

Los Angeles County Metropolitan
Transportation Authority

Wayfinding Signage Grant Pilot
Program Guidelines

05/20/2015

I. INTRODUCTION AND PURPOSE

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. The Pilot Program provides \$500,000 over a two year period, beginning in Fiscal Year (FY) 2015-16 to assist agencies in designing and implementing of Wayfinding signage systems that guide people to and from transit stations on non-Metro properties.

Wayfinding signage projects should have a meaningful impact on improving the usability of the transportation system throughout Los Angeles County. This program will provide grant funds to cities, County of Los Angeles, Ports of Los Angeles and Long Beach, municipal and local transit operators, and Caltrans (agencies) 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 developed and previously transmitted the Station Wayfinding Signage Guidelines to agencies in December 2014. They are available for viewing at http://www.metro.net/projects/call_projects under the Guidelines and Manuals section, to assist agencies who wish to develop signage and wayfinding improvements. These guidelines are a first step in providing a system of uniform, consistent station wayfinding signs throughout Los Angeles County that will serve as the basis for signage funded through this program.

This pilot program is for eligible agencies wishing to install wayfinding signage to and from Metro fixed guideway stations. Signage on Metro property and within the stations themselves is not eligible.

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.

II. PROGRAM GOALS

The primary goals of the pilot program are to:

- Provide guidance for designing and implementing wayfinding signage and uniform, consistent messaging to and from Metro fixed guideway stations
- Improve the usability of the Metro system throughout Los Angeles County by increasing visibility and awareness of transit stations
- Provide helpful navigation and paths of travel to and from Metro fixed guideway stations
- Increase ridership and improve the visibility of the transit system

III. ELIGIBLE APPLICANTS

Cities, County of Los Angeles, Ports of Los Angeles and Long Beach, municipal and local transit operators, and Caltrans.

IV. ELIGIBLE ACTIVITIES

To be eligible for funds, the project must improve and implement wayfinding signage, including updates and/or replacements of signage within one-mile of a 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 to and from existing Metro fixed guideway stations and stations that will be opened by the end of FY 2016-17.

V. AVAILABLE FUNDING

\$250,000 each in FY 2015-16 and FY 2016-17. All funds will be awarded in FY 2015-16.

VI. ELIGIBLE COSTS

- a. Applicants will develop and submit a budget as part of the application. Funds awarded will not exceed the budget submitted and may be less if the key objectives can be achieved at lower costs. Any cost overruns shall be the responsibility of the Grantee.
- b. Both third party consulting costs and internal staff costs for staff directly providing services with respect to the project will be eligible for funding. Such eligible costs shall not include overtime costs.
- c. Administrative costs (e.g., overhead and project management) are limited to a maximum of ten percent (10%) of the total project budget.
- d. Wayfinding signage that is part of a larger project will require grantee to fund a proportionate share of the project cost. Metro will be responsible for funding up to fifty percent (50%) of the total cost of the wayfinding signage consisting of directional signage to and from Metro fixed guideway stations. Metro reserves the right to downscope or partially fund a project funding request as long as the project remains feasible.

VII. NON-ELIGIBLE COSTS

- a. Costs such as right-of-way acquisition, equipment, furniture, vehicles, office leases or space cost allocations, food or similar costs.
- b. Staff overtime costs, mileage reimbursements, and use of pool cars.

- c. On-going maintenance and replacement costs of signage.
- d. Signage solely for Americans with Disabilities Act (ADA) compliance is ineligible as a stand-alone project.
- e. Signage to or from Metro Parking Facilities.

VIII. 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)
 - The need and purpose of the project in terms of significance to the local community and larger region including importance for the transit network and ridership;
 - Detailed description of why the project is needed and what improvements based on the First/Last Mile Strategic Plan guidelines will be made to help guide people to and from Metro fixed guideway stations
- b. Integration with other First/Last Mile Strategies (maximum 30 points)
 - Extent the project promotes increased visibility, awareness, and ease of access to and from transit stations
 - Promotes use of transit
 - Provides helpful navigation to potential and existing Metro riders
- c. Project Readiness and Cost Effectiveness (maximum 35 points)
 - Extent the agency has existing implementation plans for wayfinding signage that are compliant with local, state, federal laws, guidelines and/or standards, as well as wind load considerations
 - Extent the project has identified signage location(s) or consolidation of new/existing signs
 - Extent the project will use existing posts/poles for installing sign(s)
 - Extent the project has garnered input from local communities on wayfinding signage implementation
- d. Local Match (maximum 5 points)
 - A minimum five percent (5%) Local Match is required and the match may be monetary/hard or in-kind materials or services directly required for completing the project.
 - Hard Local Match (5 points)
 - In-Kind Match (0 points)

IX. GENERAL AND ADMINISTRATIVE CONDITIONS

- a. **Grant Agreement.** Each awarded grantee must execute a Grant Agreement with Metro. The Agreement will include the statement of work, including planning objectives to be achieved, the financial plan reflecting grant amount and any local match, if applicable, as well as a schedule and deliverables. The schedule must demonstrate that the project will be completed within 36 months from the date of the full Grant Agreement execution (both parties). Before and after photographic documentation will be required.
- b. **Duration of Grant Projects.** Schedule must demonstrate that the project can be completed, including related actions by the governing body (if any), within 36 months from the date of the full Grant Agreement execution.
- c. **Funding Disbursements.** Funding will be disbursed on a quarterly basis subject to satisfactory compliance to schedule as demonstrated in a quarterly progress/expense report supported by a detailed invoice demonstrating the staff and hours charged to the project, any consultant hours, signage materials, etc. Local match must be spent in direct proportion to the grant. An amount equal to five percent (5%) of each invoice will be retained until final completion of the project and audit. In addition, final retention payment will be withheld until the project is complete and approved by Metro and all audit requirements including before and after photographs have been satisfied. All quarterly progress/expense reports will be due on the last day of the months of November, February, May and August.
- d. **Audits.** All grant program funding is subject to Metro audit. The findings of the audit are final.

X. GRANT AGREEMENT LAPSING POLICY

Grantee must demonstrate timely use of Funds by:

- a. Executing a Grant Agreement within sixty (60) days of receiving formal transmittal of the boilerplate;
- b. Meeting the Project milestones due dates as stated in the Scope of Work;
- c. Submitting the Quarterly Progress/Expenditure Reports within 60 days after the close of each quarter on the last day of the months November, February, May and August; and,
- d. Expending the Funds granted within 36 months from the date of the full Grant Agreement execution.

If the Grantee fails to meet any of the above conditions, the Project shall be considered lapsed and will be submitted to the Board for deobligation. Expenses that are not invoiced within 60 days after the lapsing date are not eligible for reimbursement.

In the event that the timely use of the Funds is not demonstrated, the Project will be reevaluated as part of its annual Wayfinding Signage Grant Program Deobligation process and the Funds may be deobligated by the Metro Board.

Administrative extensions may be granted under the following conditions:

1. Project delay due to an unforeseen and extraordinary circumstance beyond the control of grantee (legal challenge, act of god, etc.). Inadequate staffing shall not be considered as a basis for administrative extensions;
2. Project delay due to action that results in a change in project scope, or schedule that is mutually agreed upon by Metro and the grantee prior to the extension request; and
3. Project is contractually obligated, however, a time extension is needed to complete construction that is already underway.

Metro will extend the project only once, for a period of up to 20 months.

Appeals to any recommended deobligation will be heard by Metro's Technical Advisory Committee (TAC).

If Grantee does not complete an element of the Project, as described in the Scope of Work, due to all or a portion of the Funds lapsing, the remaining project funds may be subject to deobligation at Metro's sole discretion.