

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.

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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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