

MOTION
By Director LaBonge

OPERATIONS COMMITTEE
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Many visitors and residents in the Los Angeles area are not familiar with the myriad of rail transportation options available to them. Los Angeles County is home to the Metro Red Line subway, Metro Green, Blue and Gold Line light rail lines. Additionally, the Metrolink commuter train, which is operated by the Southern California Regional Rail Authority (SCRRA), is a premier regional rail system, linking communities to employment and activity centers.

Good signage is essential when people are in an unfamiliar place as well as to heighten awareness for people familiar with an area. Well-planned identifying graphics can complement the urban environment and architectural elements of the surrounding roadway system. In 1997, Gulf Industries, Inc. conducted a store traffic surveys of established, independent retail and service sites across the United States. The surveys were conducted after installation of a new on-premise sign. Of the customers who participated, 54% stated they became aware of the businesses when they saw the sign. This shows the importance of signage in educating, directing and publicizing services to people.

It is important that Metro continually look at ways to highlight the rail services options.

I THEREFORE MOVE that staff report to the Operations Committee on the feasibility of developing a program that would identify the locations on railroad bridges and tunnels that are used by Metro and Metrolink trains with the appropriate aesthetically pleasing logos to heighten motorists' awareness of the various transportation options available in the region, which they fund through transportation tax revenues.