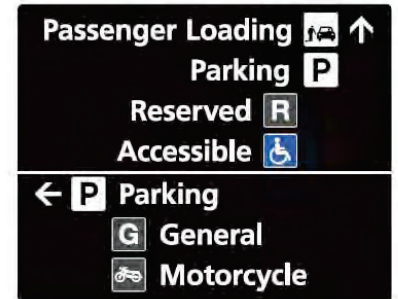
General	Facility Sub-types
Bike Parking	<ul style="list-style-type: none"> • Bike Station • Bike Lockers • Bike Racks
Passenger Loading	<ul style="list-style-type: none"> • Passenger Loading • Accessible Loading • 15 Min Waiting • Ride App Loading • Taxi
Parking	<ul style="list-style-type: none"> • General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



b/w option



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



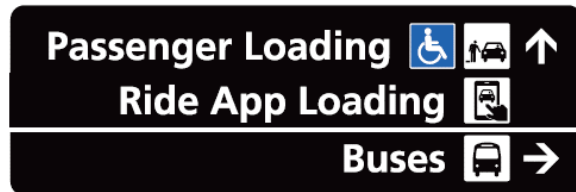
B/W Option: Example with 2 parking types per direction.

Pedestrian Wayfinding

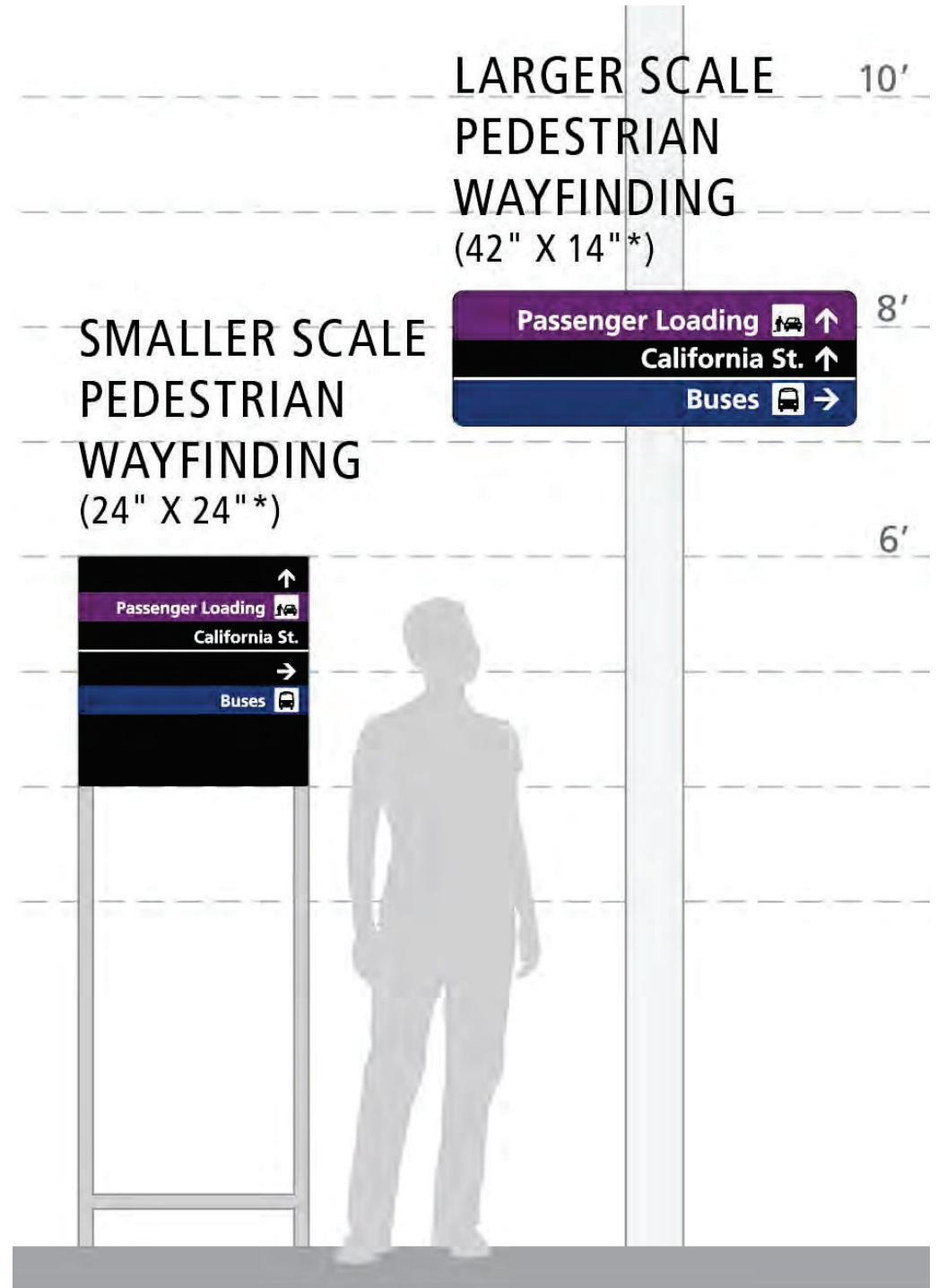
Larger option for plazas
(same scale as interior wayfinding)

Smaller option for pathways

b/w option



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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!

