

## Work Plan A.18 Customer Access and Signage Support

### Scope:

#### Customer Access and Signage Support

The following summarizes Fehr & Peers and Studio L'Image's approach to supporting BART's Customer Access & Accessibility Department including staff support for customer access, developing construction ready station access signage and wayfinding plans, and general signage report such as finalizing standards for parking signage and developing traffic control signage plans.

The specific tasks and deliverables will be determined at a later date, in coordination with BART staff. Below are the range of tasks and deliverables that may be completed within this task order.

#### Task 0 – Project Management (Fehr & Peers)

Fehr & Peers will keep the Project team informed over the course of the Project as to the status of our efforts. This task order will be performed on a time and materials basis, and Fehr & Peers will submit invoices on a monthly basis for services rendered. In addition, Fehr & Peers will meet with BART staff and stakeholders as needed to support the Customer Access & Accessibility Department staff and projects. For purposes of this scope of work, Fehr & Peers will attend up to 10 in-person meetings at BART's discretion.

Deliverable:

- Up to 10 in-person meetings with BART staff and/or stakeholders

#### Task 1 – Staff Support for Customer Access (Fehr & Peers)

Fehr & Peers will provide staff to assist the Customer Access & Accessibility Department staff and projects. Specific projects, tasks, and deliverables will be determined on an as-needed basis and can include but are not limited to:

- Providing staff support in managing bus areas, curb zones, and signage program;
- Completing plan review;
- Coordinating with bus/shuttle operators, internal BART staff and contractors;
- Completing site visits and data collection;
- Data analysis;
- Developing and managing databases;
- Developing and updating passenger facing information;
- Developing temporary signage plans;
- Developing signage and map graphics;
- Contract reviews;
- Installing temporary signage; and

- Providing additional staff support as needed where expertise is needed, and budget allows.

The staff person will work up to 20 hours per week to assist with various Customer Access efforts and be available to work from BART headquarters once a week.

### **Task 2 – Develop Draft and Construction Ready Permanent Station Access Signage and Wayfinding Plans for Select Stations (Studio L'Image)**

- Primary focus on areas from BART roll-up gates to property lines.
- Stations are likely (but not guaranteed) to include: Richmond, Walnut Creek, South Hayward, Daly City, San Bruno, Lafayette, Dublin/Pleasanton, and/or San Leandro.
- Deliverables to include the following:
  1. Circulation plans for all access modes
  2. Existing conditions plan showing existing signage types, locations, mounting; and all available poles that can be used for signage mounting.
  3. Demolition plan showing signage and poles that need to be removed.
  4. Installation plan showing signage locations, types, poles, and bracket types, and any appropriate drawing details needed for installation.
  5. Messaging, and draft and final print-ready graphics for site site-specific signage.
  6. Construction ready plans.
- Estimate 70 hours per station; 560 hours if eight stations are included.

### **Task 3 – Finalize Standards for Parking Signage and Other Sign Types As Needed (Studio L'Image)**

- Develop draft and final signage designs for remaining sign types.
- Provide print-ready graphics for all sign types in Adobe Illustrator and PDF formats.
- Estimated 84 hours.

### **Task 4 – Provide Other Signage and Mapping Related Support As Needed (Studio L'Image)**

- Development of signage or display case graphics not included above.
- Development of temporary signage wayfinding plans.
- Review of signage plans developed by others (such as for transit-oriented developments (TOD) or construction projects.
- Review and recommend revisions to BFS sections related to signage.
- Support for elevator signage improvements.

- Coordinate sign specifications and standards with regional standards currently under development, to the extent directed by BART.
- Estimated 56 hours.

### **Task 5 – Develop Traffic Control Signage Plans (Fehr & Peers)**

Fehr & Peers will coordinate with the Customer Access & Accessibility Department to develop a variety of documents and deliverables that improve safety and access at specific BART station locations. Tasks may include but are not limited to:

- Developing construction ready traffic control plans
- Developing signage plans
- Creating an inventory of existing signs that determines that quality of sign and if it needs replacement
- Creating a demolition plan of signs and supporting infrastructure that needs to be removed or replaced
- Creating an installation plan of new signs and supporting infrastructure
- Developing a circulation plan for all access modes at specific BART stations

The level of effort may vary by station and type of deliverable; therefore, Fehr & Peers will develop a detailed scope, schedule, and budget, following discussions with BART staff.

### **Schedule**

The overall project schedule is expected to be approximately 18 months. For the work described in Task 1, the assigned staff person would assist BART for 12 to 18 months, as directed. For the work described in Task 2, a station signage plan would be developed and submitted every two months.

#### **Prime: Fehr & Peers**

<b>Subconsultant</b>	<b>Amount</b>	<b>DBE (Y/N)</b>	<b>SBE (Y/N)</b>
Studio L'Image	\$ 114,718	Y	Y

**Total Work Plan Value: \$ 517,940**