



## Board Report

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File #: 2016-0016, File Type: Program

Agenda Number: 7

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### PLANNING AND PROGRAMMING COMMITTEE MARCH 16, 2016

**SUBJECT: WAYFINDING SIGNAGE GRANT PILOT PROGRAM**

**ACTION: APPROVE FUNDING RECOMMENDATION**

#### **RECOMMENDATION**

CONSIDER:

- A. AWARDING \$243,731 in **Wayfinding Signage Grants** to the five jurisdictions shown in Attachment A; and
- B. AUTHORIZING the Chief Executive Officer (CEO) or designee to execute Grant Agreements for the funds.

#### **ISSUE**

At the November 2014 meeting, with the adoption of the First/Last Mile Strategic Plan, the Board directed the CEO to create a two year pilot Wayfinding Signage Grant Program (Attachment B). In June 2015, the Board adopted the program guidelines that were developed in consultation with Metro's Technical Advisory Committee (TAC) and its Subcommittees. On August 26, 2015, the Wayfinding Signage Grant Application was released to all eligible applicants and posted on the Metro website with applications due on November 13, 2015. Staff received seven applications totaling \$339,731. All applications have been evaluated and staff recommends funding six projects totaling \$243,731. Staff requests Board approval of the funding recommendation and authorization for the CEO to execute Grant Agreements with successful grantees.

#### **DISCUSSION**

The Pilot program provides \$500,000 over Fiscal Years (FY) 2016 and 2017 to assist eligible agencies in designing and implementing static wayfinding signage on non-Metro properties to improve usability of the Metro system. Funding for both years is being awarded through this application cycle. The adopted Program Guidelines required that proposed projects be located within one mile to and from Metro fixed guideway transit line/stations that would be opened by the end of FY 2017.

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A Grant workshop was held at Metro Headquarters on September 9, 2015. Additional subregional workshops were held at the request of the subregions which included the South Bay Cities Council of Governments (COG), San Gabriel Valley COG and the Gateway Cities COG on September 16<sup>th</sup>, 21<sup>st</sup> and 23<sup>rd</sup>, respectively.

Metro received seven applications from six jurisdictions by the November 13<sup>th</sup> due date. All applications were evaluated based on the Board adopted program guidelines' evaluation criteria: 1) Demonstration of Need; 2) Integration with Other First/Last Mile Strategies; 3) Project Readiness and Cost Effectiveness; and 4) Local Match. The City of Baldwin Park, applied for wayfinding signage to its Metrolink station. Based on the Board adopted guidelines, eligible projects need to be located within one mile to and from Metro fixed guideway transit line/stations. As this application is for a Metrolink station and not a Metro fixed guideway station, it does not meet the eligibility criteria adopted by the Board. The Staff recommendation was presented to Metro's TAC at their March 2, 2016 meeting.

### **DETERMINATION OF SAFETY IMPACT**

The Wayfinding Signage Pilot Grant Program will not have any adverse safety impacts on Metro's employees and patrons.

### **FINANCIAL IMPACT**

The FY 2015-16 budget includes \$150,000 in the Subsidies to Others Budget in Cost Center 0441, Project 420008 (Wayfinding Signage Grants). Since this is a multi-year program, the Cost Center Manager and Chief Planning Officer will be responsible for budgeting in future years.

#### **Impact to Budget**

The source of funds for this recommendation is Proposition C Discretionary 40% which is eligible for bus and rail operating and capital expenditures.

### **ALTERNATIVES CONSIDERED**

The Board may choose not to approve \$243,731 in funding awards, award a smaller amount than that recommended or defer the funding recommendations. These Alternatives are not recommended as the creation of the pilot program was previously directed by the Board and the recommended grant awards further Metro's objectives with regard to First/Last Mile Implementation Plan strategies.

### **NEXT STEPS**

With Board approval, staff will execute Grant Agreements with the awardees. As projects move towards completion, staff will evaluate the program and work with TAC and the subregions to determine whether a new grant cycle should be considered with the remaining funds in FY 2018.


### **ATTACHMENTS**

Attachment A - Wayfinding Signage Grant Pilot Program Funding Recommendations

Attachment B - November 2014 Board Directive

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Phillip A. Washington  
Chief Executive Officer

## WAYFINDING SIGNAGE GRANT PILOT PROGRAM FUNDING RECOMMENDATION

APPLICANT	AMOUNT REQUESTED	PROJECT DESCRIPTION	AVERAGE SCORE	RECOMMENDED FUNDING	
				FY 2016	FY 2017
Compton	\$76,750	Fabricate and install 37 static wayfinding signs within a one-mile radius of the Compton Blue Line Station and 18 static wayfinding signs within a one-mile radius of the Artesia Blue Line Station.	91.2	\$8,000	\$68,750
Los Angeles County	\$51,615	Fabricate and install 11 vertical and 27 horizontal wayfinding signs in the Florence-Firestone community, within a one-mile radius of the Slauson, Florence, and Firestone Blue Line Stations.	89		\$51,615
South Pasadena	\$13,305	Fabricate and install 15 wayfinding signs within a one-mile radius of the South Pasadena Gold Line Station.	88.5		\$13,305
Culver City	\$23,000	Fabricate and install 20 wayfinding signs within a one-mile radius of the Culver City Exposition Line Station.	88		\$23,000
Los Angeles County	\$34,461	Fabricate and install nine vertical and 10 horizontal wayfinding signs within a one-mile radius of the Hollywood/Highland Red Line Station.	86		\$34,461
Glendora and Irwindale	\$44,600	Fabricate and install 18 wayfinding signs within a one-mile radius of the new APU/Citrus College, Irwindale, and Duarte/City of Hope Gold Line Stations.	85.5		\$44,600
<b>SUBTOTAL</b>	<b>\$243,731</b>			<b>\$8,000</b>	<b>\$235,731</b>
Baldwin Park	\$96,000	Fabricate and install wayfinding signage within a one-mile radius of the Baldwin Park METROLINK Station. <sup>1</sup>	0		0
<b>GRAND TOTAL</b>	<b>\$339,731</b>			<b>\$8,000</b>	<b>\$235,731</b>

<sup>1</sup>The project is ineligible based on the Board adopted guidelines which precluded Metrolink stations as eligible for funding.

**MOTION BY:**

**MAYOR ERIC GARCETTI, SUPERVISOR MARK RIDLEY-THOMAS,  
& DIRECTOR PAM O'CONNOR**

**Planning & Programming Committee Meeting**

November 5, 2014

**Item 57: First/Last Mile Wayfinding Signage Grant Pilot Program**

MTA's First/Last Mile Strategic Plan identifies the six most significant transit access barriers. One barrier is lack of simple and straightforward wayfinding signage. While all six barriers are significant, MTA has an immediate opportunity to improve signage and wayfinding strategies both at and around stations. It is incumbent upon MTA to foster the proliferation of first/last mile wayfinding signage throughout Los Angeles County.

While MTA may not have authority to require that specific signage be installed within local jurisdictions, the availability of a uniform wayfinding signage template will likely be attractive to cities which would like to reduce costs by minimizing the need for new design plans for each project. Additionally, MTA can take the lead by developing a signage and wayfinding template that can be required when local jurisdictions are awarded MTA grant funds.

In April 2014, the Board approved a signage-related program directed at MTA stations that included instruction to staff to develop wayfinding signage guidelines that can be applied as part of the implementation of the First/Last Mile Strategic Plan. To this end, MTA has developed a set of guidelines and recommendations to assist cities entitled *Station Trailblazing Guidelines for Non-Metro Property*.

We propose that MTA create a pilot wayfinding signage grant program to assist cities and jurisdictions in designing and implementing first/last mile non-MTA signage wayfinding systems. Such a relatively modest but consistent investment in quality signage will have a meaningful impact on improving the usability of our system throughout Los Angeles County.

CONTINUED

WE, THEREFORE, MOVE that the Board instruct the CEO and MTA staff to

1. Create a two-year pilot Wayfinding Signage Grant Program in the amount of \$500,000 beginning in Fiscal Year 2015-2016;
2. Make local jurisdictions eligible to apply for signage design and cost reimbursement when using the *Station Trailblazing Guidelines for Non-Metro Property*, and
3. Include updates on this program in their quarterly First/Last Mile Way Finding report as instructed in the April 2014 Board action.

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