Staff Report 21-341

Salesforce Transit Center Wayfinding Project

AC Transit Board of Directors

September 22, 2021

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TJPA Wayfinding and Gap Analysis Report

A joint TJPA-MTC study was conducted in 2020, which resulted in a Wayfinding and Gap Analysis Report. This report provides recommendations for enhancing signage and wayfinding at the Salesforce Transit Center. This study was commissioned in response to ongoing comments received from visitors and operators about the current wayfinding system.

The summary report provided a roadmap forward, including:

- an enhancement strategy;
- static & interactive sign concepts; and
- cost estimates for a phased implementation.

Major issues noted in report:

- Spatial legibility – multistory facility that can be overwhelming
- Complications of use – bus operations and operators in different locations/levels
- Design and execution – pictograms are confusing, kiosk use not intuitive

A Phased Approach

Phase 1: Immediate (Year 1-2)

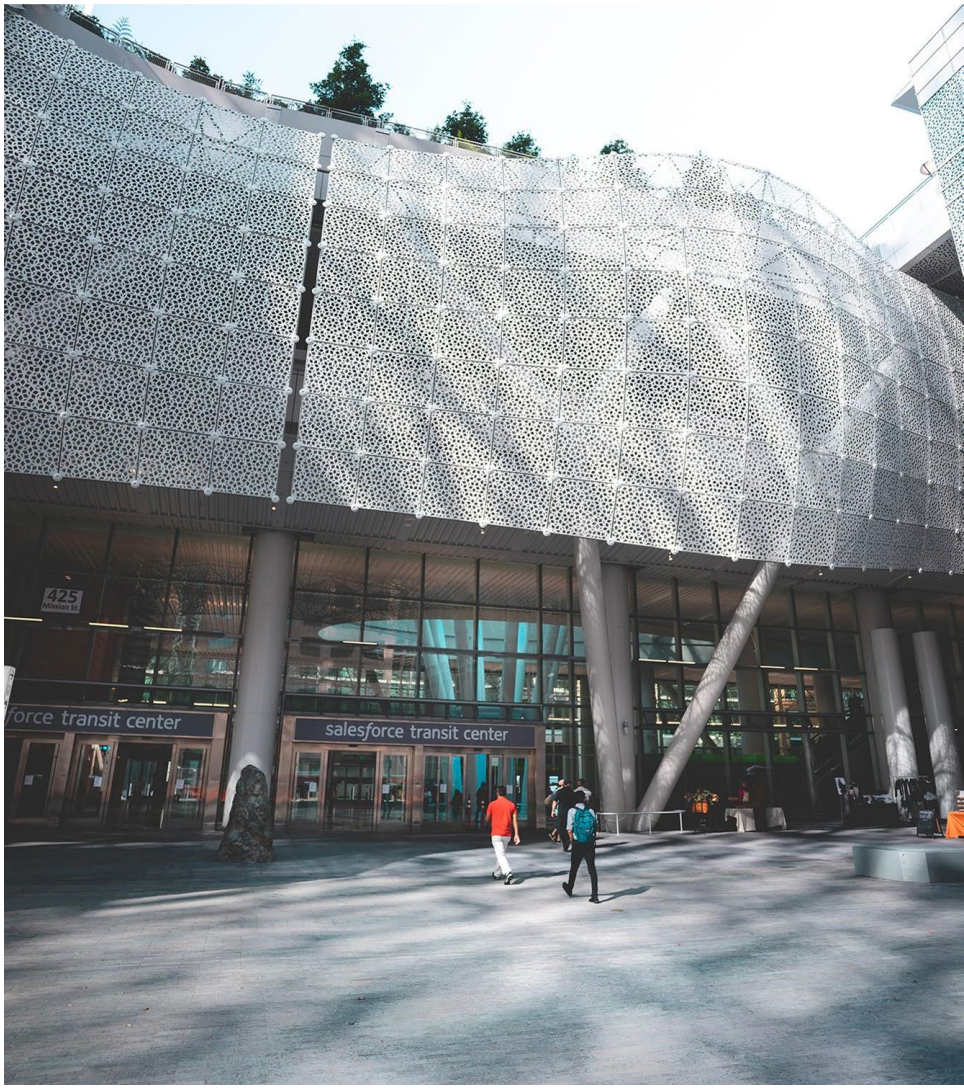
Adapting existing infrastructure, replacing the digital wayfinding application in the KC1 kiosks, and adding relatively low-cost but reliable printed Transportation Information Displays.

Phase 2: Intermediate (Years 2 to 4)

Implementing permanent adaptations and replacement of signs following MTC's regional approach while designed to be sympathetic to the architecture. Improving digital systems and screens allowing interactive map and diagram use and improved accessibility. Systematic approach allows scalability for CalTrain/CAHSR.

Phase 3: Long term (CalTrain/CAHSR)

Expanding the short/medium solutions to integrate new rail-based services and support users of the future multi-modal hub formed at the transit center.



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Rough Order of Magnitude Estimates

Cost Item Summary	Phase 1 (Years 1-2)	Phase 2 (Years 2 to 4)	Phase 3 (CalTrain/ CAHSR)	Totals Phases 1 & 2 (Rounded)
Physical signage Improved facility identity, intuitive directions, and consistency to MTC regional standards using temporary materials (Phase 1) and permanent sign adaptations and additions in Phase 2.	**$472,000**	**$2,147,000**	**TBD**	**$2,619,000**
Digital and interactive information Kiosk-based application redesign; application front-end, back-end and CMS development; digital data dashboard design & development; research/recommendations into local network upgrade path, upgraded monitors and media players, and expanded accessibility options.	**$445,000**	**$279,500**	**TBD**	**$724,500**
Fees and contingency Detailed planning, design and sign specification fees (20%) Contingency consistent with preliminary design stage (25%)	**$ 94,400** **$230,000**	**$429,400** **$606,600**	**TBD**	**$523,800** **$836,000**
Phase Totals (rounded)	**$1.25m**	**$3.46m**	**TBD**	**$4.71m**

2020 cost estimates, project scope will be adjusted to match final amount of funds.

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Funding Requests

- Phase 1 Need: $1.25 million
  - Budgeted: $300,000 from TJPA
  - Requested $1M in Federal Funds from Senator Padilla's Office
- Overall funding requested: $4.7M in state funds
- Continue to track and pursue funding opportunities through regional, state and federal levels.

Project Objectives

- Get riders to their destination seamlessly by:
  - Ensuring a positive customer experience by keeping customers informed throughout their journey
  - Providing equitable access to information
  - Reducing total travel time
  - Helping customers make better travel decisions, particularly when faced with service disruptions and gaps

Current Transit Center Efforts

- Transit Center Wayfinding Working Group established
- Repairs to existing infrastructure nearly complete
- Procure consultants for implementation

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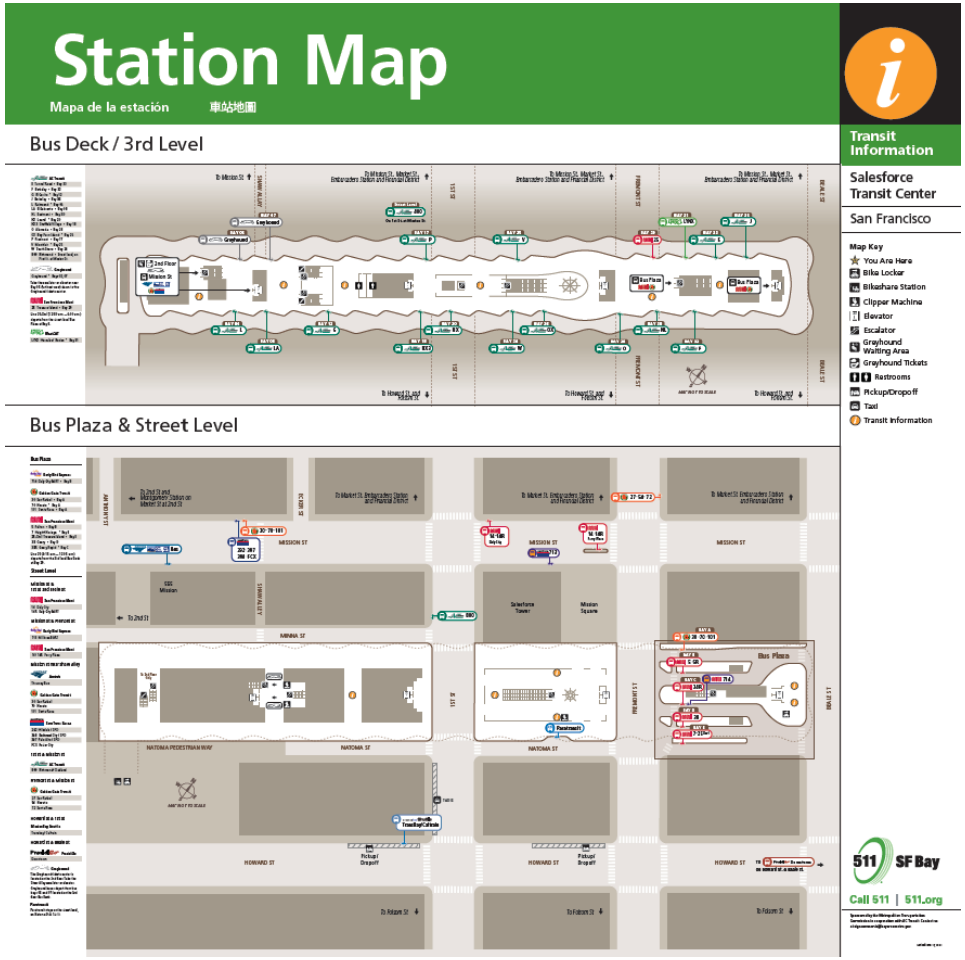
Regional Collaboration Efforts

- Digital and interactive information developed by SFMTA, AC Transit, MTC and others
- Information sharing – enhancing capability for Transit Center
- MTC's Regional Wayfinding Strategy

Direct Positive Impacts to AC Transit

- Wayfinding to Bus Deck improved
- Bus Deck maps updated and number of maps increased throughout Center
- Enhanced identity/presence in Grand Hall



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Next Steps

- Secure necessary funding
- Complete repairs to existing infrastructure (informational kiosks)
- Develop collaboration details with SFMTA, AC Transit and others
- Continue engagement with MTC as they advance the Regional Wayfinding Strategy

Questions?

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