



Board Report

File #: 2015-0365, File Type: Program

Agenda Number: 18.

PLANNING AND PROGRAMMING COMMITTEE JUNE 17, 2015

SUBJECT: WAYFINDING SIGNAGE GRANT PILOT PROGRAM

ACTION: APPROVE PROGRAM GUIDELINES

RECOMMENDATION

APPROVED ON CONSENT CALENDAR the **Wayfinding Signage Grant Pilot Program Guidelines** as outlined in Attachment A.

ISSUE

At the November 2014 meeting, the Board directed the Chief Executive Officer (CEO) to create a two-year pilot Wayfinding Signage Grant Program to implement components of Metro's First/Last Mile Strategic Plan (Attachment B). The Board must adopt the grant program guidelines to ensure consistency in the program's implementation and administration.

DISCUSSION

The Grant Program provides \$500,000 over two years, beginning in Fiscal Year (FY) 2015-16, to assist agencies in designing and implementing Wayfinding Signage systems that guide people to and from transit stations on non-Metro properties. Both years funding will be awarded during FY 2015-16. Wayfinding signage projects can effectively guide and direct the public to and from Metro stations and will improve the usability of the transportation system throughout Los Angeles County. This program provides grant funds to cities, County of Los Angeles, Ports of Los Angeles and Long Beach, municipal and local transit operators, and Caltrans, to improve wayfinding signage within one-mile of existing Metro stations and stations that will be opened by the end of FY 2016-17. Additionally, Metro has developed Station Wayfinding Signage Guidelines (Attachment C) to assist agencies who wish to develop signage and wayfinding improvements around Metro station areas. These guidelines were previously transmitted to agencies in December 2014 and posted on http://www.metro.net/projects/call_projects under the Guidelines and Manuals section. Since the Wayfinding Signage Grant Program is a two-year pilot program, an evaluation will be conducted at the end of the demonstration period to assess its needs and benefits. A comprehensive update on the First /Last Mile Strategic Plan implementation activities is being reported separately.

Eligible Applicants

Eligible applicants are agencies that provide way finding signage to and from Metro stations. These

include: cities, County of Los Angeles, Ports of Los Angeles and Long Beach, municipal and local transit operators, and Caltrans.

Eligible Activities

To be eligible for funds, the project must improve or implement wayfinding signage, including updates and/or replacements of signage within one-mile of the Metro fixed-guideway station. The project must follow Metro's Station Wayfinding Signage Guidelines and be consistent with applicable local, state, federal laws, guidelines and/or standards, as well as wind load considerations. Funding is eligible for design, fabrication, and installation of static wayfinding signs within one-mile of existing Metro stations and stations that will be opened by the end of FY 2016-17.

Evaluation Criteria

To be recommended for funding, projects must provide a direct benefit to addressing the challenge of getting transit users to and from the Metro stations within the often complex urban environment. Projects will be evaluated based on the following criteria and associated scores:

- a) Demonstration of Need (maximum 30 points)
- b) Integration with other First/Last Mile Strategies (maximum 30 points)
- c) Project Readiness and Cost Effectiveness (maximum 35 points)
- d) Local Match (maximum 5 points)

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

There is no impact to the FY 2014-15 budget. Grants are anticipated to be awarded in the later part of FY 2015-16. \$150,000 is budgeted in the FY 2015-16 Subsidies to Others Budget in Cost Center 0441. 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 project will be funded using Proposition C Discretionary 40% which is eligible for bus and rail operating and capital expenditures.

ALTERNATIVES CONSIDERED

The Board may choose not to approve or defer approval of the Wayfinding Signage Grant Pilot Program Guidelines as recommended. Staff does not recommend these alternatives as the program

was directed by the Board and furthers Metro's objectives with regard to First/Last Mile Implementation Plan strategies.

NEXT STEPS

With Board approval of the guidelines, staff will develop the grant application package, solicit and evaluate applications. Staff will bring its recommendations for grant award to the Board in Winter 2015.

ATTACHMENTS

Attachment A - Wayfinding Signage Grant Pilot Program Guidelines

Attachment B - November 2014 Board Motion

Attachment C - Station Wayfinding Signage Guidelines

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Phillip A. Washington
Chief Executive Officer

Los Angeles County Metropolitan Transportation Authority

Wayfinding Signage Grant Pilot Program Guidelines

05/20/2015

I. INTRODUCTION AND PURPOSE

At the November 2014 meeting, the Board directed the Chief Executive Officer (CEO) to create a two-year pilot Wayfinding Signage Grant Program to implement components of Metro's First/Last Mile Strategic Plan. The Pilot Program provides \$500,000 over a two year period, beginning in Fiscal Year (FY) 2015-16 to assist agencies in designing and implementing of Wayfinding signage systems that guide people to and from transit stations on non-Metro properties.

Wayfinding signage projects should have a meaningful impact on improving the usability of the transportation system throughout Los Angeles County. This program will provide grant funds to cities, County of Los Angeles, Ports of Los Angeles and Long Beach, municipal and local transit operators, and Caltrans (agencies) to improve wayfinding signage within one-mile of existing Metro stations and stations that will be opened by the end of FY 2016-17. Additionally Metro developed and previously transmitted the Station Wayfinding Signage Guidelines to agencies in December 2014. They are available for viewing at http://www.metro.net/projects/call_projects under the Guidelines and Manuals section, to assist agencies who wish to develop signage and wayfinding improvements. These guidelines are a first step in providing a system of uniform, consistent station wayfinding signs throughout Los Angeles County that will serve as the basis for signage funded through this program.

This pilot program is for eligible agencies wishing to install wayfinding signage to and from Metro fixed guideway stations. Signage on Metro property and within the stations themselves is not eligible.

Since the Wayfinding Signage Grant Program is a two-year pilot program, an evaluation will be conducted at the end of the demonstration period to assess its needs and benefits.

II. PROGRAM GOALS

The primary goals of the pilot program are to:

- Provide guidance for designing and implementing wayfinding signage and uniform, consistent messaging to and from Metro fixed guideway stations
- Improve the usability of the Metro system throughout Los Angeles County by increasing visibility and awareness of transit stations
- Provide helpful navigation and paths of travel to and from Metro fixed guideway stations
- Increase ridership and improve the visibility of the transit system

III. ELIGIBLE APPLICANTS

Cities, County of Los Angeles, Ports of Los Angeles and Long Beach, municipal and local transit operators, and Caltrans.

IV. ELIGIBLE ACTIVITIES

To be eligible for funds, the project must improve and implement wayfinding signage, including updates and/or replacements of signage within one-mile of a Metro fixed guideway station. The project must follow Metro's Station Wayfinding Signage Guidelines and be consistent with applicable local, state, federal laws, guidelines and/or standards, as well as wind load considerations. Funding is eligible for design, fabrication, and installation of static wayfinding signs to and from existing Metro fixed guideway stations and stations that will be opened by the end of FY 2016-17.

V. AVAILABLE FUNDING

\$250,000 each in FY 2015-16 and FY 2016-17. All funds will be awarded in FY 2015-16.

VI. ELIGIBLE COSTS

- a. Applicants will develop and submit a budget as part of the application. Funds awarded will not exceed the budget submitted and may be less if the key objectives can be achieved at lower costs. Any cost overruns shall be the responsibility of the Grantee.
- b. Both third party consulting costs and internal staff costs for staff directly providing services with respect to the project will be eligible for funding. Such eligible costs shall not include overtime costs.
- c. Administrative costs (e.g., overhead and project management) are limited to a maximum of ten percent (10%) of the total project budget.
- d. Wayfinding signage that is part of a larger project will require grantee to fund a proportionate share of the project cost. Metro will be responsible for funding up to fifty percent (50%) of the wayfinding signage consisting of directional signage to and from Metro fixed guideway stations. Metro reserves the right to downscope or partially fund a project grant request as long as the project remains feasible.

VII. NON-ELIGIBLE COSTS

- a. Costs such as equipment, furniture, vehicles, office leases or space cost allocations, food or similar costs.
- b. Staff overtime costs, mileage reimbursements, and use of pool cars.

- c. On-going maintenance and replacement costs of signage.
- d. Signage solely for Americans with Disabilities Act (ADA) compliance is ineligible as a stand-alone project.
- e. Signage to or from Metro Parking Facilities.

VIII. EVALUATION CRITERIA

To be recommended for funding, projects must provide a direct benefit to addressing the challenge of getting transit users to and from the Metro stations within the often complex urban environment. Projects will be evaluated based on the following criteria and associated scores:

- a. Demonstration of Need (maximum 30 points)
 - The need and purpose of the project in terms of significance to the local community and larger region including importance for the transit network and ridership;
 - Detailed description of why the project is needed and what improvements based on the First/Last Mile Strategic Plan guidelines will be made to help guide people to and from Metro fixed guideway stations
- b. Integration with other First/Last Mile Strategies (maximum 30 points)
 - Extent the project promotes increased visibility, awareness, and ease of access to and from transit stations
 - Promotes use of transit
 - Provides helpful navigation to potential and existing Metro riders
- c. Project Readiness and Cost Effectiveness (maximum 35 points)
 - Extent the agency has existing implementation plans for wayfinding signage that are compliant with local, state, federal laws, guidelines and/or standards, as well as wind load considerations
 - Extent the project has identified signage location(s) or consolidation of new/existing signs
 - Extent the project will use existing posts/poles for installing sign(s)
 - Extent the project has garnered input from local communities on wayfinding signage implementation
- d. Local Match (maximum 5 points)
 - A minimum five percent (5%) Local Match is required and the match may be monetary/hard or in-kind materials or services directly required for completing the project.
 - Hard Local Match (5 points)
 - In-Kind Match (0 points)

IX. GENERAL AND ADMINISTRATIVE CONDITIONS

- a. **Grant Agreement.** Each awarded grantee must execute a Grant Agreement with Metro. The Agreement will include the statement of work, including planning objectives to be achieved, the financial plan reflecting grant amount and any local match, if applicable, as well as a schedule and deliverables. The schedule must demonstrate that the project will be completed within 36 months from the date of the full Grant Agreement execution (both parties). Before and after photographic documentation will be required.
- b. **Duration of Grant Projects.** Schedule must demonstrate that the project can be completed, including related actions by the governing body (if any), within 36 months from the date of the full Grant Agreement execution.
- c. **Funding Disbursements.** Funding will be disbursed on a quarterly basis subject to satisfactory compliance to schedule as demonstrated in a quarterly progress/expense report supported by a detailed invoice demonstrating the staff and hours charged to the project, any consultant hours, signage materials, etc. Local match must be spent in direct proportion to the grant. An amount equal to five percent (5%) of each invoice will be retained until final completion of the project and audit. In addition, final retention payment will be withheld until the project is complete and approved by Metro and all audit requirements including before and after photographs have been satisfied. All quarterly progress/expense reports will be due on the last day of the months of November, February, May and August.
- d. **Audits.** All grant program funding is subject to Metro audit. The findings of the audit are final.

X. GRANT AGREEMENT LAPSING POLICY

Grantee must demonstrate timely use of Funds by:

- a. Executing a Grant Agreement within sixty (60) days of receiving formal transmittal of the boilerplate;
- b. Meeting the Project milestones due dates as stated in the Scope of Work;
- c. Submitting the Quarterly Progress/Expenditure Reports within 60 days after the close of each quarter on the last day of the months November, February, May and August; and,
- d. Expending the Funds granted within 36 months from the date of the full Grant Agreement execution.

If the Grantee fails to meet any of the above conditions, the Project shall be considered lapsed and will be submitted to the Board for deobligation. Expenses that are not invoiced within 60 days after the lapsing date are not eligible for reimbursement.

In the event that the timely use of the Funds is not demonstrated, the Project will be reevaluated as part of its annual Wayfinding Signage Grant Program Deobligation process and the Funds may be deobligated by the Metro Board.

Administrative extensions may be granted under the following conditions:

1. Project delay due to an unforeseen and extraordinary circumstance beyond the control of grantee (legal challenge, act of god, etc.). Inadequate staffing shall not be considered as a basis for administrative extensions;
2. Project delay due to action that results in a change in project scope, or schedule that is mutually agreed upon by Metro and the grantee prior to the extension request; and
3. Project is contractually obligated, however, a time extension is needed to complete construction that is already underway.

Metro will extend the project only once, for a period of up to 20 months.

Appeals to any recommended deobligation will be heard by Metro's Technical Advisory Committee (TAC).

If Grantee does not complete an element of the Project, as described in the Scope of Work, due to all or a portion of the Funds lapsing, the remaining project funds may be subject to deobligation at Metro's sole discretion.

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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Station Wayfinding Signage Guidelines



TABLE OF CONTENTS

1.1 //	Introduction Metro is providing Station Wayfinding Guidelines for use by local jurisdictions, municipal and local transit operators, Caltrans and the Ports. The guidelines provide a system of uniform, consistent messaging in keeping with Metro's family of wayfinding signage. These basic guidelines are being provided to jurisdictions who are implementing station area signage and wayfinding systems to Metro stations.	
1.2 //	Station Wayfinding The sign drawings and specifications provide basic station wayfinding signage guidelines. The Implementation and ongoing maintenance of these signs will be the responsibility of the local jurisdiction. Metro is not responsible for producing or providing station wayfinding shop drawings, attachment design/engineering, sign installation or maintenance.	
1.3 //	Contact Information Any text and symbol lock-ups that deviate from these examples should be submitted to Metro for guidance. Kim Bueno Production Manager Environmental Graphic Design Metro One Gateway Plaza Mail Stop 99-19-1 Los Angeles CA 90012-2952 213.922.7695 (phone) 213.922.2719 (fax) buenok@metro.net	
1.4 //	Copyright Information Copyright©2014 Los Angeles County Metropolitan Transportation Authority (Metrol). All rights reserved. Any copyright and other intellectual property rights (such as, design rights, trademarks, etc.) of any material provided or contained on this/ these page(s) remains the property of Metro.	

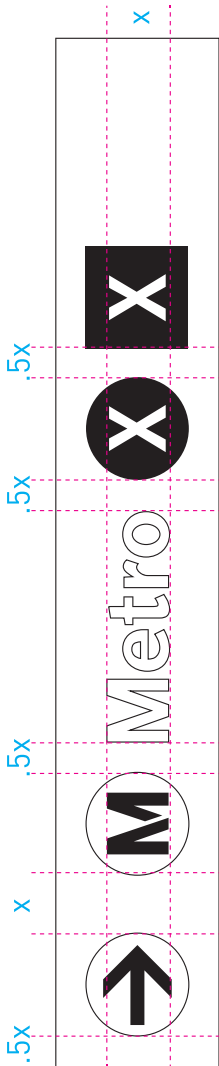
2.0 //	Station Wayfinding Guidelines
2.1 //	Metro Logo and Metro Lines
2.2 //	Metro Logo, Metro Lines and Station Name
2.3 //	Positioning on Sign
2.4 //	Sample Sign-Horizontal
2.5 //	Sample Sign-Vertical

METRO LOGO AND METRO LINES

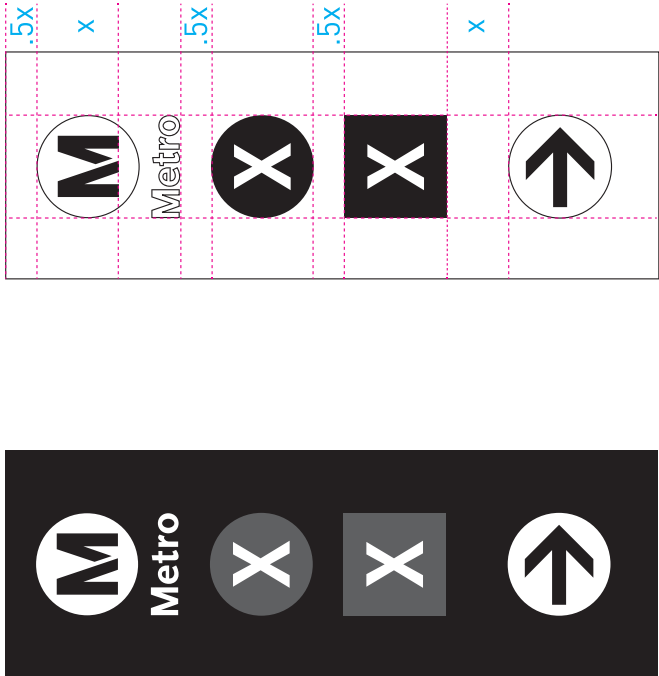
A full cap height must be used for spacing between the arrow and the Metro logo. Spacing between the Metro Circle M, logotype Metro, and service symbols is 1/2 X, X is based on the height of the upper case letter “x”.

Please note the Metro logo is a unique design and cannot be accurately reproduced with any existing typeface. It may not be hand drawn, scanned or modified in any way. It is important that the symbols are consistent in size and shape throughout the customer environments.

Horizontal Sample



Vertical Sample



METRO LOGO, METRO LINES AND STATION NAME

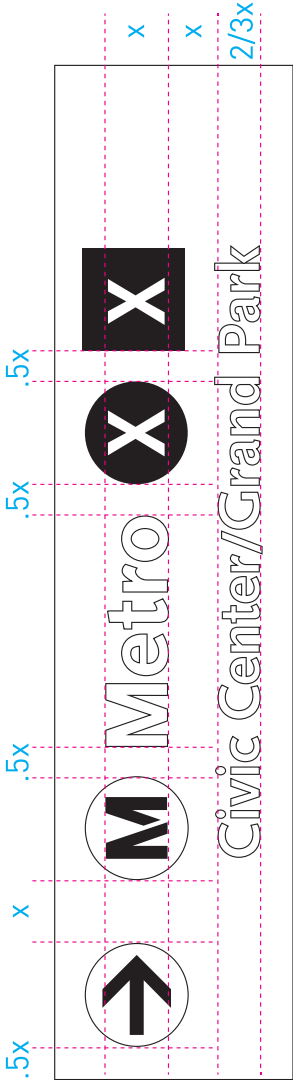
A full cap height must be used for spacing between the arrow and the Metro logo. Spacing between the Metro Circle M, logotype Metro, and service symbols is 1/2 X, X is based on the height of the upper case letter “x”.

For station names on horizontal sign, a full cap height must be used to separate lines from the Metro logo and service lines. Station names must be left aligned to the letter M of the Circle M and its cap height must be 2/3 X. On vertical sign, it is advised that type size for station names is 3/4 X, but size will vary depending on station names. ***

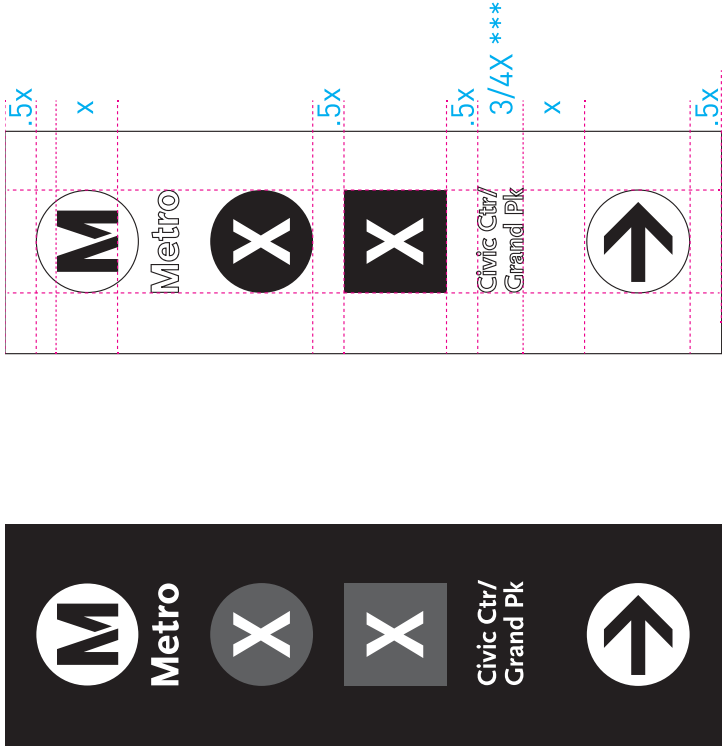
Please note the Metro logo is a unique design and cannot be accurately reproduced with any existing typeface. It may not be hand drawn, scanned or modified in any way. It is important that the symbols are consistent in size and shape throughout all customer environments.

Note: “Metro” is the proper term to be used when referring to our agency.

Horizontal Sample



Vertical Sample



Type size for station names will vary

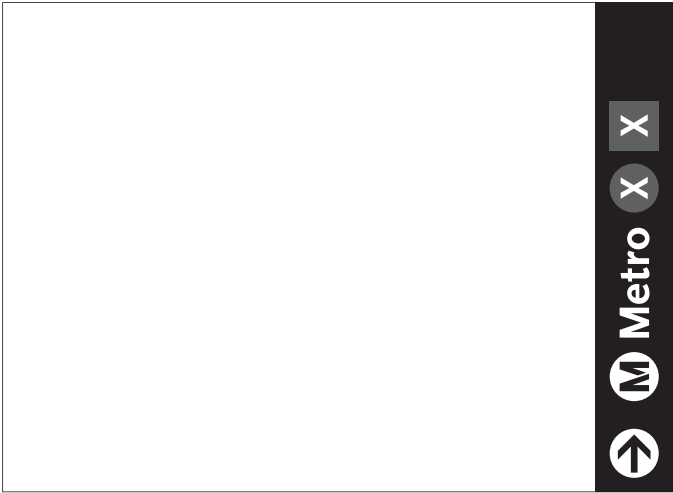
POSITIONING ON SIGN

The Metro logo and name shall be placed either on top or bottom of the sign as shown here.

Position Sample



Top of Sign



Bottom of Sign

SAMPLE SIGN-HORIZONTAL

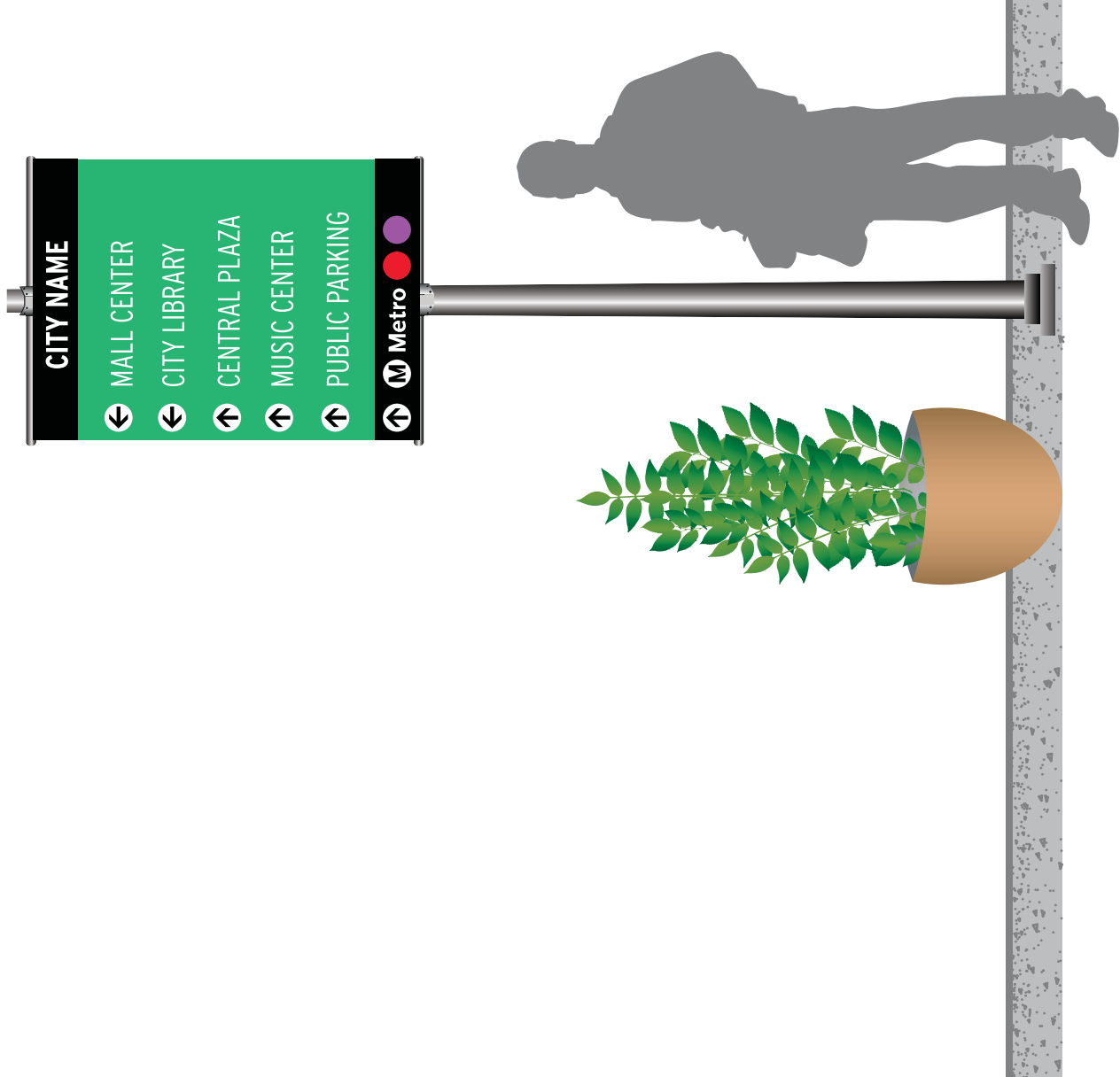
Digital files of approved versions of the Metro logo, BRT/Rail color lines specifications, other pictograms and station names logotypes may be obtained by contacting our Metro Environmental Graphic Design Production Manager:

Kim Bueno
Production Manager
Environmental Graphic Design

Metro
One Gateway Plaza
Mail Stop 99-19-1
Los Angeles CA 90012-2952

213.922.7695 (phone)
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buenok@metro.net

Sample_Horizontal Sign



SAMPLE SIGN -VERTICAL

Digital files of approved versions of the Metro logo, BRT/Rail color lines specifications, other pictograms and station names logotypes may be obtained by contacting our Metro Environmental Graphic Design Production Manager:

Kim Bueno
Production Manager
Environmental Graphic Design

Metro
One Gateway Plaza
Mail Stop 99-19-1
Los Angeles CA 90012-2952

213.922.7695 (phone)
213.922.2719 (fax)
buenok@metro.net

Sample_Vertical Sign

