

**Board Report**

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**PLANNING AND PROGRAMMING COMMITTEE  
MAY 16, 2018****SUBJECT: METRO TRANSFERS DESIGN GUIDE****ACTION: RECEIVE AND FILE****RECOMMENDATION**

RECEIVE AND FILE Metro Transfers Design Guide.

**ISSUE**

Metro has prepared the Metro Transfers Design [Guide <https://bit.ly/2HGgHiw>](https://bit.ly/2HGgHiw) (Guide), a best practices document with recommendations to improve connectivity for transit customers who transfer as part of their trip. This document builds off of the First/Last Mile Strategic Plan (2014) with recommendations to improve the customer experience for the “complete transit journey.” This Guide will serve as a resource for Metro staff, local transit providers, and local jurisdictions to inform the design of stations, bus stops, street improvements, and service planning so that transfers are safe, accessible, convenient, and comfortable for Metro customers. This document will also help guide future strategic planning efforts to ensure that connectivity is a priority for Metro.

**DISCUSSION**

Almost two-thirds of Metro customers transfer as part of their transit journey. This number grows when transfers between local and regional transit providers are included. Convenient transfers are essential to providing quality service to Metro’s customers and growing ridership. Metro’s current planning and design standards and processes focus on transit modes (e.g. bus, rail) separately and do not fully address connectivity between transit corridors and modes.

With changing mobility patterns and demographics, increased development in the region, and Metro’s ambitious expansion plans under Measure M, there is an opportunity to update Metro’s goals and inform standards and practices to prioritize connectivity and the customer experience for future corridor planning, station design, and infrastructure improvements.

To develop the Guide, Metro interviewed customers through a series of focus groups to understand their overall trip and experiences when transferring. Four focus groups (facilitated in English and Spanish) were held in three locations across Los Angeles County and included participants selected through a screening process to reflect the demographics of Metro’s riders. In discussing their “perfect transfer experience,” several themes emerged on areas for improvement, which included:

- better signage and wayfinding between transfer points (e.g. real-time signage, audio

- announcements, directional signs);
- access enhancements (e.g. sidewalk improvements, well maintained elevators);
- comfortable, clean, and secure bus stops and station environments to wait for the next bus or train (e.g. seating, shade, lighting); and
- service improvements to shorten one’s trip (e.g. more frequent headways, on-time performance) and simplified transfer fares and payment methods.

Metro also studied best practices from around the world, surveyed transit facilities within Los Angeles County, analyzed ridership and safety data, and gathered input from local jurisdictions, local transit providers, advisory groups, and Metro staff. The input Metro received from the focus groups and other stakeholders is summarized in the Guide (pages 23-25). Through the interviews and background research, Metro developed a list of guiding principles to define the idea of a good transfer, which includes: safety and security, efficiency, accessibility, clarity, comfort, and consistency.

To address the customer experience, the recommendations in the Guide are organized around three key behaviors for riders who transfer:

- making decisions;
- moving between transit vehicles; and
- waiting to board.

Recommendations focus on improving the design of the “transfer zone,” which is defined as a 500 foot diameter around rail or bus rapid transit (“BRT”) stations, and/or a cluster of connecting sidewalk stops adjacent to an intersection. Most transfers occur within the public right-of-way (e.g. streets and sidewalk), which Metro does not control, or a station (property owned or leased by a transit agency). Thus, the need for coordination between agencies is a common theme throughout the document.

To improve the design of transfer zones, the Guide offers:

- 1) a *process-oriented* Design Checklist to inform decision-making and priority-setting for transit corridors, bus stops, and rail stations;
- 2) a *flexible* Design Toolbox to respond to a diverse set of transit conditions across Los Angeles County; and
- 3) a concise set of Application Strategies to apply the guiding principles and design considerations in the document to inform Metro projects, guide future policies, and share improvement ideas with local jurisdictions and transit operators.

The Guide is intended to be a resource for staff at Metro and partner agencies to:

- 1) inform Metro station design, transit corridor planning, and first/last mile improvements;
- 2) ensure that connectivity and customer experience are key considerations for Metro’s strategic planning efforts (e.g. *Long Range Plan, 10 Year Strategic Plan, NextGen Bus Study*), which will set long-term priorities for transit improvements across Los Angeles County; and
- 3) encourage coordination and partnerships with local transit providers and jurisdictions when making improvements to transfer zones.

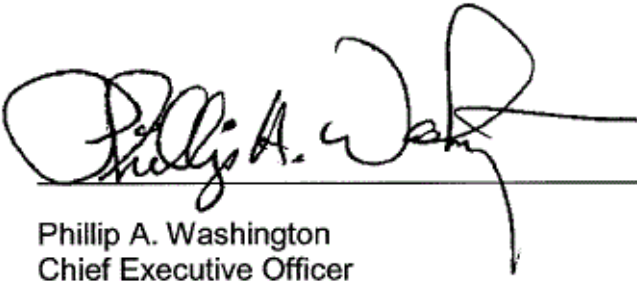
## **NEXT STEPS**

Staff will distribute the Guide within Metro to serve as a resource for current transit planning efforts

and broader policy discussions. Staff will also perform outreach with local jurisdictions, service providers, and the Metro Technical Advisory Committee to share the document with local partners and pursue inter-agency efforts to deploy best practices.

Prepared by: Georgia Sheridan, Senior Manager, Countywide Planning & Development, (213) 922-1259  
Adam Light, Senior Director, Countywide Planning & Development, (213) 922-6926  
Nick Saponara, DEO, Countywide Planning & Development, (213) 922-4313  
Jenna Hornstock, EO, Transit Oriented Communities, (213) 922-7437

Reviewed by: Therese W. McMillan, Chief Planning Officer, (213) 922-7077



Phillip A. Washington  
Chief Executive Officer



# Metro Transfers Design Guide

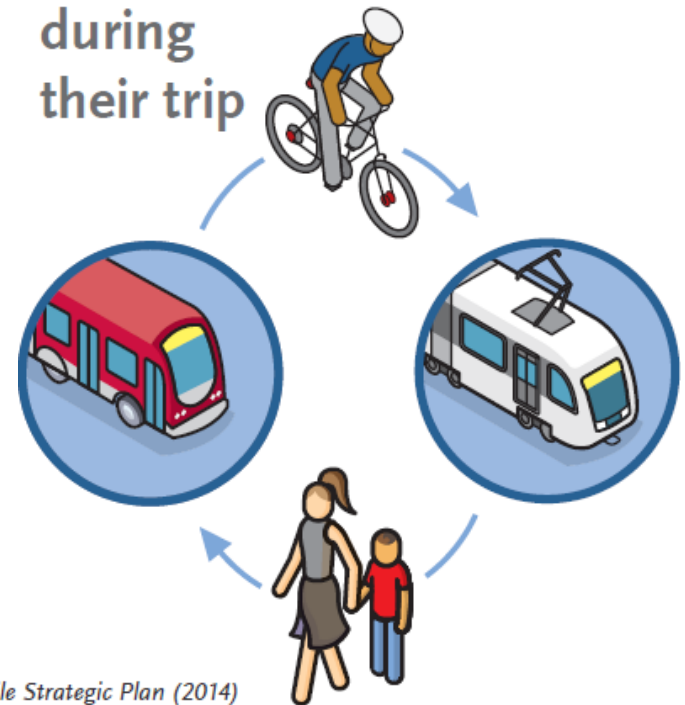
*Improving Connections for a Seamless Trip*

MAY 2018

# Why Focus on Transfers?

1. Expanding transit network
2. Changing mobility patterns
3. Need for guidance to address connectivity in Metro standards

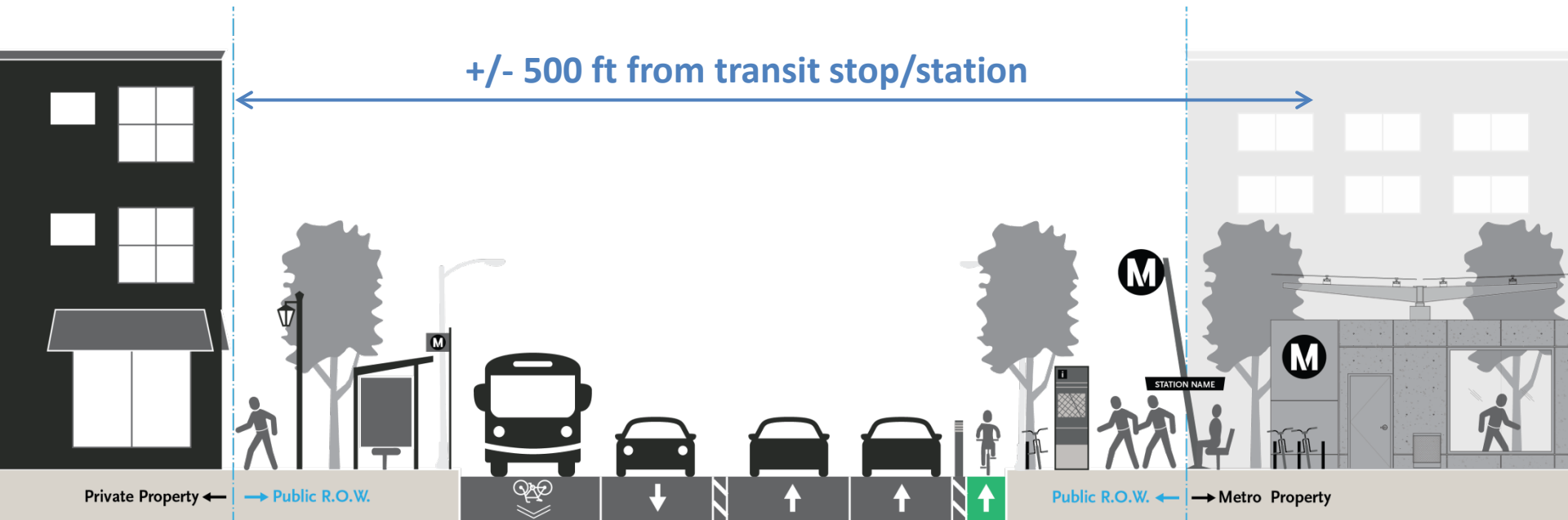
**64%**  
of Metro riders  
**TRANSFER**  
at least  
**ONCE**  
during  
their trip



Source:  
*First/Last Mile Strategic Plan (2014)*

# Transfer Zone

MULTIPLE STAKEHOLDERS



## Private Entities

- Property Owners
- Building Tenants
- Business Improvement Districts (BID)
- Advertising Agencies

## Transit Operators

- Bus Service
- Bike Share
- Rideshare
- Taxi
- Van Pool

## Local Jurisdictions

- Planning
- Transportation
- Public Works/ Engineering
- Street Services
- Street Lighting

## Metro

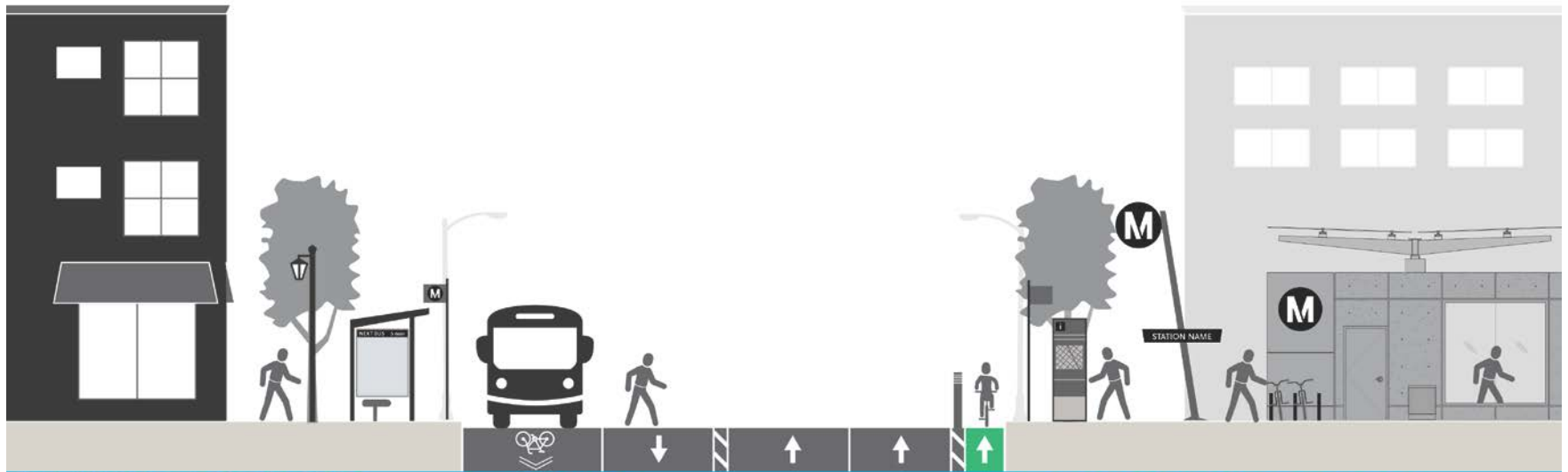
- Planning & Development
- Signage & Environmental Graphic Design
- Operations (Rail & Bus)
- Program Management
- Facilities & Maintenance
- Communications

# Challenges to Improving Transfers

- Expansive & Diverse Transit Environment
- Multi-Agency Coordination
- Balancing Operator Needs
- Access Barriers
- Limited Space
- Limited Resources
- Maintenance



# Customer Experience



## 1. MAKING DECISIONS

Where am I going?

Stop ID, Real-time Info, Wayfinding

## 2. MOVING

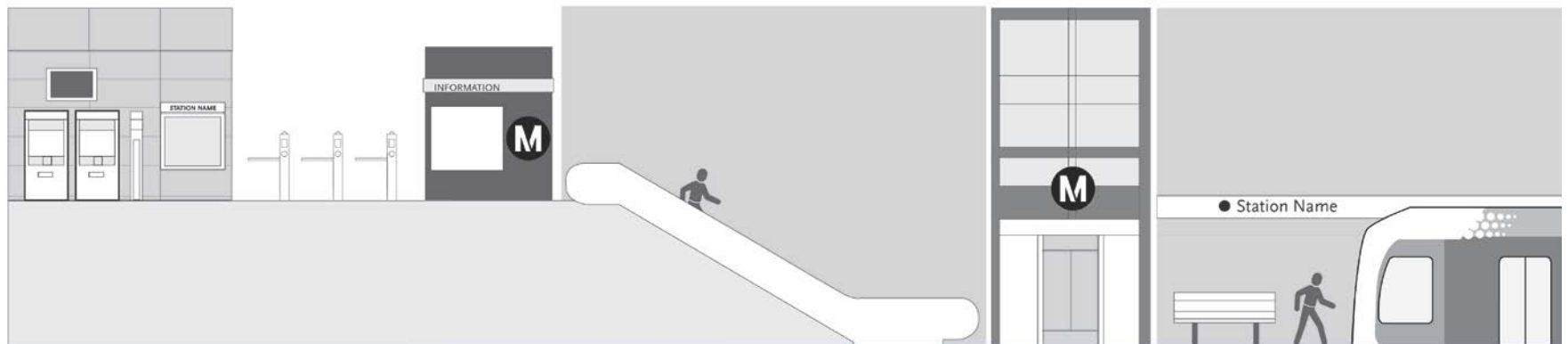
What is the best path to take?

Crosswalks, Curb Ramps, Signal Timing

## 3. ENTERING THE STATION

Where is the station?

Station ID, Canopy, Bike Parking, System Map



## 4. TICKETING

Where do I purchase tickets?

Customer Information, Ticket Machines, Fare Gates

## 5. VERTICAL CIRCULATION

How do I access the platform?

Escalators, Stairs, Elevator

## 6. WAITING TO BOARD

When is my train arriving?

Real-time Info, Seating, Audio Announcements



# Gathering Input



## Metro Customers

Focus Groups

## Metro Staff

Multi-Department Discussion

## Stakeholder/Advisors

Accessibility Advisory Committee

COGs

LA County Staff

Local Jurisdiction Staff

Local & Regional Transit Providers

Metro Technical Advisory Committee  
and Subcommittees

My perfect transfer experience...

*“is that I know exactly which way  
to go when getting off my train”*

*“little wait time between  
transfers, and room for my  
bike on the front of the bus”*

*“buses are on time and  
I don't have to wait any longer  
than ten minutes for my transfer”*

– Quotes from focus group interviews

# Common Themes

## Making Decisions

*Easy and intuitive*



## Waiting to Board

*Clean, comfortable, secure*



## Moving

*Safe, direct, accessible*



## Planning for Future

*Durable, adaptable, innovative*



# Guiding Principles

- Safety & Security
- Accessibility
- Efficiency
- Clarity
- Comfort
- Consistency



# Transfer Locations



## Sidewalk Stops

- Located in public right of way
- Owned and maintained by local jurisdictions
- Served by multiple operators
- Small footprint



## Stations

- Owned, operated, and maintained by Metro\*
- Large footprint
- May require vertical circulation
- Connect to sidewalk stops

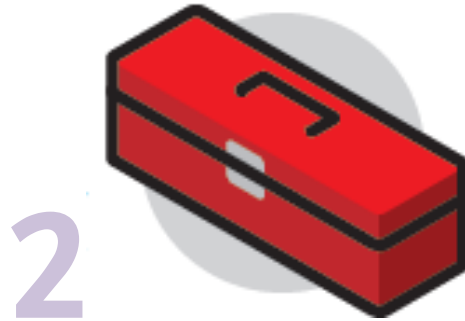
*\*Stations could be owned by other transit provider or local jurisdiction (e.g. Metrolink)*

# How to Use the Guide



## 1 Design Checklist

Guides planning process to help **prioritize** and make decisions



## 2 Design Toolbox

Identify elements to improve the transfer zone that are **adaptable** to local conditions



## 3 Application Strategies

Apply guiding principles and design thinking to Measure M projects, strategic planning efforts, and ideas for local partners

# Planned Outreach

## Stakeholder Groups

Customer Experience Committee

Citizens Advisory Committee

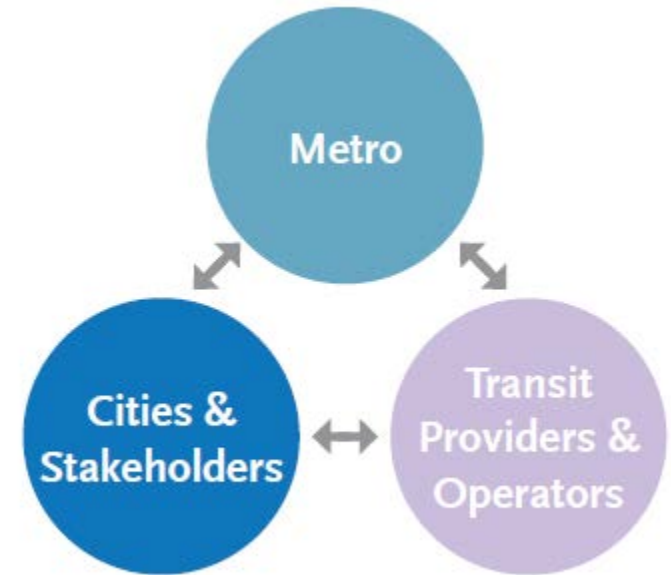
Development community

Local jurisdictions & COGs

Metro Technical Advisory Committee

Service Councils

General Public (metro.net & The Source)



# Award Winner

## Transfers Design Guide

*Improving Connections for a Seamless Trip*



Metro

MARCH 2018

## APA Los Angeles Best Practice Planning Award



### Project Contact

Georgia Sheridan, AICP  
Senior Manager,  
Transit Oriented Communities  
[sheridang@metro.net](mailto:sheridang@metro.net)