

LOSSAN Rail Corridor Integrated Wayfinding Signage Upgrade
2019 State Rail Assistance Call for Project Concepts

Project Title: LOSSAN Rail Corridor Integrated Wayfinding Signage Upgrade

Lead Agency: Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency, in coordination with Metrolink and North County Transit District

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Project Description: The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Integrated Wayfinding Signage Upgrade will improve static passenger information and wayfinding signage at the 41 passenger rail stations along the 351-mile LOSSAN rail corridor between San Diego, Los Angeles and San Luis Obispo. This project will provide an updated, integrated set of wayfinding signage that will facilitate regional rail and transit connectivity, and address outdated and unclear directions. Creating a set of clear, consistent wayfinding signage will enhance the customer experience for existing and prospective passengers, including the anticipated influx of national and international visitors who will travel to southern California to attend the 2028 Olympic Games.

The LOSSAN Corridorwide Station Information Assessment, completed in 2012, notes that the varying mix of rail operators at the 41 stations along the LOSSAN rail corridor can be confusing to new passengers, particularly when there is inadequate station information and wayfinding signage. The report states, “Extra attention should be spent when considering signage improvements at joint stations to ensure that all rail services have coordinated signage to truly improve the passenger experience.” Of the 27 stations served by the Pacific Surfliner, 19 are shared with another passenger rail operator (Metrolink or COASTER), and 26 of the 27 provide connections to local transit services.

The condition and effectiveness of wayfinding signage currently varies significantly at each of the 41 stations along the LOSSAN rail corridor. In many cases, signage at joint stations served by more than one passenger rail operator is not consistent, unclear, outdated, faded or even duplicated. This results in passenger confusion and creates an additional barrier to entry for prospective intercity rail passengers.

Creating a clear, consistent set of wayfinding signage will improve accessibility to passenger rail services at stations along the LOSSAN rail corridor, as well as connecting transit services. This will encourage increased ridership by allowing a more seamless passenger journey, particularly for first-time customers. The project also supports several goals outlined in the 2018 California State Rail Plan, including improved integration between passenger rail and transit services at shared stations, and better collaboration

between service delivery agencies. In addition, this project will complement the larger statewide vision articulated in the 2018 California State Rail Plan for coordinated trip planning and ticketing. If successful, this program could serve as a pilot project that could be replicated at passenger rail stations on California’s other two intercity passenger rail corridors.

Specific issues to be addressed by this project include replacing signs with conflicting, unclear or unnecessarily complex information; inconsistent colors and font sizes; and outdated branding specific to one of the three operating railroads. New signage would feature a simple, cohesive look and scheme for all three railroads, in a format that is easily readable and clear to customers, including those with language barriers. Some of the signage to be replaced dates back to the inception of the Metrolink 25 years ago.

The range of upgrade options includes:

- Limited Scope - Critical Signage Upgrades at Shared Stations: Static signage upgrades would be made at the 19 shared (Metrolink-Amtrak-COASTER) stations to address the most critical issues. The advantages of this approach are speed of implementation and cost effectiveness – replacing signs that are most likely to cause confusion to new customers.
- Full Scope - Signage and Wayfinding Upgrade at All Stations on LOSSAN Rail Corridor: Upgrade of static signage and related directional wayfinding upgrades at all 41 stations along the LOSSAN corridor for a consistent look and feel.

Project Cost: The total project cost is scalable and will depend on the level of improvement desired, as indicated by the “Limited Scope” and “Full Scope” scenarios described above. The estimates below are based on an overall project cost including management and scoping to determine the exact number of signs to be replaced or modified. For purposes of this proposal, an estimated quantity is provided under each scenario. Metrolink has an existing on-call job order contract (JOC) for signage with fixed rates for sign fabrication and installation, which could be used as part of this joint project.

Limited Scope Scenario

Under this scenario, it is estimated that a total of 284 signs would need to be fabricated and installed, with additional field construction for any mounting structures and removal of existing signs.

Cost Element	Amount
Scoping and Design	\$20,000
Sign Fabrication & Field Installation	\$200,000
Staff Management & Engineering Support	\$80,000
Contingency (15%)	\$45,000
TOTAL	\$345,000

Full Scope Scenario

Under this scenario, it is estimated that a total of 410 signs would need to be fabricated and installed, with additional field construction for any mounting structures and removal of existing signs.

Cost Element	Amount
Scoping and Design	\$75,000
Sign Fabrication & Field Installation	\$280,000
Special Construction	\$110,000
Staff Management & Support	\$160,000
Contingency (15%)	\$93,750
TOTAL	\$718,750

Schedule: The anticipated project schedule reflects an 18 to 24 month timeline to complete the project, including initial scoping and design, through installation and project close-out.

Activity	Timeline From Award Date
Scoping, Stakeholder Engagement, SOW Development	6 months
MOU Finalization between Metrolink, LOSSAN and NCTD Coaster	9 months
Design, Procure & Fabricate Signs – Limited Scope Scenario	15 months
Field Installation/Construction and Closeout – Limited Scope Scenario	18 months
Or	
Design, Procure & Fabricate Signs – Full Scope Scenario	15 months
Field Installation/Construction and Closeout – Full Scope Scenario	24 months

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Faded Signage



Old Town Station



Oxnard Station



Carlsbad Poinsettia Station



Downtown Burbank Station



San Clemente Pier Station



Solana Beach Station



Burbank Bob Hope Airport Station



Santa Fe Station