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New Bike Signs Will Tell Riders Where They Can Park It

By JIMMY STROUP

(May 8, 2008) Two new bike signs will appear at Metro stations in June to direct riders where to store and park their bikes.



These newly redesigned decals will help direct bicycle riders to the spaces provided for storing and locking away bikes. The new signs are seen here with Dave Sotero's British-made six-speed Brompton folding bike. Photo by Jimmy Stroup.

The new bike parking signs are carefully designed by Metro's Design Studio in conjunction with Metro Art, Marketing and the Westside Area Team to match the theme of the agency's other signage.

"We're reinvigorating the previous bike signs that didn't have as much cohesion as we'd like," said Yvonne Price, senior marketing and communications officer. Price is steering the redesign to fruition.

"The beauty of this, and the reason it was so important to get everyone involved, is that it will

integrate with our existing signs. The look and the feel will be the same," Price said.

The new signage is easy to read with a graphic illustration of a bike next to a lock. The signs also feature a contact telephone number and the [metro.net/bike](#) link to all things bi-pedal.

Another new feature for cyclists is a specially designed map, available on metro.net, which shows the locations of bike lockers and bike racks at Metro Rail stations. A glance at the map reveals that most stations have lockers or racks – a lot of which are new, too.

Universality is the goal

"These are very universal and reader friendly signs," Price said. "We're even working with the [Los Angeles County] Bicycle Coalition, which is helping us evaluate what would work and what could be improved."

Though hundreds of these new signs will be soon printed and applied throughout the system, it's only part of a larger project to completely revamp signs and directions that have to do with bikes.

"We've developed an overall package – a total way-finding package – that matches the current sign themes and includes everything from signs to painted information on the ground to the website," Price said. "We'll implement the minimal and then grow the signs as funding allows. We'll put up the most useful first then add."

The Gold Line’s Sierra Madre Villa Station will serve as the test bed for the new package as it gets introduced. But ever-ready, the new bicycle signage project has anticipated that each station is different.

“The nice part about creating a full package – even if we don’t end up using every part at every station – is that it will allow us to use different elements where they would be most useful,” she said. “The Sierra Madre Villa Station isn’t going to get the same treatment as the Canoga Station, for example.”

New decals should assist in directing riders where they can park it within a month. As funding becomes available, more elements of the bicycle package will start to appear on the system.