



**Metro**

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Metropolitan Transportation Authority

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**PLANNING AND PROGRAMING COMMITTEE  
JUNE 18, 2014**

**SUBJECT: STATION WAYFINDING AND FIRST/LAST MILE SIGNAGE**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION**

Receive and file this report on Station Wayfinding and First/Last Mile Signage in response to the April 2014 Board motion (Attachment A).

**ISSUE**

With the adoption of the First/Last Mile Strategic Plan in April 2014, the Board directed the Chief Executive Officer (CEO) to: (1) solicit the services of a professional environmental graphic design consultant to inventory and assess signage at Metro Rail stations; (2) include two full-time employees (FTEs) in the FY 15 budget to implement and coordinate signage design reviews; (3) ensure a signage replacement program is developed and budgeted annually as part of the deferred maintenance projects; (4) include necessary funding in the FY 15 budget to develop wayfinding guidelines that can be applied as part of the First/Last Mile Plan implementation; and (5) require staff to prioritize projects in upcoming Calls for Projects for First/Last Mile improvements in appropriate modes. Staff was directed to report to the Board in June 2014 and quarterly thereafter with key milestones. This report provides the Board directed June status report.

**DISCUSSION**

Metro's First/Last Mile Strategic Plan seeks to coordinate with local jurisdictions infrastructure investments around Metro transit stations in order to extend the reach of transit and improve the transit user's experience beyond Metro-owned property. Following is the requested status report for each of the five points identified in the Board adopted motion.

### 1. Professional Environmental Design Team Solicitation:

Signage on the Metro Blue Line which opened in 1990, is over 20 years old. Much of the existing signage is out-of-date, duplicative, inadequate or illegible. A solicitation for professional environmental graphic design services has been issued and a contract will be awarded in early FY 15. This effort will include the inventory and assessment of signage at each of the 22 stations, including an analysis of site conditions and needs, identification of areas of duplication, illegibility, and ADA compliance issues. The consultant will develop the necessary detailed design, construction drawings, attachment details and specification packages to holistically address the unique layouts and requirements of each station along the Metro Blue Line.

### 2. Staffing

Per Board direction, the adopted FY 15 budget includes two new Transportation Planning Manager V FTE positions to address signage review on existing lines as well as those coming on line.

### 3. Signage Replacement Program

Funding will be requested annually beginning in FY 16, for station signage assessments and replacement costs.

### 4. Funding for First/Last Mile Strategic Plan Metro Wayfinding Signage Guidelines

During FY 15, staff will develop Metro station wayfinding signage Guidelines for use by local jurisdictions. The Guidelines will serve as a resource for local agencies in establishing wayfinding signage for the First and Last mile connection to Metro facilities. Upon completion, the Guidelines will be posted on metro.net and a letter will be sent notifying cities of their availability. Additionally, Metro's Countywide Planning and Development Department, in partnership with Communications, is launching a Countywide Interactive Help Station Pilot Program. This program will develop interactive Help stations, both in Metro stations and in appropriate locations within the public realm that provide real time transit information, as well as localized information on goods and services near stations.

### 5. Call for Projects Prioritization

In April 2014, the Board approved the initiation of the 2015 Call for Projects. A working group composed of representatives from Metro's Technical Advisory Committee (TAC) and its Subcommittees has been formed to review the Call for Projects application package and overall Call process, and to suggest revisions and modifications as appropriate. In developing the 2015 Call for Projects, staff will incorporate into the evaluation criteria First/Last Mile improvements to enhance access to the regional

transit system including both bus and rail, in the appropriate modes. The application package will be presented to the Board for approval in October 2014.

**NEXT STEPS**

Staff will continue to work on the efforts identified and will report quarterly as directed by the Board.

**ATTACHMENT**

A. April Board Motion

Prepared by:

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*Martha Welborne*

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Martha Welborne, FAIA  
Chief Planning Officer

*Arthur T. Leahy*

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Arthur T. Leahy  
Chief Executive Officer

**Motion by Directors Ridley-Thomas, O'Connor and Knabe**

April 24, 2014

**Way finding Signage at Stations and within the First and Last Mile  
Amendment to Item 7**

The First/Last Mile Strategic Plan represents a significant, collaborative and compelling vision for systematically addressing the challenge of getting transit users to and from our system to the final destination in a safe, efficient and easy manner.

In the First/Last Mile Strategic Plan, the six most significant transit access barriers are identified. They include the proclivity of long blocks throughout the region, the challenges of crossing freeways, poor street and sidewalk maintenance, safety and security concerns, the need for more thoughtful right of way allocation and design, and lastly, the lack of simple and straightforward way-finding signage. While all of these barriers are significant, the most immediate opportunity is to improve our signage and way-finding strategies, both at and around our stations.

Metro currently operates 100 stations, and each station has its own unique cacophony of signage. Many of the signs, especially on our oldest lines, are illegible, outdated and oftentimes, unnecessary. A uniform signage plan both at and around the station is fundamental to enhancing the safety and usability of our system.

Many large transit agencies include a signage replacement program as a routine line item in their budget. For example, since 2003, New York City has regularly budgeted \$4-5 million in their capital program for ongoing signage replacements. Metro should also consider signage a key element of a deferred maintenance program, and as the agency invests in the state of good repair at stations, updates should simultaneously be made to the station's signage as deemed appropriate.

The effort to update signage at the stations should begin with the 20 stations on our oldest line, the Blue Line, especially given the recent initiation of projects to address deferred maintenance issues at these stations. Efforts should then be made to assess and implement signage replacements for all other lines (going from oldest to newest). This effort to holistically address the state of good repair will be a multi-year effort and will require additional ongoing resources for design review and implementation.

In addition, if we really want to create a user-friendly system, we should also have consistent way-finding signage within the first/last mile radius of all our stations. This approach has proven to be extremely beneficial. For example, "Legible London" is a city-wide way-finding strategy that couples clear pylon signage with simple navigational maps. In an analysis measuring the efficacy of the system, 83% of users acknowledged that the way finding system helped them navigate the city, and the number of pedestrians getting lost on a journey fell by 65%.

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

This relatively modest but consistent investment in quality signage will have a meaningful impact on improving the usability of our system.

**WE, THEREFORE, MOVE that the Board direct the Chief Executive Officer to:**

- Solicit the services of a professional environmental graphic design team to inventory and access Metro stations, beginning with those on the Blue Line in FY 2015, and develop construction drawings in order to facilitate consistent and clear signage at all of our stations;
- Include two additional Full time Equivalents (FTE) beginning in the FY 2015 budget that are tasked with implementing and coordinating signage design review on new lines, through deferred maintenance projects and around the stations, to ensure consistency throughout the entire transit system;
- Ensure that a signage replacement program is developed and budgeted as part of future deferred maintenance projects, beginning with the Blue Line, and that sufficient funding is included annually beginning in FY2016, to ensure adequate resources for station signage assessment and replacement costs;
- Include in the FY 2015 budget the necessary funding to develop way finding signage guidelines that can be applied as part of the implementation of the First/Last Mile Strategic Plan;
- Require that staff prioritize projects that target First/Last Mile improvements during upcoming Call for Projects in appropriate modes; and that all relevant future projects funded with Call for Project grants incorporate Metro-adopted way finding signage guidelines; and
- Report back to the Board in June 2014 as part of the budget deliberations process; and quarterly thereafter with key milestones.