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APPLICATION COVER SHEET

Project Name:	MacArthur BART Wayfinding Improvement Project	
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Project Sponsor:	San Francisco Bay Area Rapid Transit District	
	·	
Application Date:	March 23, 2018	
	,	
Complete appl	ication packages are due by 5 p.m. Friday, March 23, 2018.	
Email applications to Andrea Gomez, <u>agomez@alamedactc.org</u>		
Late or incomplete applications will not be accepted		

Late or incomplete applications will not be accepted.

Hard copies will not be accepted.

Application Checklist:

Check the appropriate boxes to indicate the items that are being submitted and list any additional attachments as needed. Clearly label your attachments according to the numbering provided below. All attachments must be easily readable when reproduced in black and white.

To check a box below, double click the box and mark the "Default Value" as "Checked."

- X **Lifeline Application:** Provided Word file (required)
- X Attachment 1: Map of Project Area / Route (required)

Note: For transit operations projects, Attachment 1 is to also include route schedule/timetable and the route map is to indicate the route stops.

- X Attachments 2-4: Additional Project Information (Forms are in provided Excel file)
 - X Attachment 2: Project Schedule (required)
 - X Attachment 3a: Project Costs (required)
 - X Attachment 3b: Project Funding (required)
 - N/A **Attachment 4: Transit Operations** (required for transit and program operations)

List any additional attachments, such as pages from planning documents, letters of support, detailed budget, etc. that are being submitted with the application:

- X Attachment 5: Letter of Support from the City of Oakland
- X Attachment 6: Letter of Support from the Paratransit Advisory and Planning Committee (PAPCO)
- X Attachment 7: State & Federal Compliance

Resolutions of Local Support:

Due to MTC's programming schedule, the required Resolutions of Local Support are due to Alameda CTC by May 25, 2018, the day after the Alameda CTC is scheduled to approve a final Cycle 5 program.

Applicant's anticipated Resolution of Local Support adoption date: May 10, 2018

Lifeline Transportation Program Cycle 5 Funding Application

1. GENERAL PROJECT INFORMATION

1. Project Sponsor and Contact:

Transit Agency (Eligible Direct Recipient):	San Francisco Bay Area Rapid Transit District (BART)
	Dames I an
Contact person:	Donna Lee
Title:	Principal Planner
Address:	300 Lakeside Drive, Floor 16, Oakland, CA 94612
Telephone number:	(510) 464-6282
E-mail address:	dlee@bart.gov
DUNS Number: 1	047409107

2. Partner Agencies/Sub-recipients:

Partner Agency/Sub-recipient 1	
Contact Person	
Title	
Address	
Telephone	
Email	
Partner Agency/Sub-recipient 2	
Contact Person	
Title	
Address	
Telephone	
Email	

3. Project Type:

Project Name:

a. Is project type:	b. If Operations:
[] Operations	[] New service/program
[X] Capital	[] Existing service/program
[] Both	

¹ Provide your organization's nine-digit Dun & Bradstreet (D&B) Data Universal Numbering System (DUNS) Number. To search for your agency's DUNS Number or to request a DUNS Number via the Web, visit the D&B website: http://fedgov.dnb.com/webform. To request a DUNS Number by phone, contact the D&B Government Customer Response Center at 1-866-705-5711.

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MacArthur BART Wayfinding Improvement Project

5. Brief Description of Project (50 words max.):

Project will provide wayfinding signage throughout the MacArthur BART Station. Install 100+ signs at Street, Concourse, and Platform levels. With an extra track and platform, this station has more than double the number of signs at most stations. Project will also include real-time displays and transit information at Concourse level. This funding request is for design and construction phases.

6. Budget Summary:

	Amount (\$)	% of Total Project Budget
Amount of Lifeline funding requested:	\$1,900,000	76%
Amount of local match proposed:	\$600,000	24%
Amount of all other funding:		
Total project budget:	\$2,500,000	100%

2. PROJECT ELIGIBILITY

Lifeline Eligibility

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Does the project result in improved mobility for low-income residents of the Bay Area?
[X] Yes. Continue. [] No. Stop. The project is not eligible to receive Lifeline funds.
Does the project address a transportation gap and/or barrier identified in one of the following planning documents? (Additional details to be provided in question #3)
[X] Yes. Continue. [] No. Stop. The project is not eligible to receive Lifeline funds.
Check all that apply:
[] Community-Based Transportation Plan (CBTP)
[] Other substantive local planning effort involving focused outreach to low-income populations
[] Countywide or regional welfare-to-work transportation plan
[X] Coordinated Public Transit-Human Services Transportation Plan
[] Other documented assessment of need within the designated communities of concern
(Please specify:)
[X] Findings from a CBTP and/or substantive local planning effort to another low-income area
(Please specify: Multilingual, wayfinding, directional, informational, and real-time departure (BART & bus) information at BART stations were identified as important transit amenities.
Is the service open to the general public or open to a segment of the general public defined by age, disability, or low income?
[X] Yes. Continue. [] No. Stop. The project is not eligible to receive Lifeline funds.
[] Community-Based Transportation Plan (CBTP) [] Other substantive local planning effort involving focused outreach to low-income populations [] Countywide or regional welfare-to-work transportation plan [X] Coordinated Public Transit-Human Services Transportation Plan [] Other documented assessment of need within the designated communities of concern (Please specify:

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Section 5307 Eligibility

Is the project designed to transport welfare recipients and eligible low income individuals to and from jobs and activities related to their employment, including transportation projects that facilitate the provision of public transportation services from urbanized areas and rural areas to suburban employment locations?

[] Yes. The project may be eligible to receive Section 5307 funds.

[X] No. The project is not eligible to receive Section 5307 funds, but may be eligible to receive STA funds.

For "transportation services" projects: Is the project a "development" or "maintenance" project, as defined by the Federal Transit Administration (FTA)? Check one.

If one of the boxes below is checked, the project may be eligible to receive Section 5307 funds.

[] Development project (New project that was not in service as of the date MAP-21 became effective October 1, 2012; includes projects that expand the service area or hours of operation for an existing service.)

[] Maintenance project (Projects and services that received funding under the former FTA Section

State Transit Assistance (STA) Eligibility

5316 JARC program.)

Is the project for improving existing public transportation services (including community transit services) and encouraging regional transportation coordination?

[X] Yes. The project may be eligible to receive STA funds.

[] No. The project is not eligible to receive STA funds.

3. CIVIL RIGHTS

1. **Civil Rights Policy:** The following question is not scored. If the response is satisfactory, the applicant is eligible for Lifeline funds; if the response is not satisfactory, the applicant is not eligible.

Describe the organization's policy regarding Civil Rights (based on Title VI of the Civil Rights Act) and for ensuring that benefits of the project are distributed equitably among low income and minority population groups in the project's service area. MTC requires compliance with applicable EEO requirements of Title VI.

The San Francisco Bay Area Rapid Transit District (District) as a federal grant recipient, must ensure that all its programs and activities comply with federal law known as Title VI of the Civil Rights Act of 1964 and its related regulations. Title VI requires, in part, that the District consider the impacts of its decisions on minority and low-income populations, including any decisions related to fare changes, major service changes, service standards, or service policies. The District intends to ensure that, while neutral in their face, its decisions do not have a disproportionately high and adverse effect on minority or low-income populations without substantial legitimate justification.

2. **Demographic Information:** The following question is for administrative purposes only and is not a factor in determining which projects are selected to receive an award. (Please see the information provided with the application material for instructions on how to locate this demographic information or visit http://factfinder2.census.gov)

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Does the proportion of minority people in the project's service area exceed 58 percent (i.e., the regional average minority population)?

Γ	X 1	Yes	Γ.	No
	4 A	1 00		110

4. PROJECT DESCRIPTION/NARRATIVE

Provide a detailed yet concise project/program description. For capital projects include complete project scope of work and location/limits. Include existing conditions and relevant project history. For transit operations include routes, service area, hours, and frequency. For program operations include provided services, location, hours.

The MacArthur BART Station was built over 45 years ago, and serves as a major transfer station to all BART lines. Wayfinding signage is outdated and insufficient for efficient navigation in and around the transit station. Project will remove and replace outdated signs with 100+ enhanced wayfinding signs at the street, concourse, and platform levels. New LED backlit signs will be installed at the concourse and platform levels, and real-time displays and transit information displays will be installed at the concourse level.

Provide a map as Attachment 1 to the application (capital project location, program location/target area, or transit route map). For Transit operations, route maps are to include route stops and a route schedule is to also be provided.

5. PROJECT EVALUATION

Using the provided text boxes, describe the project by providing all of the information requested in items 1-20. The application review panel will use this information to score each application. Scoring weights have been included in parenthesis where applicable.

MTC STANDARD EVALUATION CRITERIA:

Project Need/Goals and Objectives (30%)

1. Describe the unmet transportation need that the proposed project seeks to address and the relevant planning effort that documents the need. Describe how project activities will mitigate the transportation need. Capital or operations projects (sponsored by public transit operators or in partnership with non-profits or cities) that support and segment but are not traditional fixed route projects may be given extra points under this criteria. Describe the specific community this project will serve, and provide pertinent demographic data.

Current signage at MacArthur station are over 45 years old. They are outdated and do not provide sufficient navigation guidance for movement in and around the station. The signs may be unlit due to poor maintenance and some have faded due to aging. New LED backlit signage will provide clear and understandable information to all transit patrons with use of standard pictograms or icons to reduce wording. This will enable non-English speaking patrons to better navigate the station. Transit information displays will also be added to provide station maps, transit stop maps, and transit routes maps with points of interest, and schedules and fares to help patrons with trip planning. Together with new real-time displays with departure information for transit operations at MacArthur station, patrons would be able to better plan and make bus and train transfers. MacArthur station currently carries roughly 9,400 patrons per average weekday, of which 30% are low-income.

2. a. What are the project's goals and objectives?

1) Provide consistent and understandable signage information to better direct BART and bus riders including, a) improved station identification at platforms; b) improved route information to end-

MacArthur BART Wayfinding Improvement Project

destinations, transfer platforms, exits, elevators, escalators, and stairs; c) real-time departure times; d) direction to other available transit options. 2) Provide timely and accurate departure information. 3) Provide transit information consistent with MTC Regional Transit Wayfinding Guidelines and Standards.

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b. Quantify the project goals by providing a baseline and post-implementation estimate of the number of service units that will be provided (e.g., one-way trips, vehicle loans, bus shelters, persons trained) and an estimate of the number of low-income persons that will be served by this project per day, per quarter and/or per year (as applicable).

Install 100+ signs at Street, Concourse, and Platform levels. With an extra track and platform, this station has more than double the number of signs at most stations. Project will also include real-time displays and transit information at Concourse level. BART Station Profile Surveys estimate 30%, or 1,700, of weekday entries at the MacArthur Station are of low socio-economic income, which is slightly higher than the average 26% of overall BART riders that are of the same disadvantaged economic status. In addition, MacArthur Station has one of highest demands for bicycle facilities of all the BART stations, a factor that could support low-vehicle ownership and high dependency on transit.

c. Describe how the project's goals and objectives are consistent with the goals of the Lifeline program?

For residents who don't own a car and must rely primarily on public transit for transportation, real-time departure and updated wayfinding information will make it easier for riders to navigate through the BART system. Riders will benefit by enabling them to determine whether to continue their trip via BART or bus. Real time arrival information will benefit disabled riders, riders with young children, and riders who don't own a car and must rely on public transit to go to work, doctor appointments, day care centers, grocery shopping and other errands. Enhanced wayfinding signage will better direct BART and bus riders to elevators, escalators, stairs, and to the most appropriate exits for their destination. Real-time displays can help riders meet trains before departure, aid in transfers between systems, and assist riders in determining whether they take the train or bus, by providing timely departure information. Information kiosks and transit information displays with secondary language at Station Plaza and Concourse areas will provide transit, vicinity, and regional information to transit users. Maps and information will inform transit users of available transit options, as well as points of interest, local landmarks, and cultural and civic facilities. Backlit signs will improve visibility and patron safety.

Community-Identified Priority (10%)

3. How does the project address a transportation gap and/or barrier identified in a completed community-based transportation plan (CBTP) and/or other substantive local planning effort involving inclusive engagement to low-income populations? Indicate the name of the completed plan(s) and the page number where the relevant gap and/or barrier is identified. Indicate the priority given to the project in the plan. (For more information about CBTPs, visit http://www.mtc.ca.gov/planning/shapshot/.)

Having real-time arrival information at the BART stations will benefit riders by enabling them to determine whether to continue their trip via BART or bus. Real-time information allows riders to determine whether they will be able to meet their train without having to rush, which can be a safety issue, and can be particularly challenging for riders who have physical disabilities, limited mobility, young children, or are transporting heavy or bulky items. Real-time arrival Information is specifically mentioned in the South and West Berkeley CBTP on Section VI, pages 18-19. Real-Time Arrival Information received a low-medium ranking. Requests for increased availability of real-time information is also identified in the 2018 Coordinated Public Transit-Human Services Transportation Plan.

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4. How does the project address a transportation gap and/or barrier identified in a countywide or regional welfare-to-work transportation plan, the Bay Area's 2017 Coordinated Public Transit-Human Services Transportation Plan (Coordinated Plan), and/or other documented assessment of needs within designated communities of concern? Please indicate the name of the plan(s) and the page number where the relevant need is identified. The Coordinated Plan is found online at: http://www.mtc.ca.gov/planning/pths/.

February 2018 Coordinated Public Transit-Human Services Transportation Plan, Page 44, lists "increased availability of real-time information..." as a part of the top five solution themes to improve public transit. Real-time information and language barriers were also listed as important issues in the comments section on pages 82 and 96 of the 2018 Coordinated Public Transit-Human Services Transportation Plan.

5. If the low-income community in which the project is located (project area) does not have a completed CBTP and/or other substantive local planning effort involving inclusive outreach to low-income populations, please include justification for applying the findings from a CBTP and/or other substantive local planning effort to the project area.

CBTPs for Central and East Oakland, Hayward, and South and West Berkeley identified multilingual transit information and real-time arrival information at transit stations as important amenities. Environmental Justice Access to BART Study and outreach sessions revealed language was a barrier to using BART. A need for bilingual wayfinding, directional, informational, and real-time arrival signage was encouraged.

Implementation Plan and Project Management Capacity (10%)

a. For operating projects: Provide an operational plan for delivering service. A detailed schedule and budget are to be provided as Attachments 2 and 3 to the application. (Use provided Excel file).

b. *For capital projects:* Provide an implementation plan for completing a capital project, including key milestones and estimated completion date. A detailed schedule and budget are to be provided as Attachments 2 and 3 to the application. (Use provided Excel file).

See Attachments 2 and 3a and 3b.

7. Describe any proposed use of innovative approaches that will be employed for this project and their potential impact on project success.

N/A

8. Is the project ready to be implemented? What, if any, major issues need to be resolved prior to implementation? When are these issues anticipated to be resolved?

Design is currently underway with sufficient funds to complete design for construction. Aside from the requested funds for construction, there are no anticipated issues that need resolution prior to construction.

9. Describe and provide evidence of your organization's ability to provide and manage the proposed project. Identify previous experience in providing and coordinating transportation or related services for low-income persons. Describe key personnel assigned to this project, and their qualifications.

The Office of the District Architect (ODA) is responsible for BART's wayfinding improvements and has undertaken three major wayfinding improvement projects at 31 of BART's 45 Stations. Phase 1 and Phase 2 are complete, with Phase 3 to be completed in Fall 2018. ODA is managed by District Architect,

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Tian Feng. ODA Project Managers and Architects, Isaac Lim, Joe Lipkos, and Scott Smith have managed and coordinated the design and construction efforts for these three successful projects.

10. Indicate whether your organization has been or is a current recipient of state or federal transportation funding. If so, provide the project's Federal TIP ID number. If your organization has previously received Lifeline funding, please indicate project name and grant cycle and briefly describe project progress/outcomes including the most recent service utilization rate.

The Wayfinding Program falls under BART's Station Modernization Program, Federal TIP ID #CC-130048. The Wayfinding Program has received State Prop 1B PTMISEA funds, as well. Lifeline Cycle 3 Recipient: \$3.5M for Wayfinding Signage and Real-Time Display at 8 stations in Alameda County (\$2.0M for 4 BART stations in Contra Costa or SF counties), and \$52,000 for Bike Lockers at Lake Merritt Station; Lifeline Cycle 4 Recipient: \$2.1M for Wayfinding and Real-Time Departure Information at 19th Street BART Station (\$1M for 16th & 24th stations).

Wayfinding Phase 3 Program is 90% complete at 10 stations, including Lake Merritt, San Leandro, Bay Fair, Hayward, South Hayward, West Oakland, Coliseum, 19th Street, 16th Street/Mission (SF), 24th Street/Mission (SF). Construction on the Wayfinding Phase 2 Program for improvements at 16 BART stations, including Pittsburg/Bay Point is complete. Construction on wayfinding improvements at the Downtown Berkeley Station is 65% complete.

Coordination and Program Outreach (5%)

- 11. Describe how the project will be coordinated with the community, public and/or private transportation providers, social service agencies, and private non-profit organizations serving low-income populations.

 During the design and development of Transit Information Display Maps, stakeholder meetings will be held at 35% design review and 65% design review. Wayfinding improvements will include transit information displays, which consist of transit route maps, transit stop maps, and transit schedule/fares documents. These documents will inform transit users of available transit options, as well as points of interest, local landmarks, and cultural and civic facilities. Maps and artwork will be presented to stakeholders, which include all applicable transit agencies serving the station and city representatives. Stakeholder input is gathered and maps are revised, as needed or as appropriate.
- 12. Identify project stakeholders and describe how project sponsor will continue to involve and inform key stakeholders throughout the project. Describe plans to market the project, and ways to promote public awareness of the program.

Key stakeholders include all applicable transit agencies serving the station, city representatives, and the public/transit riders. Maps and artwork will be presented to these stakeholder and feedback will be compiled. Maps and other documents will be revised, as needed, or as appropriate. Project stakeholders will be provided contact information of project staff for comments that may arise outside of the stakeholder meetings. Staff will update project stakeholders of revisions and updates in the design.

13. Describe how project has full community support and indicate whether it has obtained agency governing body approval.

The Project has community support and has secured Letters of Support from the City of Oakland and PAPCO. Improved wayfinding signage and real-time displays are a priority of BART and its Board. Descriptions and needs for updating wayfinding signage and real-time displays are captured in BART's Short-Range Transit Plan (SRTP) and Capital Improvement Plan (CIP-July 2017, pg. 2-19).

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Cost Effectiveness and Performance Indicators (10%)

14. a. Demonstrate how the proposed project is the most appropriate way in which to address the identified transportation need and is a cost-effective approach.

This project addresses the need for clear, consistent, and visible wayfinding information for transit users at MacArthur station. There are four aspects to the wayfinding improvements. First, directional signage at concourse and platform levels will be replaced with new LED backlit signs to better direct users to entrances, trains, exits, or elevators. Second, there will be many, new, larger, and brighter station identification signs at the platform to better inform riders. Third, the project will install new display cases to provide patrons with necessary information for transit use. These cases will display a map of the station, a map with transit (bus or shuttle) stops at the station, a vicinity map with bus routes and places of interest, and fares and schedule. Lastly, together with the real-time information displays located near these transit display cases, patrons will be informed of the departure time of their bus or train. As previously noted, these improvements have been implemented at over 30 BART stations successfully in three construction phases.

b. Identify performance measures to track the effectiveness of the project in meeting the identified goals. At a minimum, performance measures for service-related projects would include: documentation of new "units" of service provided with the funding (e.g. number of trips, service hours, workshops held, car loans provided, etc.), cost per unit of service (e.g. cost per trip), and a quantitative summary of service delivery procedures employed for the project. For capital-related projects, milestones and reports on the status of project delivery should be identified.

Outcome/Goal/ Milestone	Performance Measure
Commence Detailed Design (PS&E)	04/30/2018
Complete Detailed Design (Final PS&E)	10/30/2018
Advertise Construction/Procurement	01/30/2019
(Ready to List)	
Begin Construction/Procurement (Award	04/30/2019
Contract)	
Accept Contract	09/30/2020
Project Closeout – Submit Final Invoice	01/30/2021

c. Describe a plan for ongoing monitoring and evaluation of the service, and steps to ensure that original goals are achieved.

Sign installation and construction is monitored by BART Resident Engineer and Field Inspectors to confirm contractor compliance with the Contract Documents.

Project Budget/Sustainability (10%)

- 15. a. The provided Excel file contains worksheets for Attachments 2-4 of the application. For Attachments 3a and 3b, provide a detailed line-item budget describing each cost item including start-up, administration, operating and capital expenses, and evaluation in the format provided. If the project is a multi-year project, detailed budget information must be provided for all years (two years maximum). Please show all sources of revenue, including anticipated fare box revenue.
 - b. In the budget attachment, clearly specify the source of the required matching funds. The local match needs to meet the minimum amount required for the fund source you are applying for (or have indicated you are eligible for in Section B above. Include letter(s) of commitment from all agencies

MacArthur BART Wayfinding Improvement Project

contributing towards the match as additional attachments to the application. If the project is multiyear, please provide letters of commitment for all years.

- c. If the project includes indirect expenses, the applicant must have a federally approved indirect cost rate.
- 16. For operations projects, describe efforts to identify potential funding sources for sustaining the service beyond the grant period.

N/A

ADDITIONAL ALAMEDA CTC EVALUATION CRITERIA:

Project Demand (10%)

17. Describe the anticipated demand, such as number of people served, for this project/program from existing or potential low-income community members. Include letters of support as additional attachments to the application.

MacArthur BART Station has a higher than average weekday-ridership percentage of low-income riders compared to the average BART station. Roughly 30%, or 1,700, of daily riders from the local community are low-income. Roughly 2,700, or 28%, of all daily riders, who enter this station are low-income. Letters of Support from the City of Oakland and the Paratransit Advisory and Planning Committee (PAPCO) are attached.

Project Readiness (10%)

18. Priority will be given to projects which are: fully funded if application is approved; projects which have considered and resolved any foreseeable implementation issues; projects that have agency governing body approval; and/or projects that are fully supported by the local community in which the project will be implemented.

Complete project readiness checklist below:

- X Project is fully funded, if Lifeline application approved (as indicated in item 15 and detailed in Attachments 3a and 3b);
- X Project has no foreseeable implementation issues (as indicated in item 8);
- X Project has agency governing body approval (as indicated in item 13); and
- X Project is fully supported by the local community (as indicated in item 13).

Local Matching Funds (above minimum required) (5%)

19. Describe how the minimum 20% matching fund requirement (50% for Section 5307 operations and automobile-related projects) will be met and if additional funds above the minimum match have been secured. Will this project be fully funded if this request for Lifeline funding is approved? What outside funding sources have been secured prior to submitting this application and which are still pending/potential? When is the secured match funding available and what is the duration of the match?

BART currently has sufficient and secured BART funds to meet the minimum 20% matching fund requirement for this wayfinding improvement project at MacArthur station. The project will be fully funded if this request for Lifeline funding is approved. The matching funds are secured for the life of the project.

Additional Information

20. Provide any additional information which has not been included elsewhere in this document to support your application: If additional attachments are to be submitted with the application that have not been mentioned elsewhere, please mention here.

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BART will be able to complete a full project if full-requested Lifeline funding is awarded. If only partial-requested Lifeline funding is awarded, BART will be able to scale the project and eliminate or defer some project elements.

21. STATE AND FEDERAL COMPLIANCE

By signing the application, the signatory affirms that: 1) the statements contained in the application are true and complete to the best of their knowledge; and 2) the applicant is prepared to comply with any and all laws, statutes, ordinances, rules, regulations or requirements of the federal, state, or local government, and any agency thereof, which are related to or in any manner affect the performance of the proposed project, including, but not limited to, Transportation Development Act (TDA) statutes and regulations, 49 U.S.C. Section 5307, FTA Circular C 9030.1E, the most current FTA Master Agreement, and the most current Certifications and Assurances for FTA Assistance Programs.

For further information, see the Lifeline Transportation Program Cycle 5 Guidelines (MTC Resolution No. 4309), available at

https://mtc.ca.gov/sites/default/files/Lifeline_Transportation_Program_Cycle_5_Guidelines.pdf

See Attachment 7	
Signature	Date
Name and Title	