

**Board Report**

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**File #:** 2015-0365, **File Type:** Program**Agenda Number:** 18.

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**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](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

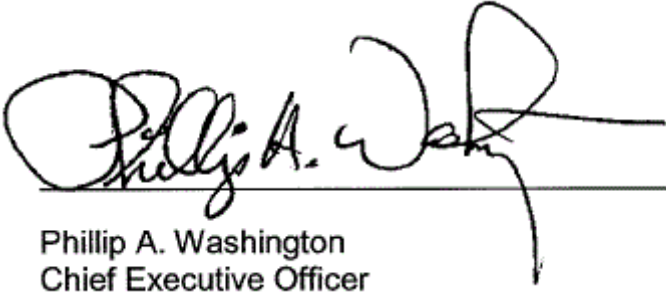
Attachment C - Station Wayfinding Signage Guidelines

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