

# **Wayfinding**

## **Making the Connections to and within Transit**

**John Bosio**

*MERJE, Principal*

*West Chester, Pennsylvania*

**Daniel Boyle**

*Daniel Boyle & Associates*

*San Diego, California*







# TRUST



# TRANSIT WAYFINDING Connectivity



- Visual Branding & Identity
- Discovery of Destinations
- Communication Tools
  - Print, Signs and Digital
- Digital Strategy



# TRANSIT WAYFINDING Communication Tools



- Identity & Marketing Materials
- Obligated Information
- Physical Elements
- Digital Tools



# TRANSIT WAYFINDING

## Consistency



- Identity / Graphic Language
- Nomenclature / Terminology
- Sign Standards
- One Voice / Wayfinding Tools
  - Physical, Visual, Digital, Audio









**SIMPLE IS HARD**





Signage

Web

Mobile App

Vehicles

Store

Ticketing

Customer Service

Service Design



# Digital

## KEY OBSERVATIONS

73 DART Trip planning is not as easy as Google Maps to use, and doesn't provide any route options.\*

75 TEXT Stop to 41411 does not always provide accurate information.\*

78 DART Trip planning on m.DART.org does not have from current location option like Google maps.\*

82 There is no digital next stop information provided in rail cars, like there is on buses.

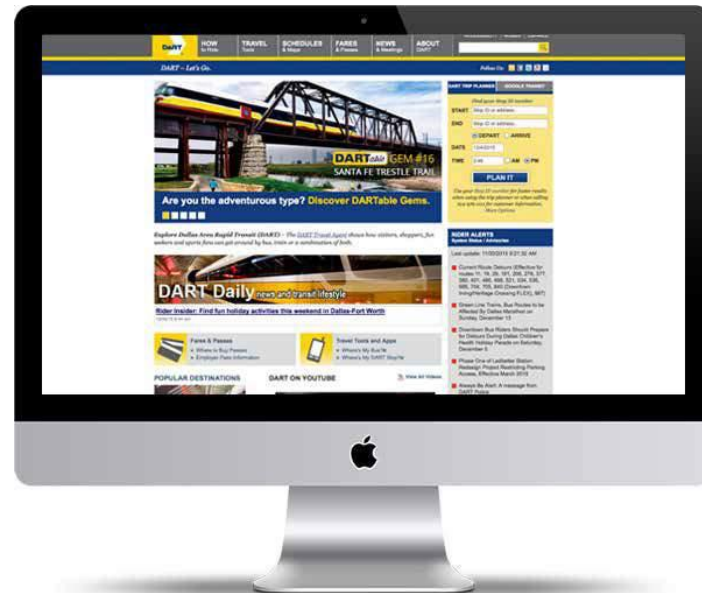
83 DART.org lacks clean visual appearance.

92 No real-time travel information about travel advisories on website.\*

95 No use of push communications for mobile device.

*See next page for corresponding recommendations.*

\* Issue was Addressed/Clarified by DART



Homepage of DART.org



Digital signage at DART Light Rail Station



Digital signage on board DART Bus



# Marketing Information

## ADDITIONAL OBSERVATIONS

**DART Can Prevent This From Happening Ever Again.**  
FREE Weekly Pass Inside!

**Take DART's Dump the Pump Challenge.**

See how much you can save by leaving your car in the garage and riding DART instead. Day or night, it's the affordable, hassle-free way to take a week to see how DART can take you!

**DART Insider**

**DARTing Around with Out-of-Towners**

**Holidays on DART**

**What is DART?**

**"I saved more than \$4,000 on my commute last year!"**

**Sign up for DART Vanpool now & get a credit\* for \$100**

- Get on board for one low monthly rate that covers the van, insurance and maintenance!
- Save on auto expenses and limit wear and tear on your car!
- Give yourself more time to read, relax or catch up on work!
- Get a free ride and personal use of the van by being the Vanpool driver!
- Choose from an 8- or 15-passenger van!
- Smooth your way to work and arrive at the office relaxed and recharged!
- Get an emergency ride home when you have a personal or work-related emergency!
- Prevent 36 pounds of pollutant emissions every day and help to curb traffic congestion, simply by sharing a ride!
- Make the greener, more environmentally friendly choice!

**DART.org/vanpool**  
214.747.RIDE

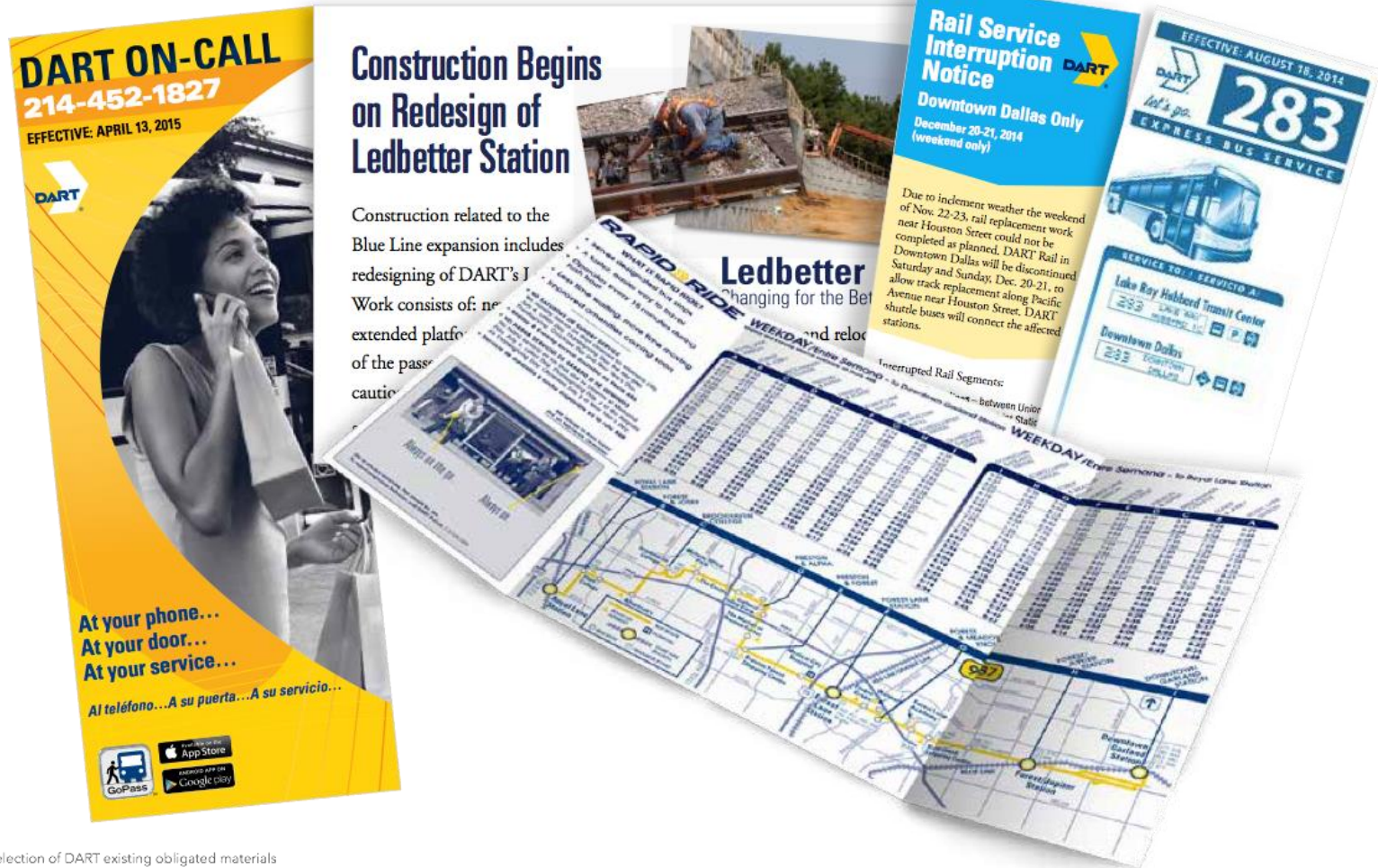
\*The credit is a one-time credit applied to the first month of service. The program was implemented in 2014. The \$100 credit will be applied to the first month of service. The program was implemented in 2014. The \$100 credit will be applied to the first month of service. The program was implemented in 2014. The \$100 credit will be applied to the first month of service.

Selection of existing DART marketing materials



# Obligated Information

## ADDITIONAL OBSERVATIONS





Dallas Zoo Station Signage • 2014

Platform Signbands to Parker



Platform Signbands to Westmoreland



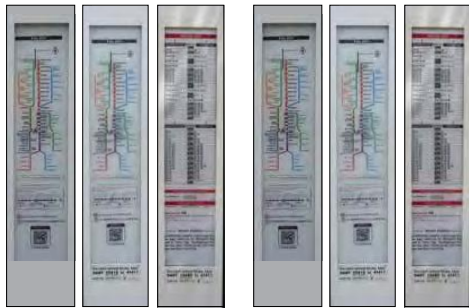
Crosswalk



Camera



Mini Pylons



Maxi Pylons



TVM Front/Back



Site Sign



Bus Info







# DART



## Understanding the DART Primary Colors

**Blue** - Associated with dependability, wisdom, and loyalty.

**Yellow** - Associated with optimism, safety and promise.



## Project Research

50

DART Staff members we met  
with and interviewed

5

Customer Action Committee  
members we interviewed

17

Third Party Constituents we  
surveyed and interviewed

182

DART users we surveyed, including  
commuters, event goers, & visitors

93

Issues Identified in this audit

30

Rail Stations and Bus Stops  
we field surveyed

72

Pieces of DART marketing materials  
we gathered and reviewed

656

Photos taken on site visits to DART  
stops, stations and destinations

4

Consultant Firms contributing  
to the project



# Visitor Journey #1



## Experienced Commuter

The experienced commuter is a resident of the Dallas area. They purchase a monthly pass and take DART to go to and from the office each day. They always have the most up to date information on their route because they utilize digital tools to get service updates and delays. Their primary need is getting to work everyday but they would consider forgoing the car on the weekend to explore downtown. While they are very familiar with DART they may not know about all of the services DART has to offer.





## Visitor Journey #3



### Visiting Family

The visiting family flew into DFW Airport from out of state. This is their first time to the Dallas area and they are here to experience all the big things the city has to offer. They have kept their vacation plan open so they could decide as they go what attractions look fun and interesting. They are planning on using DART throughout their entire vacation and are looking forward to exploring Dallas.







# DART Empowers Discovery

DART Abbreviated Brand Positioning

## **DART Brand Positioning**

Forward-thinking people trust DART to empower their sense of discovery because DART is uniquely interconnected with our community.

DART Brand Positioning and Guide & DARTable Gems  
Campaign Style Guide



# Brand



Identity

## PRIMARY

Typography

## Secondary

Typography



Primary Colors



Establish Secondary  
Color Palette



Rail Route Colors



Bus Route Colors



Pattern



Icons



Shape



Borders



Tables



Photography  
Vehicles (Experience)



Photography  
People (Bright)



Photography  
Details (Movement/Active)





Marketing Materials: Photograph, Identity, Border



Obligated Information: Simple, Typography, Pattern



Safety Alerts: Shape, Color, Typography





**Red Line** Downtown Dallas/Westmoreland  
**Orange Line** Downtown Dallas/DFW Airport



- A** Add Downtown Dallas as a landmark orientation on platform signs and end of the line signs.





Rendering of proposed crosswalk sign strategy



Photo of existing crosswalk area

- A** Utilize platform signage space to reinforce rider compliance and awareness. Strategically place signage to maximize visibility.
- B** Paint the platform crosswalks areas yellow to establish a sense of caution.



# Priorities

Selected recommendations have been categorized by funding type. See legend to the right for category descriptions.



## Current DART Initiative

Project is already funded and being (or planning to be) implemented.



## Maintenance/ Updating

Could be accomplished through regularly scheduled maintenance and updates



## Priority 1-3

**1- Immediate Impact** | Low Budget, Within Current Scope,  
**2- Middle Impact** | In Budget, Needs Cross-Dept Agreement,  
**3- Major Impact** | May need Capital Funds, Board Approval, Extensive Planning & Research



## Addressed/Clarified by DART

PRIORITY	#	PAGE #	RECOMMENDATION	COMMUNICATION TOOL	ELEMENT	RESPONSIBILITY	ESTIMATED COST	COMMENTS
Current DART Initiative	3	36	Brand positioning needs to be applied and incorporated across all platforms and applications.	OVERALL			\$	New roll-out of (DART Empowers Discovery) requires training and on-boarding of staff; supported by clear explanation of meaning.
	4	36	Within the Brand and Identity Standards set clear design intent for these specific "Operational/ Obligated" items vs. "Marketing Materials	OVERALL			\$	This was agreed upon by all; useful to distinguish between the two.
	15	50	Programming is underway. Consultants can evaluate progress and add input.	SIGNAGE	No Smoking Signage		\$	
	19	50	Identify facilities where on-site interactive tools may be beneficial. Identify potential range of costs for equipment, software, and maintenance.	SIGNAGE	Signage/ Interactive Kiosk, Mobile Application		\$	
	21	52	Programming is underway. Review graphic layouts and information hierarchy to better distinguish wayfinding and identity information from regulatory information	SIGNAGE	No Smoking Signage		\$	
	31	48	Improve website architecture and content. Cross-pollinate data across all tools.	OBLIGATED INFORMATION	Routes/Time Tables, Website		\$	All schedules will open in a new window or tab, depending on user's browser. If the schedule window gets behind the current window/opens in a new tab, users may not always see them on top of the current screen.



# TRANSIT WAYFINDING

## Challenges / Obstacles

Administration: Lack of Consensus

Wayfinding: Signs Alone are not the Answer

Design: Inconsistency / No Reinforcement

Implementation: Follow-Thru Gap / Low Bid





# TRANSIT WAYFINDING

## Keys to Success

Administration: Project CHAMPION

Wayfinding: Multiple Tools

Design: Hierarchy, Hierarchy, Hierarchy

Implementation: Installation & Maintenance



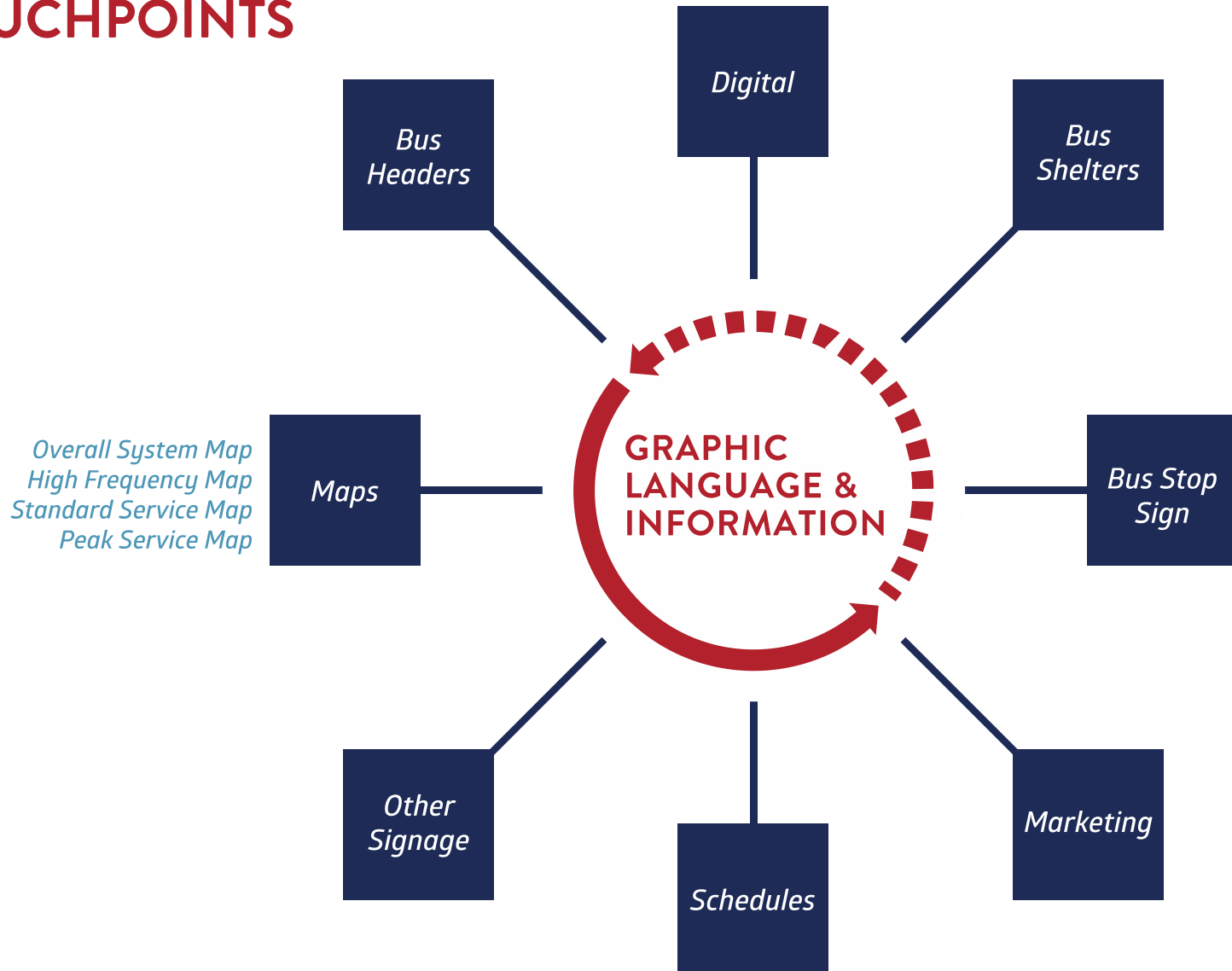




**CENTRAL OHIO TRANSIT AUTHORITY (COTA)**



# TOUCHPOINTS





*COTA Bus System*

# INFORMATION

- ▶ Route identification
- ▶ Route orientation
- ▶ Types of routes
- ▶ Frequency of routes
- ▶ Buses that go Downtown vs. buses that don't
- ▶ Color coding bus lines
- ▶ Color coding by routes
- ▶ Color coding by frequency
- ▶ Secondary color palette usage
- ▶ Changing route numbers/names







where is the  
**INFORMATION?**



Website



Mobile App



Brochures



**Maps**

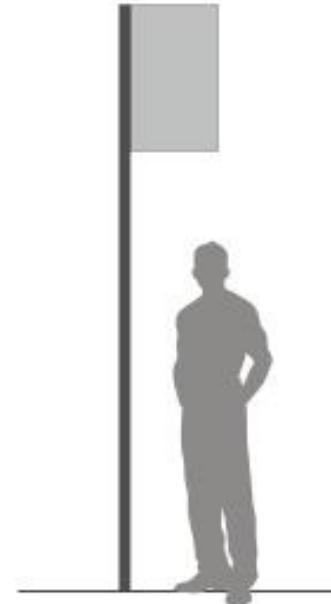
- Overall System Map
- Maps by Frequency (high, standard, peak)

**Fares**

**Schedules**

**How to Ride COTA**

**Alerts**



Bus Stop Sign



**Bus Stop ID**

**Stop Number**

**Route Number(s)**

**Frequency**

**Type of Route**

**Next Bus Information**



*Remember:*

**SOLUTIONS SHOULD REFLECT THE MAJORITY,  
NOT CATER TO THE ANOMALY.**

*example:*

- 76% of all stops serve one route
- 91% of all stops serve one or two routes
- 5 signs will have more than 16 routes listed



*recognition in environment*

## SHAPE



Matches existing  
panel size

1



Matches existing panel,  
corner cut off

2



New panel size  
and shape

3



Matches existing  
panel, added finial

4



Matches existing  
panel, added finial

5



Matches existing  
panel, added Guide-a-Ride

6



sign information

## HIERARCHY

### Bus Stop Identification

*Bus Icon is universally understood.*

*Stop Number:*

- Promotes use of digital info
- Promotes customer service

### Bus Route Information

*Frequency*

*Routes Through Downtown (# range 1-20)*

*Routes Outside Downtown (# range 21-39)*

*Peak Routes (# range 40-75)*

*End Destination*

### Additional Info

*Next Bus*

*Contact info*

*COTA Identity*



STOP #  
**6398**

**14**

Harmon

**27**

Brooksedge

**37**

Westerville

**39**

New Albany

**40**

New Albany  
Business Pk

**53**

Lincoln  
Village

**56**

Tuttle

**57**

Hilliard

**64**

Grove City

**67**

South Park

**68**

Westbelt  
To Hilliard



**AirConnect**



TEXT 6398# to 95292

CALL 614.228.1776

**COTA**.com



# DESIGN COMPARISON



**COTA**  
CENTRAL OHIO TRANSIT AUTHORITY

1 Livingston	2 E Main	3 W Mound	4 Parsons
5 W Fifth	6 Sullivant	7 Whittier	8 Frebis
9 Leonard/ Brentnell	11 Oak/Bryden	14 Harmon/ Greenlawn	15 Grove City
16 S High	18 Kenny	19 Arlington/ Grandview	21 Night Owl

LOCAL

**EXPRESS LINES ON REVERSE SIDE**

Bus stop 9999  
[cota.com](http://cota.com) • (614) 228-1776


6398  
*stop #*

1 Carriage Place Shopping Ctr	2 Delawanda Park & Ride	5 Gender Road Town Center	8 Great Southern Park & Ride
10 Westwoods Park & Ride	21 Carriage Place Shopping Ctr	22 Grandview Yard	25 Easton Transit Ctr
32 Easton Transit Ctr	43 Westerville Park & Ride	51 Renoldsburg Park & Ride	 <b>AirConnect</b>

**FREQUENT**  
Arrives Every 15 Minutes or Better

**STANDARD**

**PEAK**  
Operates Monday-Friday | 6:30-9AM & 3-6PM

**COTA.com**

i

**Next Bus**  
 TEXT Stop # to 95292 ■ CALL 614.228.1776



# SCHEMATIC DESIGN

Option 2 - extended menu of signs



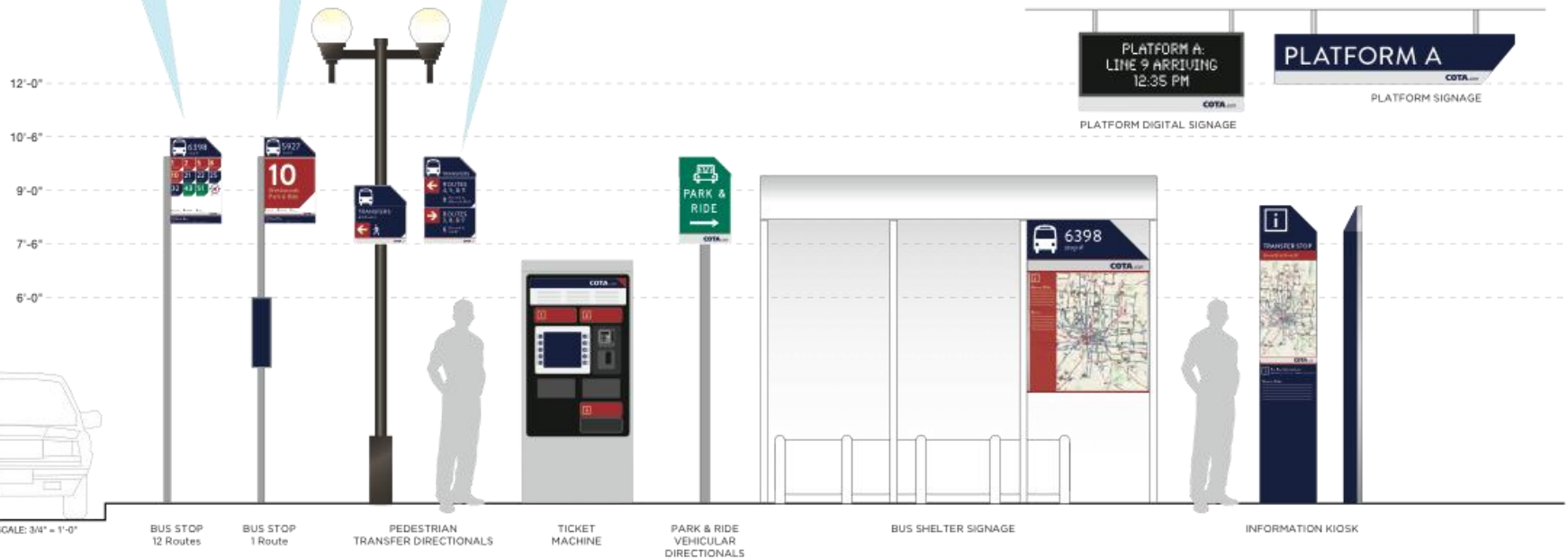
ADVERTISING



SCHEDULES



BRANDED BUS SHELTERS





# 1

**KENNY/  
LIVINGSTON**  
FREQUENT

**SERVING**  
*local destinations*

- EFFECTIVE AS OF MAY 1, 2017

**COTA.com**

DESTINATION	TO REYNOLDSBURG PARK & RIDE	Saturday
	Reynoldsburg Park & Ride	
	Shady Lane Rd & E Main St	
	E Livingston Ave & Hamilton Rd	
	Livingston Park & Ride	
	Livingston Ave College Ave	
	Inside Men's Hospital	
	St and St	

*Saturday*

[illegible]

PM SERVICE

TO REYNOLDSBURG  
PARK & RIDE

*Saturday*

[illegible]

PM SERVICE

DOWNTOWN

DOWNTOWN

[illegible]

**STROLLERS**  
*take two*

**STROLLERS**  
*Take transit too*

COTA is happy to accommodate strollers when the bus operator feels there is plenty of space to keep everyone safe.

- Move toward the back of the bus, place children in seats or on your lap and fold up strollers. Strollers should not be left in aisles.
- Be sure to remember that seats in the front of the bus are for those with disabilities.

**i INFORMATION**

CALL (614) 228-1776 ■ VISIT [www.cota.com](http://www.cota.com)







# **Wayfinding Making the Connections to and within Transit**

## **Thank You**