

## Staff Report

**To:** Board of Directors  
**From:** Olga Kreimer  
**Date:** April 10, 2026

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### **Agenda Item:** 5.5 Bus Stop Signage Update

#### **Attachments:**

- None

#### **Recommendation:**

Not applicable.

#### **Discussion:**

Since the beginning of the Mountain Line brand audit and brand update process, accessibility and clarity of rider-facing materials have been priority goals. The focus has been on making the fixed-route system not only convenient, comfortable, and reliable, but also legible and supportive. To improve the navigation experience of experienced riders, attract novice bus users to the system, and increase Mountain Line's visibility across its service area, the staff has been developing upgraded bus stop signage that includes a new route palette, large and clear route number signs, and complementary informational placards for each bus stop.

This has been a collaborative inter-departmental project, bringing together ideas and expertise from across the agency, as well as coordination with the graphic design contractor. The system flag, route blade, and info placard designs reflect months of work in refining stop naming conventions, identifying key destinations around the service area, streamlining map data and design, and developing improved wayfinding approaches (also to be used in new route and system maps). When complete, these signs and info placards will also lead users to individual bus stop landing pages via custom QR codes and near-field communication tap functionality at each stop.

The goal is to produce a cohesive, comprehensible body of material that will help new riders feel more comfortable accessing bus service while continuing to support and improve existing riders' experiences. A secondary goal is to highlight Mountain Line's physical presence in the community with attractive and distinctive new signage that complements existing stop infrastructure.

Materials will be ordered this spring and installed beginning summer 2026, starting with stops along the new Route 10.

As part of this project, staff are also conducting a comprehensive review of all bus stop names and naming conventions, “alternate names” (descriptive references, e.g. Lowell Elementary for Phillips & Shakespeare), bus head sign displays, and printed maps and schedules displayed in shelters (which will be updated once a new system map is complete later this spring).

**Financial Impact and Funding Source:**

Budgeted in FY26, no additional impact expected.

**DBE Certified:**

Not applicable.