Salesforce Transit Center
Wayfinding Improvement Plan

September 10, 2020 · Executive Summary

lowercaseproductions + applied_ wayfinding

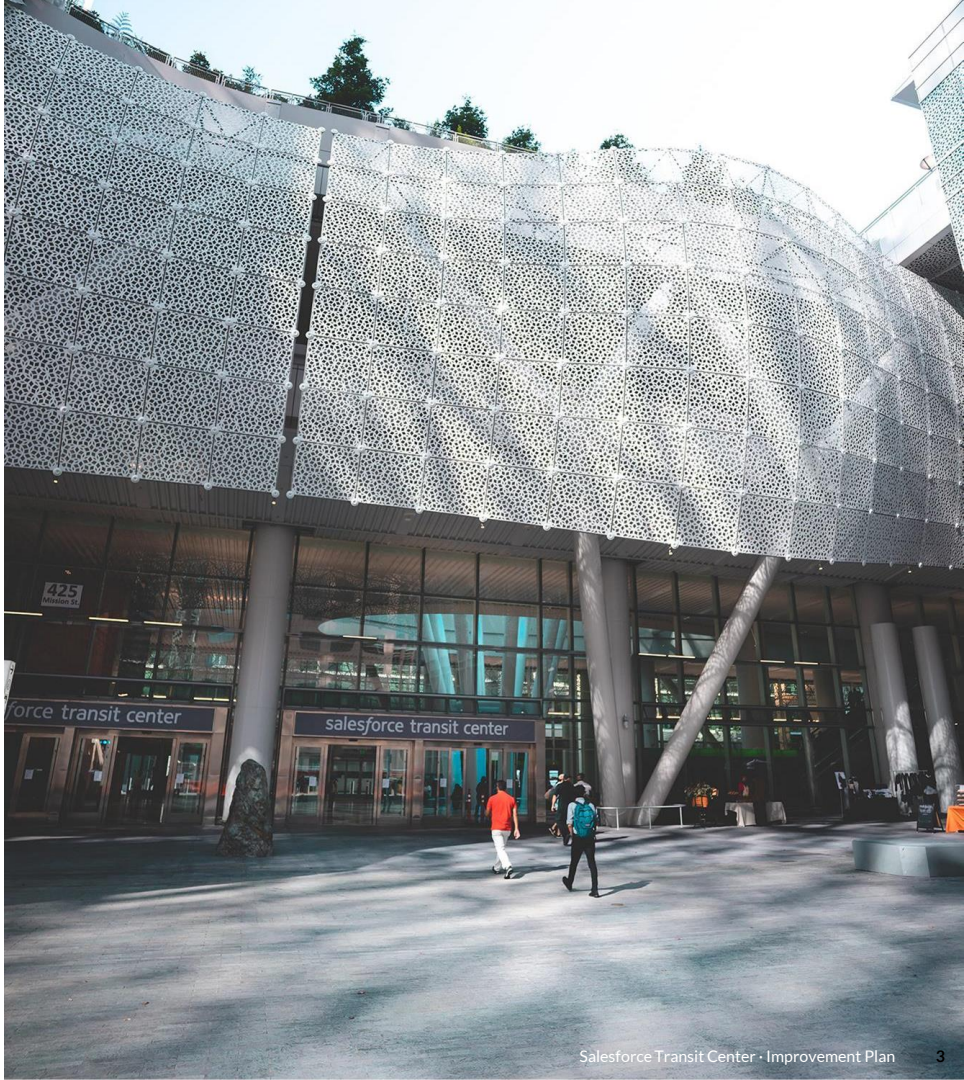
Introduction

Background

This presentation summarizes a joint TJPA-MTC study and resulting recommendations for improving 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 system.

This summary report is divided into the following sections:

1. Introduction
2. Improvement strategy
3. Static sign concepts
4. Interactive wayfinding application and associated needs
5. Cost estimates



Problems to address

Spatial legibility

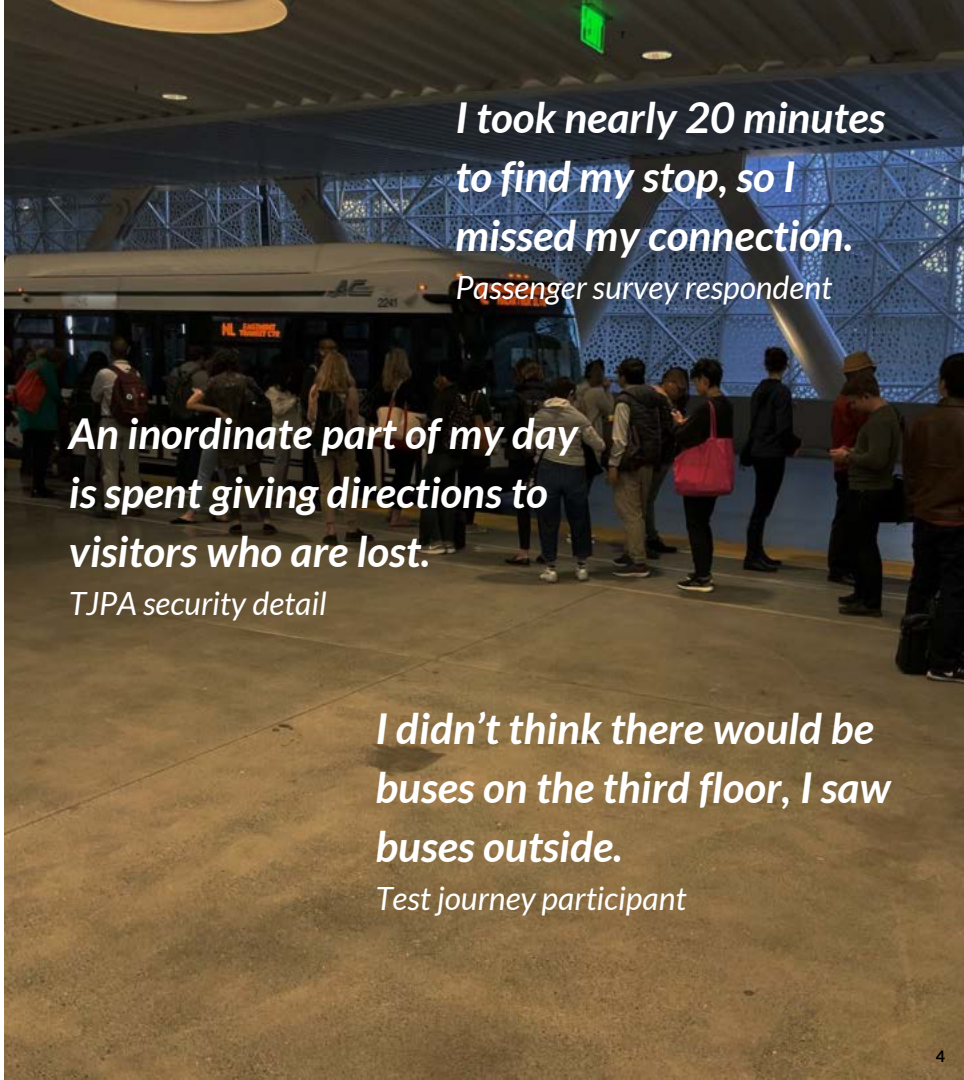
- Does not look like a transit facility from outside
- Overwhelming, intimidating scale
- Multiple street entrances without a ‘front door’
- Not all vertical accesses connect to all levels

Complications of use

- Time-limited bus passengers navigating a massive area
- Split-level bus areas with multiple operators
- Unintuitive off-site bus stops (Amtrak and SamTrans)
- No ticket vending on bus deck (esp. Greyhound)

Design and execution

- Over-reliance on pictograms for directions
- Inflexible, unscalable physical products
- KC1 kiosks are not used - they look like advertising
- Kiosk user interface is unintuitive and inaccessible



Improvement strategy

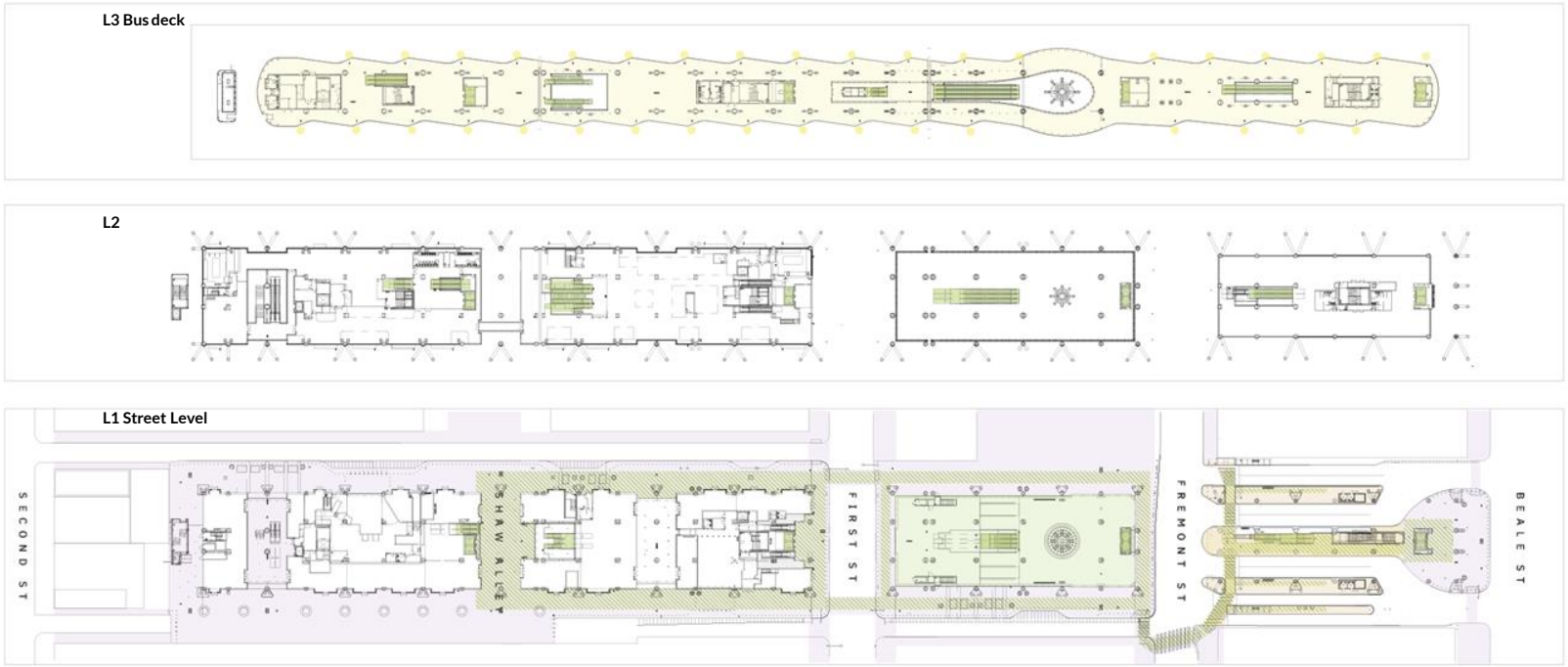
Information plan Breaking down the customer journey

The current system of signage lacks a structured plan for the role and location of different types of wayfinding and the progressive disclosure of information content along the customer journey.

This is achieved by mapping the sequence of decision points through different zones as illustrated below.

Street to Entrance | **Entrance to Stop** | **Platform to Vehicle** | Vehicle to Stop | Stop to Exit | Exit to Destination

Sequencing customer decision zones in the facility

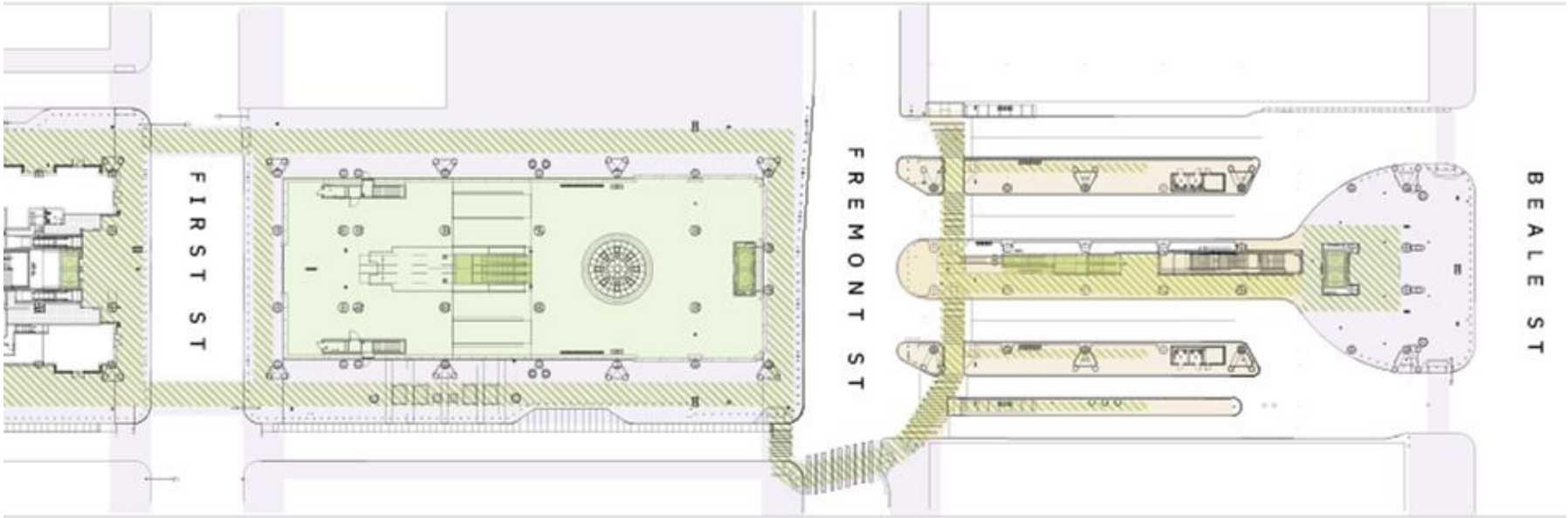


Information plan Breaking down the customer journey

Extract of decision sequencing to show example of detail

L1 Street Level Beale St to First St

Street to Entrance	Entrance to Stop	Platform to Vehicle	Vehicle to Stop	Stop to Exit	Exit to Destination



Information plan Directional strategy

Introduce a planned approach to directions that prioritizes customer movement, responds to the procedural nature of transit use and adopts the principles.

Street Level to Greyhound tickets, waiting area and stops

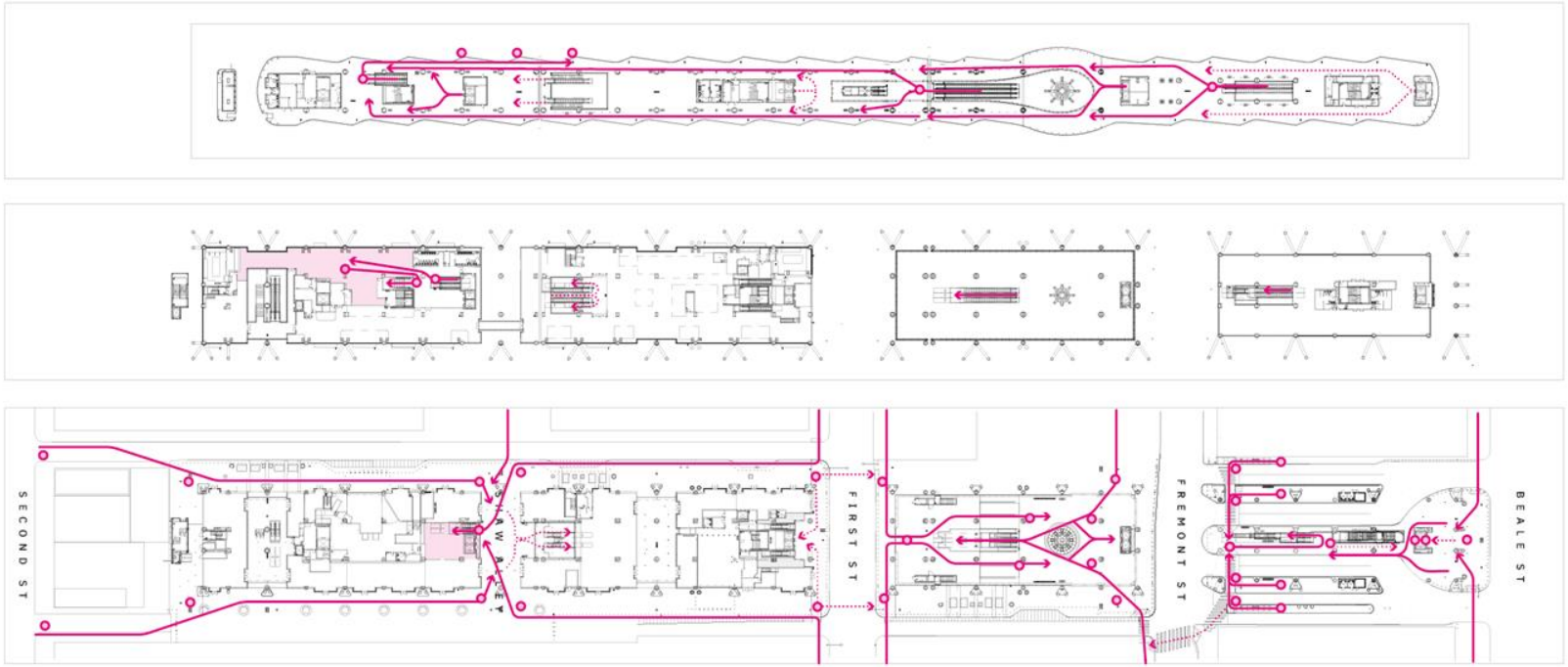
Routes

Primary

1. Enter at Grand Hall and use the elevator or escalator to bus deck level, pass along and descend at the elevator to Greyhound ticket office
2. Enter at Bus Plaza Beale St entrance and do the same
3. West of First St, pass along the facility to the Greyhound entrance on Shaw Alley

Secondary

1. Enter at the First St elevator
2. Use the Second entrance elevator on Shaw Alley



Legend

Primary path

Secondary path

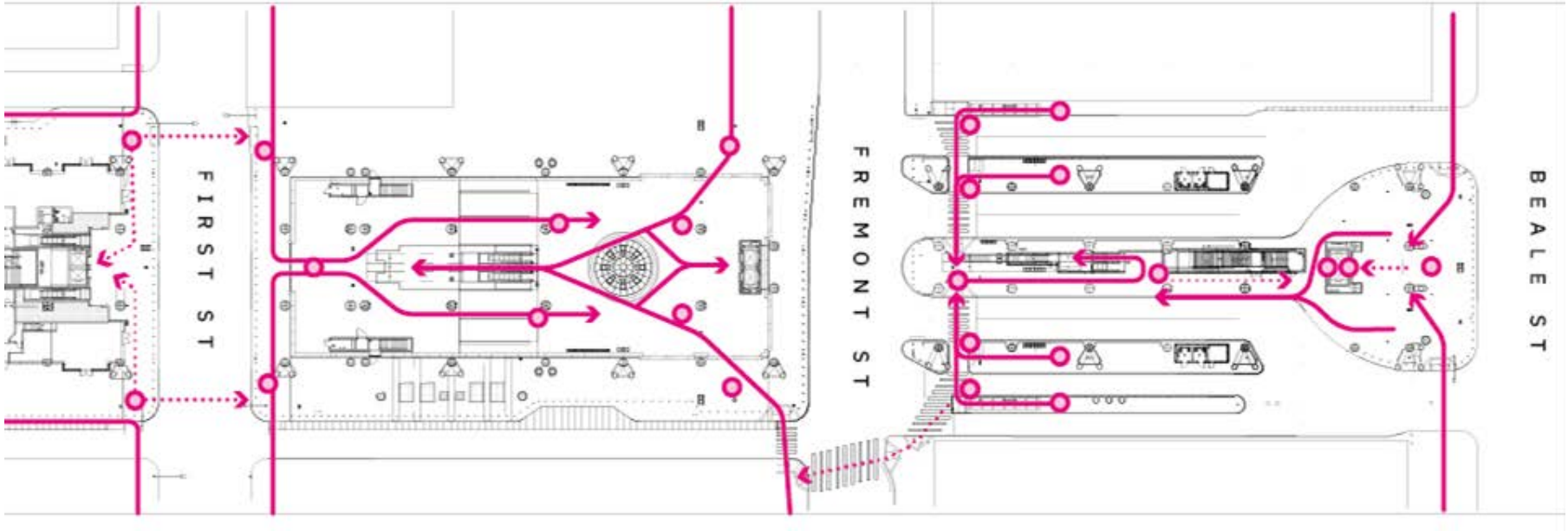
Decision point

Information plan Directional strategy

Extract of desire lines and hierarchy to show example of detail

L1 Street Level Beale St to First St

Legend
Primary path
Secondary path
Decision point



A phased approach to improvement

Significant upgrades to physical signage and digital/digital support systems are needed to address customer problems and accommodate future needs. To spread the cost of these while responding quickly to urgent issues, a phased approach is proposed:

Phase 1: Immediate (Year 1)

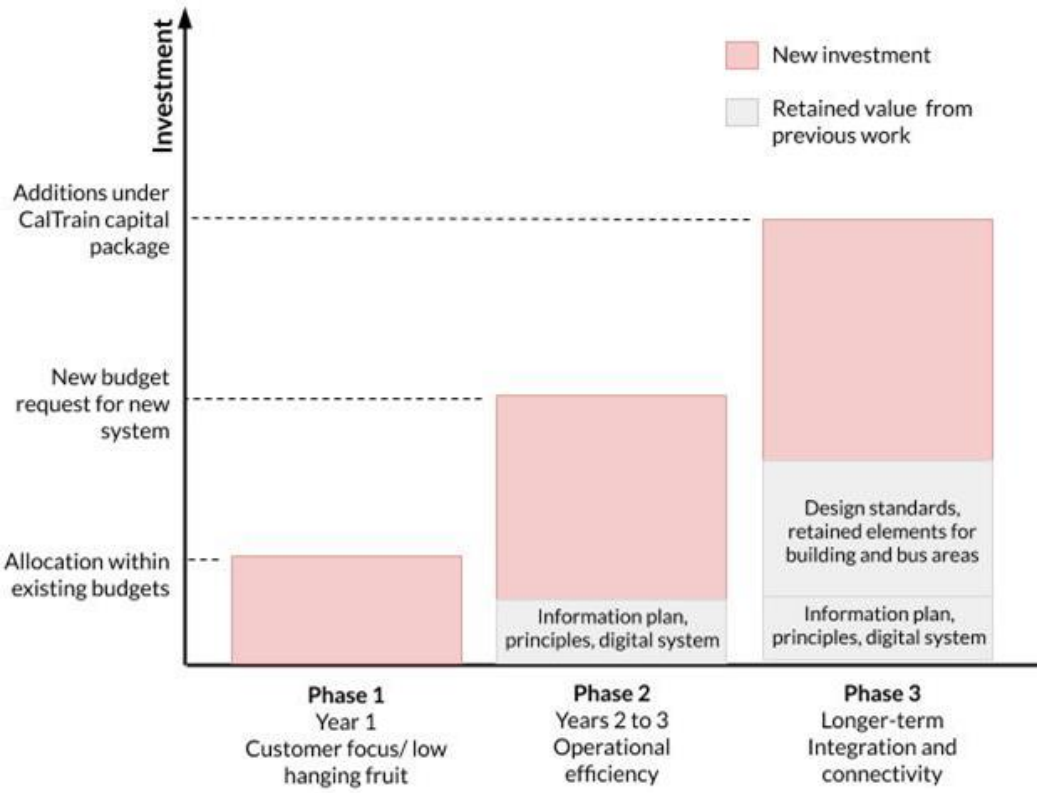
Adapting existing infrastructure, replacing the digital wayfinding application in the KC1 kiosks, and adding relatively low-cost but reliable printed Transportation Information Displays.

Phase 2: Intermediate (Years 2 to 3)

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.



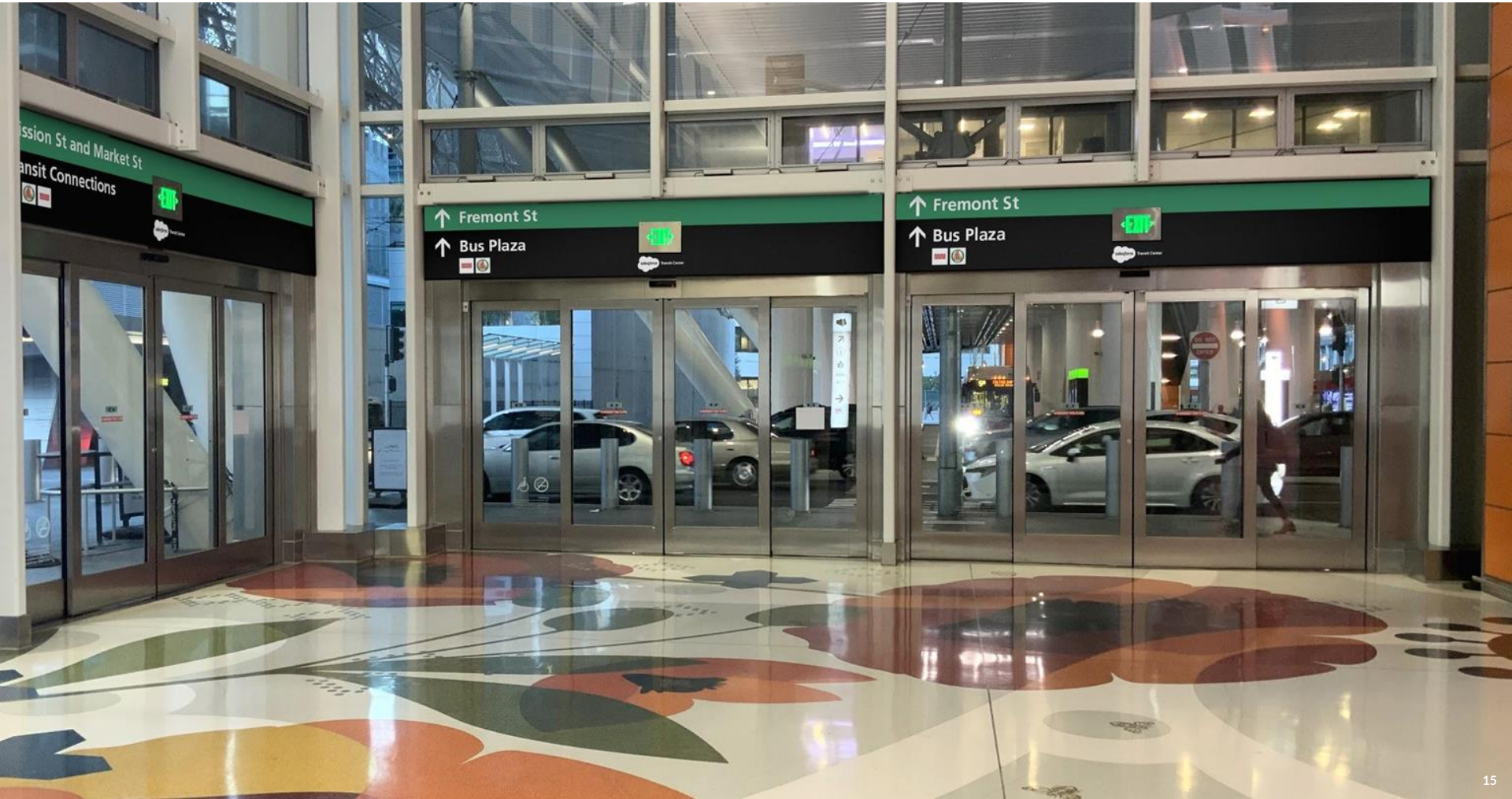
Static sign concepts

Example #1 Transit Center Identification Before

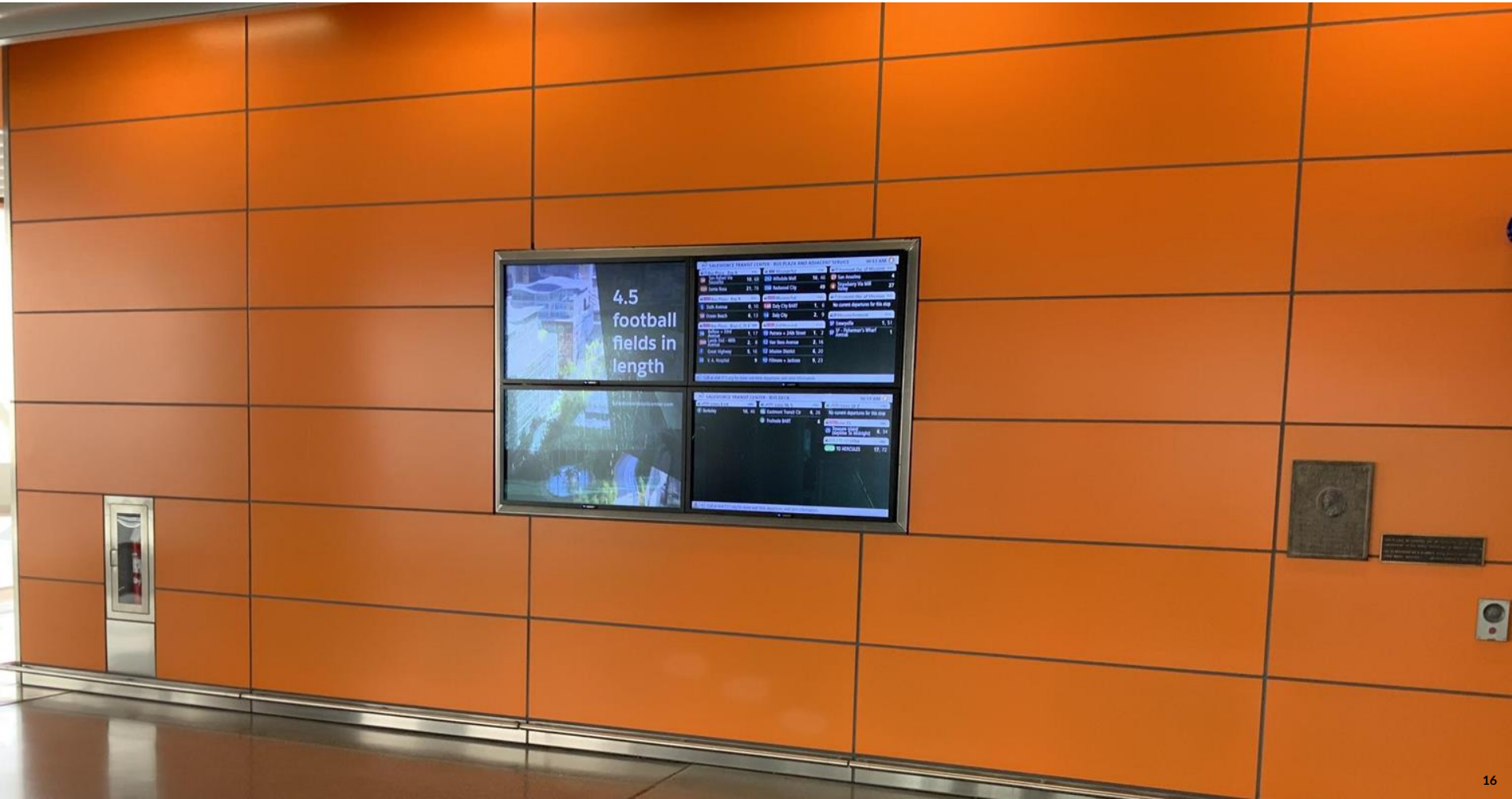
Example #1 Transit Center Identification After

Example #2 Exit Information Before

Example #2 Exit Information After



Example #3 Transit Information Display Before

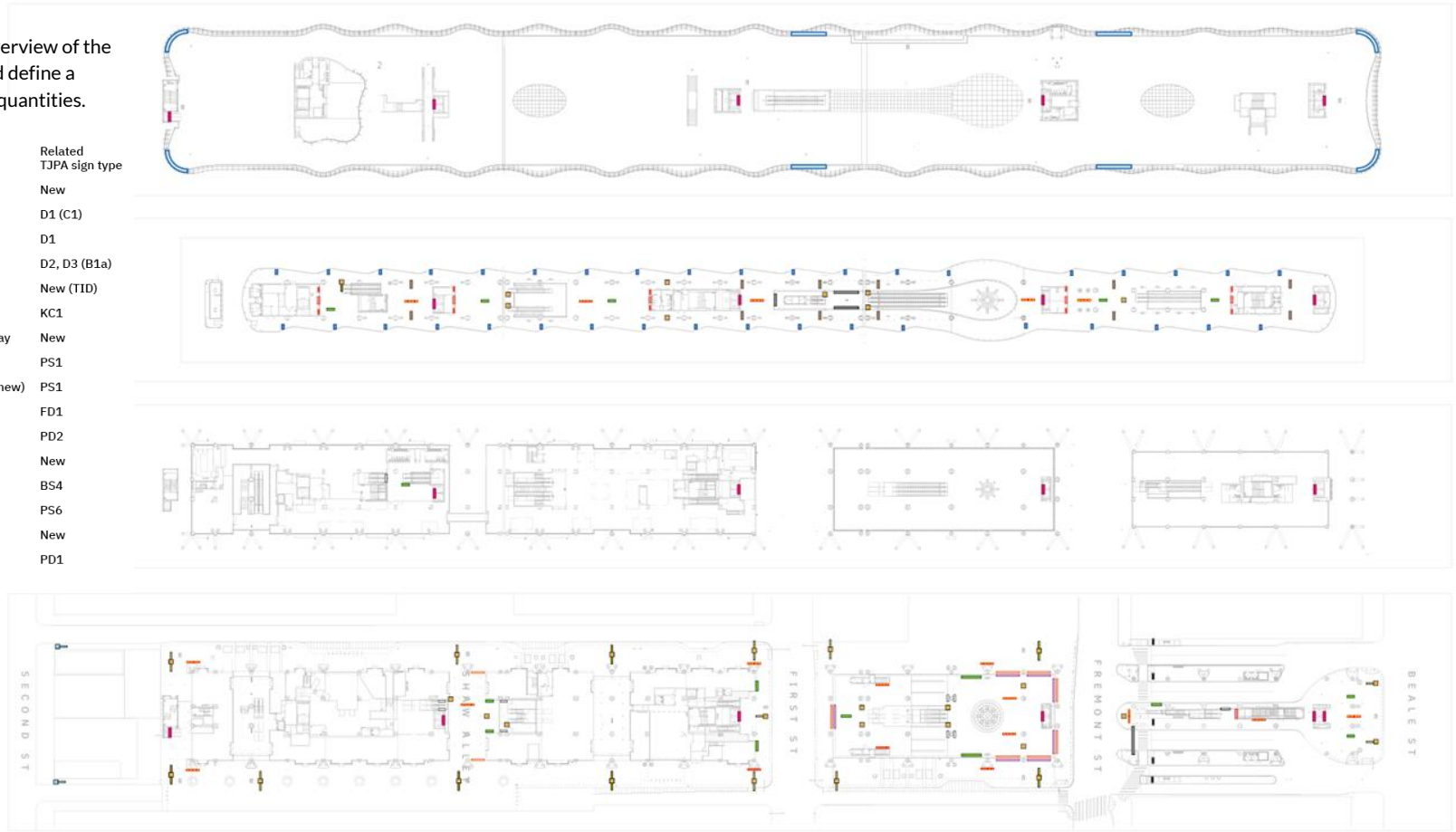


Example #3 Transit Information Display After

Project plan

These plans give an overview of the scheme as a whole and define a good estimate of sign quantities.

Sign Type	Related TJPA sign type
Large-scale Facility Marker	New
Transit Area Identification	D1 (C1)
Entrance Identification	D1
Exit Identification	D2, D3 (B1a)
Transit Information Displays	New (TID)
Transit Information Beacons	KC1
Live Transit Information Display	New
Transit Center Identification	PS1
Transit Center Identification (new)	PS1
Elevator Information Display	FD1
Bus Plaza Bay ID	PD2
Directional banner	New
Overhead Directional	BS4
Escalator Pylon	PS6
Bus Bay Directional	New
Bus Deck Bay ID	PD1



Interactive wayfinding application and associated needs

Interactive wayfinding application

Design and develop a completely new tool to replace the current one. Among the key user-needs based requirements are the following:

1. Develop a **minimalist page layout** scheme
2. Provide **alternate journeys** for different types of users
3. Incorporate **current transit operator data (phase 1) and map data (phase 2)**
4. Develop a new presentation paradigm centered around an **intuitive search tool**
5. Develop an interactive design experience based on **best-practice UX/UI standards & design principles**
6. Redesign the application to **benefit users within the disability community**

Associated needs

Findings from the Gap Analysis process as well as discussions with the transit center asset management team and transit system data integration technologists have resulted in the following list of supporting elements for consideration:

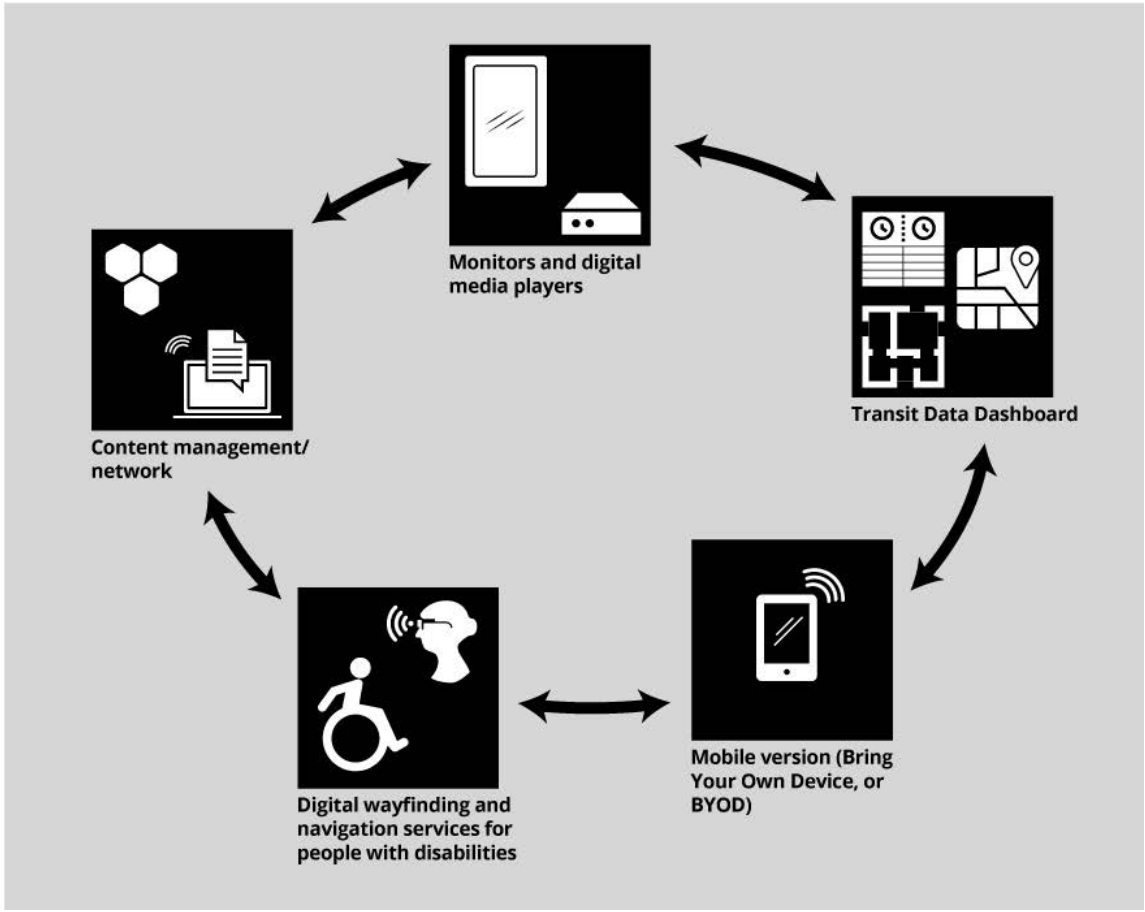
1. Review and enhance **content management/network system**
2. Recommend and purchase **monitor/media player upgrades**
3. Create a **digital transit data dashboard**
4. Fund a comprehensive study on **interactive wayfinding and navigation services for people with disabilities**
5. Consider developing a mobile version of the application. This move aligns with **bring your own device (byod)** expectations. It also points to possible future development of a **mobile regional trip planner**

Interactive wayfinding plan

Overview

Successful redesign of the interactive wayfinding application requires...

...parallel infrastructural development in other associated areas.



Cost estimates

Rough Order of Magnitude Estimates

February 2020 prices

All Phases

Cost Item Summary	Phase 1 (Year 1)	Phase 2 (Years 2 to 3)	Phase 3 Note 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 Note 1 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%) Note 2 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**

Notes:

1 Digital costs exclude monitor and media player replacement plan, network upgrades, and accessibility upgrades which are dependent on Phase 1 research results.

2 Fees subject to final scope of work and whether procured externally or completed in house.

3 Phase 3 wayfinding and signage costs are unknown at this time but the system developed in Phase 2 would be scalable.

End