

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda Date: 7/20/09

Reviewed by: BP

**Subject:** Letter of support for the Wayfinding project proposal being submitted by the Western Contra Costa Transportation Advisory Committee (WCCTAC) for a Safe Routes to Transit (SR2T) grant request

**Report By:** Aleida Andrino-Chavez, Transportation Planner

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**STAFF RECOMMENDATION**

That Council support WCCTAC's grant application to the SR2T Cycle III for the development of a uniform wayfinding signage system that include points of interest in the City of Albany and neighboring communities in Contra Costa County.

**BACKGROUND AND DISCUSSION**

Recently, WCCTAC invited the City of Albany to become a partner in the SR2T Cycle III grant application WCCTAC is planning on submitting. The application is to develop wayfinding signage plans for West Contra Costa transit centers, major transit routes, major trails, and points of interest for pedestrians and bicyclists. Given the continuity of several key features between West County and Albany, e.g. BART stations, Ohlone Greenway, AC Transit 72R, the Bay Trail, etc., WCCTAC staff is proposing to include the City of Albany as a partner in this study.

The objectives of the Wayfinding signs are to capture latent transit demand, improve the public realm, and complement and leverage off of other efforts to increase transit ridership.

The preliminary scope of the study is:

1. research best practices for Wayfinding
2. research ongoing, related efforts (e.g. local bike and pedestrian plans, countywide bike and pedestrian plans, MTC's Transit Connectivity)
3. design Wayfinding signs (note: preliminary thinking is to develop a standard for the signs with room to include individual city logos. One idea is to use the recently developed signs by the City of Oakland, since they are compliant with the Manual on Uniform Traffic Control Devices.
4. develop prioritization criteria for installing signs in the study area
5. identify candidate routes and destinations for signage in the study area

6. develop phasing plan for sign installation, if necessary

WCCTAC is proposing to develop the plan now and apply for the capital funds to install the signs under Cycle IV of the SR2T program, or if cost savings could be achieved during the plan development, use the savings for the installation of the signs later.

WCCTAC is planning on requesting the maximum amount of \$200,000 for plans and programs. This amount is the maximum an agency can request from the SR2T program if it submits an application in coordination with other agencies. There is no local match requirement.

Attached there is a letter of support stating the City of Albany is participating in the proposed Wayfinding Study.

### **FINANCIAL IMPACT**

There is no financial impact in becoming a partner in this grant application with WCCTAC for the development of the Wayfinding study. The application is not in competition with the Buchanan Bicycle and Pedestrian grant request that the City of Albany is submitting for the same funding agency because the Wayfinding application is under the programs and plans category and the Buchanan Path is under the Capital category.

Once the study is conducted, the City of Albany might want to become a partner with WCCTAC for the project implementation, which is slated to be included in Cycle IV of the SR2T grant program.