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# MTC Regional Mapping and Wayfinding Program

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## Phase 2: Next Steps

# The Regional Mapping and Wayfinding Program is seeking your help to build an approach to harmonization that works for all stakeholders.

## This program

Following inquiries about mapping and wayfinding from regional partners, MTC initiated this program in 2017. Its purpose is to encourage sustainable forms of movement through improved pedestrian and transit information.

To ensure this program addresses the needs of Bay Area travelers, cities, and transit operators, this work is being developed collaboratively with regional stakeholders. It is informed by user-testing and feedback at key junctures.

## Harmonization

Stakeholder engagement and collaborative workshop sessions have identified the desire to achieve greater “harmonization” and operational efficiencies as core objectives to this effort.

The project team has defined harmonization as creating cohesion between different forms of information so that people can understand and navigate the region with greater ease.

## Why we need your help

Stakeholder engagement has proved extremely valuable in shaping and guiding this program. The project team is now embarking on further outreach to seek insight from a broader range of stakeholders.

To achieve the adoption of a regional harmonization program into operational practices, there is a need to consider detailed design propositions, paired with business cases that are informed by stakeholder requirements and practices.

This outreach will identify topics and actions to be addressed through this process. Ultimately, this will help ensure that final recommendations address the opportunities and concerns raised by stakeholders and are better placed to secure board-level approval.

## What next?

MTC seeks your response to an online questionnaire.

**Questionnaire:** [www.surveymonkey.com/r/ListeningTourQuestionnaire](http://www.surveymonkey.com/r/ListeningTourQuestionnaire)

**Please complete by:** February 10th, 2020.

Following the completion of the questionnaires, a ‘Listening Tour’ will be held in February 2020, culminating in a workshop to explore tiers of harmonization in **Spring 2020**.

Please review the process described on the following pages and contact Jay Stagi or Brooke Fotheringham if you have any questions.

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### Progress to date

In the first phase of this program, City ID researched user experience and needs, as well as organizational and operational considerations, highlighting key areas of opportunity that this program could address.

At the end of Phase 1, a draft roadmap recommended a program to develop a 'standard system', including shared brand, products, and design resources.

The project team also developed a prototype regional map demonstrating the potential and value of regional collaboration.

Please see the Outreach Background document for more details about progress to date.



# Basis for Collaboration

## Collaboration focus

Following feedback from partners at the workshop in August 2019, the focus of this phase of work has shifted to allow for a more collaborative design development process.

MTC's priority is to seek detailed insight from the range of stakeholders who influence and may ultimately be involved in delivering aspects of this project. The project team remains committed to facilitating a collaborative and creative process.

## Program Champions

Existing partners – who have already attended meetings and workshops – are now asked to continue their involvement in this project as **“Program Champions.”**

For those in this role, we ask you to raise the profile of this program within your organization, share project progress with colleagues as appropriate, and seek feedback that accurately represents the consensus views.

We suggest that Program Champions establish internal ‘Working Groups’ to review project progress and formulate responses. Should key individuals from these working groups require greater involvement in the process, they are welcome to attend key meetings and workshops alongside the Program Champion.

## Collaboration aims

1. Foster collaborative relationships with regional partners
2. Ensure that expectations of this program are aligned
3. Identify actionable items to address through this program; in this phase or later phases
4. Identify and consider all actions taken towards harmonization that are beneficial for travelers, providers, and the region
5. Ensure final recommendations have broad support from agency staff

# System Development Next Steps



## 1. Questionnaire January 2020

To begin this collaborative process, MTC requests your response to a questionnaire.

We ask the Program Champion to coordinate with internal staff, collate responses, and submit a single reply on behalf of the agency.

Please complete the questionnaire by February 10th, 2020.

In addition to the questionnaire, we are requesting any existing documentation that may help us understand agency requirements.

We recognize that these requests have been made previously and are grateful for the documents received to date. A link to the types of documents requested and a depository of those already supplied will be discussed in the questionnaire.



## 2. Listening Tour February/March 2020

Listening tour sessions will be held in smaller groups (6-8 partners) to allow for focused discussions.

Discussions will build on questionnaire responses to find areas of consensus and topics for further exploration.



## 3. Comment Log March/April 2020

All feedback and comments from the questionnaire and Listening Tour will be documented in the form of a comment log.

City ID and MTC will update and share this comment log with partners, highlighting regional priority topics and actions to be addressed through this phase or future phases.



## 4. Harmonization Workshop 2 April/May 2020

City ID and MTC are planning a workshop that will be facilitated to define and select potential tiers (i.e., levels) of harmonization.

The Business Case for each of the selected tiers will then be developed to inform and refine propositions.

Additional Phase 2 project stages are described in the Outreach Background document.

### Phase 2 project stages

The remainder of this phase is organized into five key stages with a Business Case development workstream and ongoing pilots running concurrently.

