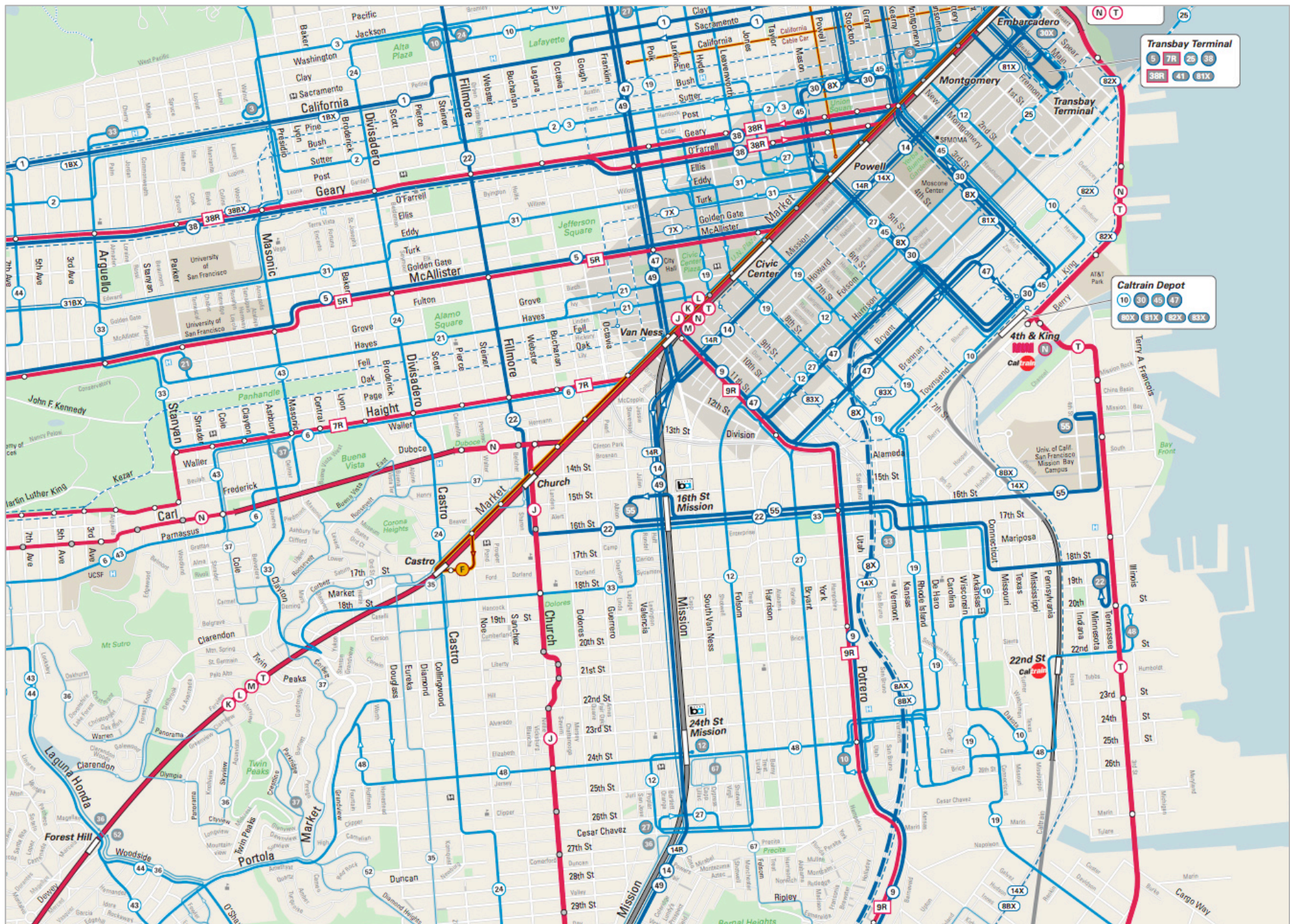


The new Muni map: 2004

- **Spring 2004:** David and Jay develop sample design
- **Fall 2004:** Pitch the sample map to SFMTA
- **Early 2005:** SFMTA wants to move forward but contracting issues intervene
- **2005 to 2006:** David and Jay finish a 90% draft

The new Muni map: 2012 to 2015

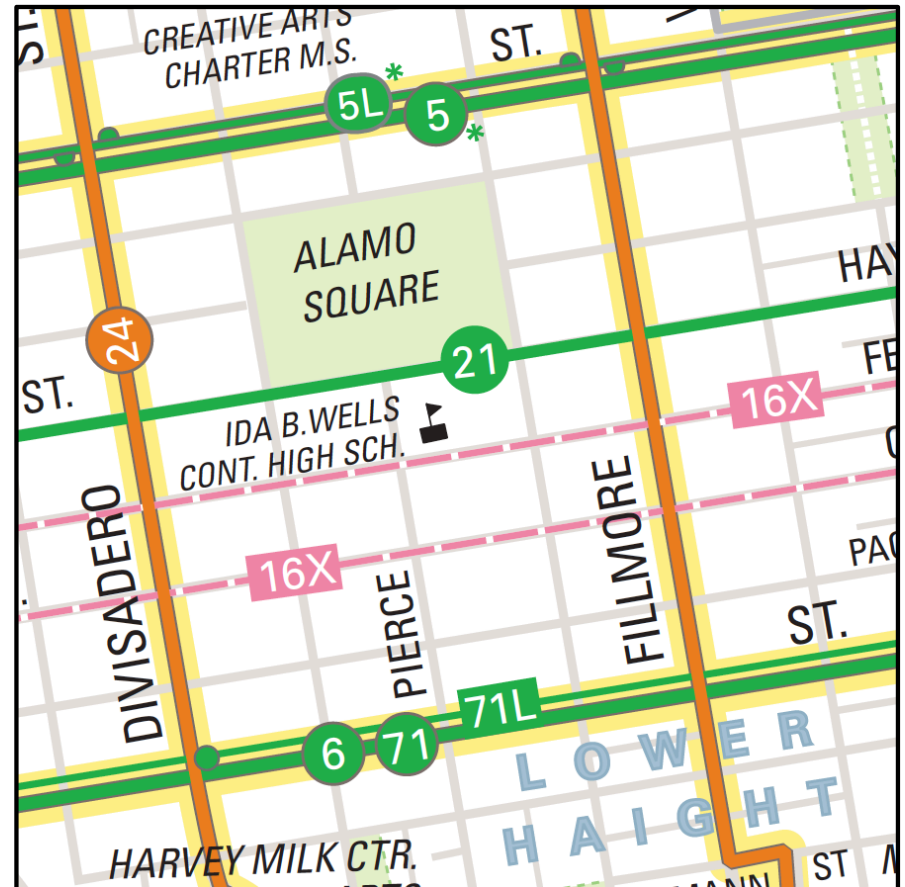
- **Fall 2012:** Pitch to SFMTA again
- **2013/2014:** SFMTA decides to move forward
- **Summer 2014:** SFMTA Board formally accepts gift
- **Fall 2014:** Work closely with Muni to update routes
- **April 2015:** Map installed in stations and shelters



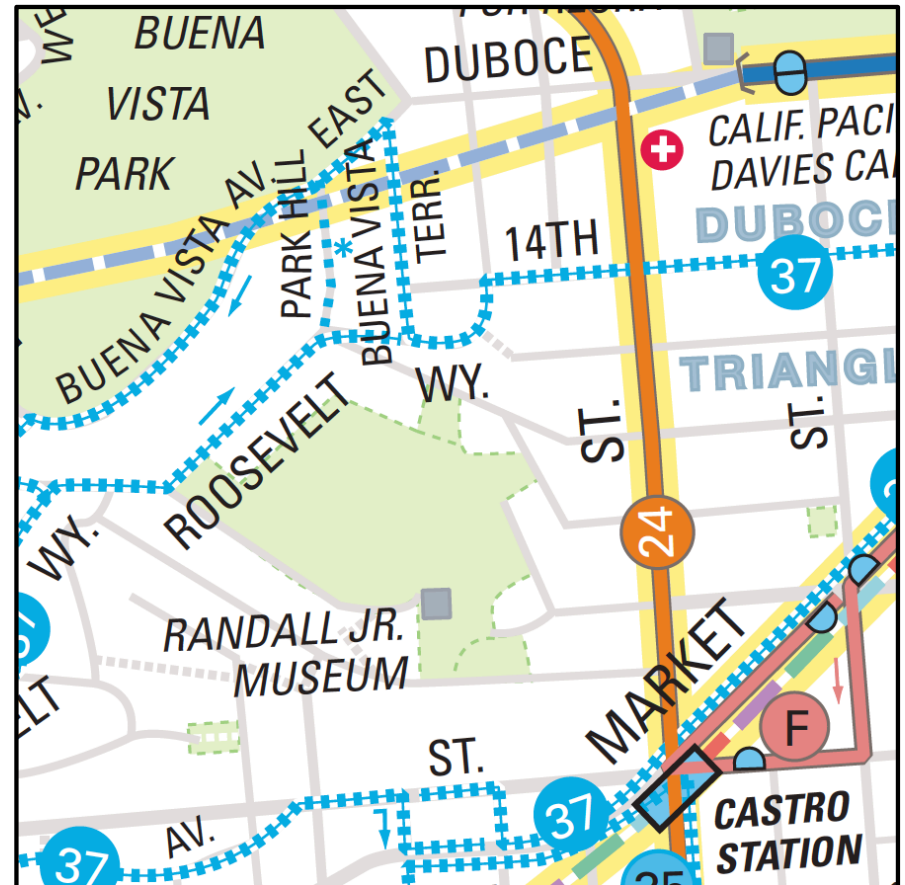
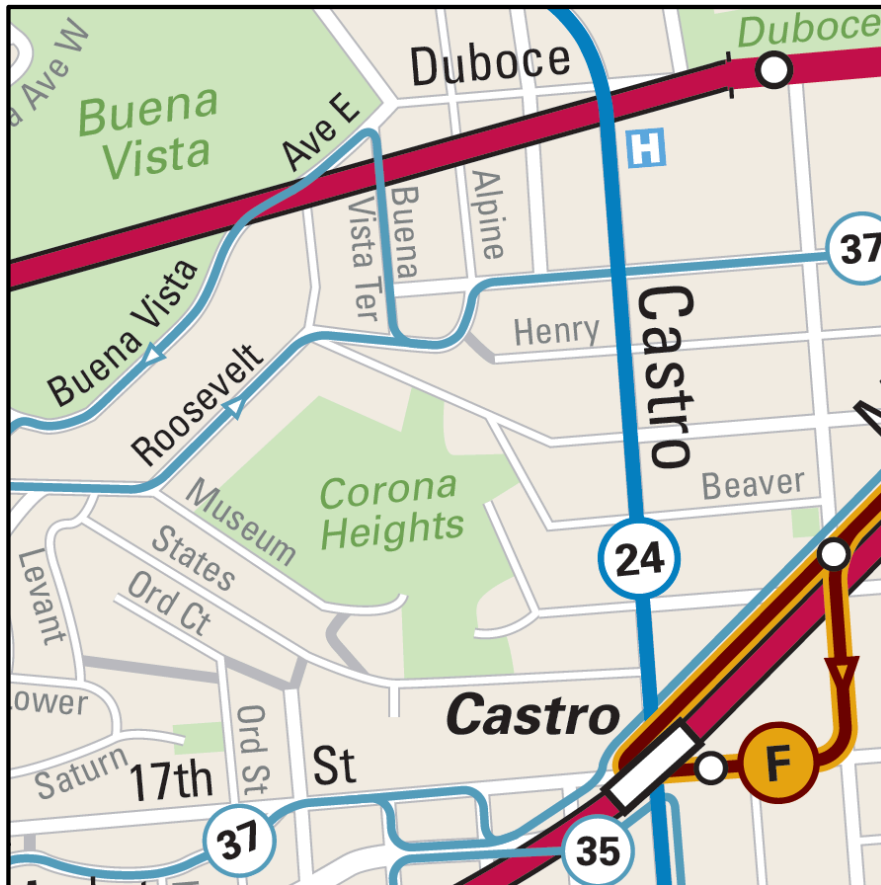
Design approach

1. Communicate transit frequency visually
2. Good design
 - » Design for its users, not for Muni (as an agency)
 - » Say more with less
 - » Make it easy to read and accessible
 - » Make it easy on the eye
 - » Make it easy to navigate or scan
 - » Clearly relate to SFMTA and Muni branding

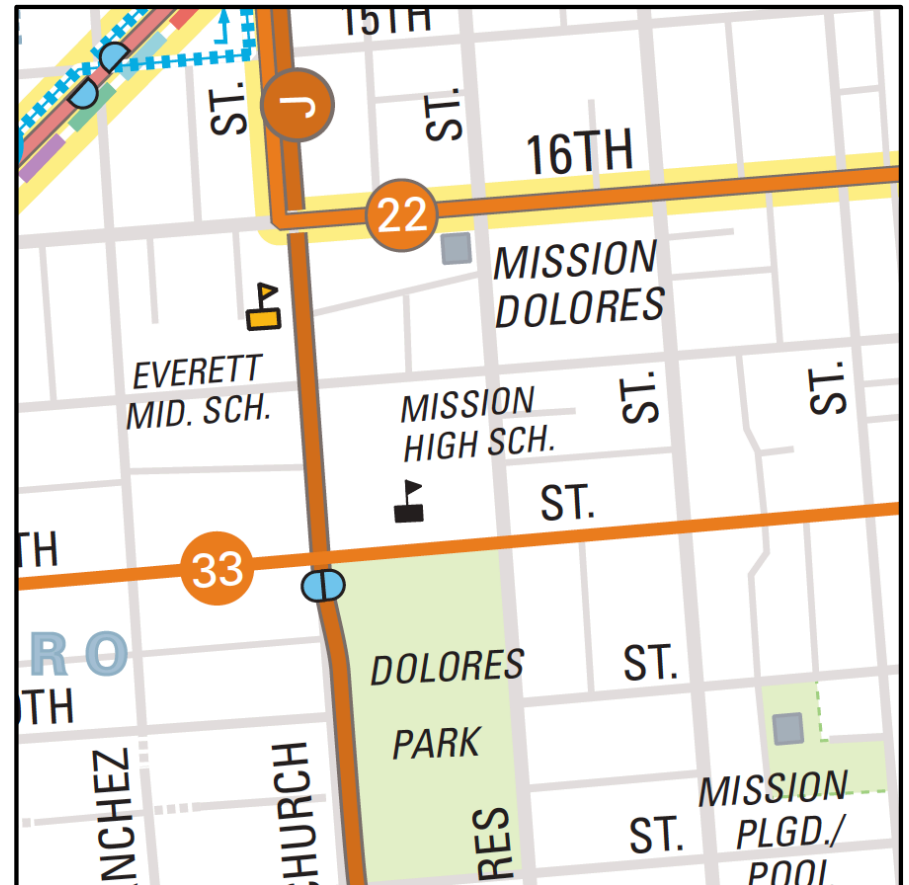
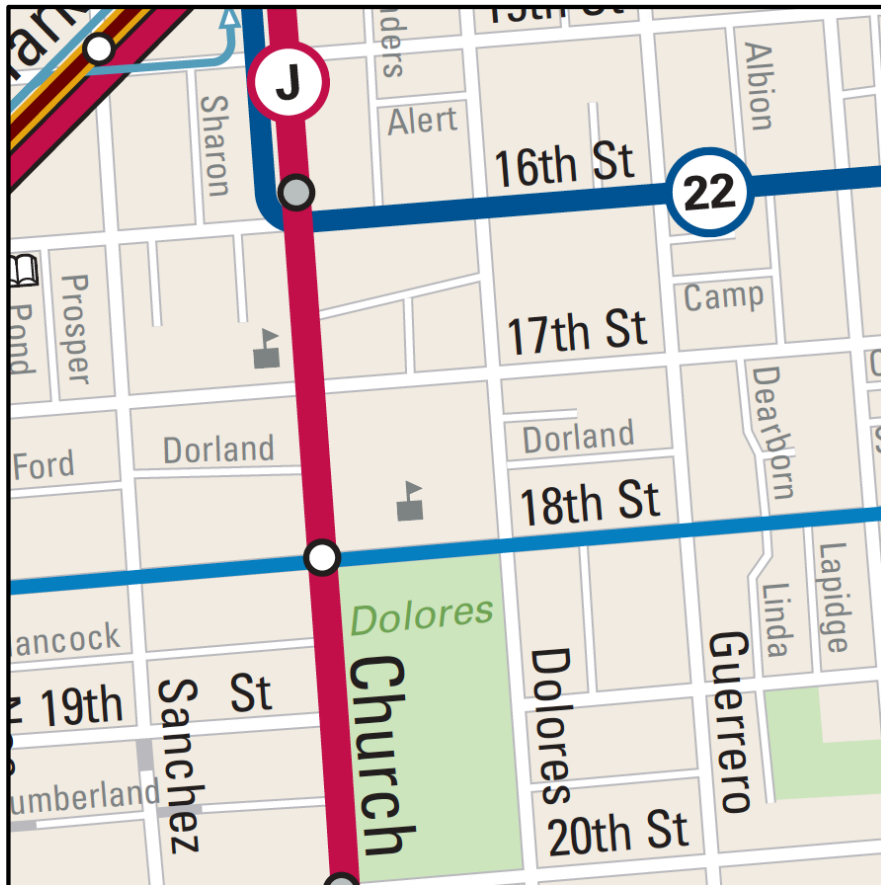
Communicate transit frequency visually



Make it even more useful for walkers



Say more with less



But also add more information



Make it easy to read and accessible

