

**Metro**Los Angeles County
Metropolitan Transportation AuthorityOne Gateway Plaza
Los Angeles, CA 90012-2952213.922.2000 Tel
metro.net**EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
JULY 15, 2010****SUBJECT: RAIL STATION NAMING****ACTION: RECEIVE AND FILE****RECOMMENDATION**

Receive and file the following report regarding Metro station naming.

ISSUE

Requests have been made to explore renaming of a number of existing rail stations. In addition, The Superlative Group, Inc. has been contracted to evaluate the revenue potential of Metro facility naming rights as part of the agency's Public Private Partnership program.

DISCUSSION

The Board unanimously approved a Property Naming Policy in August 2003 (Attachment A). The goal of the adopted policy was to consolidate and improve predecessor agency policies and to ensure that properties are named in a timely, cost-effective manner for the maximum benefit and convenience of our customers.

Current names of all stations are shown in the attached map (Attachment B).

Staff has received a request to rename the following stations:

"Imperial/Wilmington/Rosa Parks" to "Rosa Parks" or to "Willowbrook"
"103rd Street" to "Watts Towers"
"Vermont/I-105" to "Athens"
"Hawthorne/I-105" to "Lennox"

Per Board policy requests to rename properties may be approved by a vote of two – thirds of the Board and all costs associated with changing the name (signage,

communications material revisions, associated labor) will be paid for by the requestor unless otherwise determined by the Board.

As part of the private-public partnership scope of work the Superlative Group, Inc is evaluating the revenue potential of selling facility naming rights. They are in the process of conducting a valuation of station locations. Findings will be presented as they are made available. Selling naming rights is a revenue generating opportunity that has been explored by transit systems across the country with varied success.

The current station naming policy states that “no business, product or personal names shall be used unless that name is part of a street name or well-known destination; or part of a corporate sponsorship or cooperative advertising revenue contract.” This policy would require revisions to incorporate methodology for consideration of selling naming rights and staff will bring forward recommended modifications once more information regarding potential revenue and operational impacts is better known.

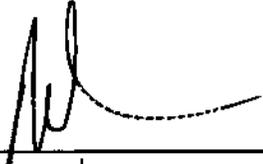
NEXT STEPS

Staff will gather additional input and identify costs regarding proposed station name change and determine the valuation of selling naming rights over the next 120 days. Staff will return to the Board for final consideration.

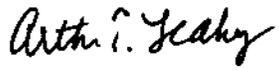
ATTACHMENT

Attachment A: Board Policy on Property Naming (adopted August 2003)
Attachment B: Go Metro Map (current station names)

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Matt Raymond
Chief Communications Officer



Arthur T. Leahy
Chief Executive Officer

Summary of Policy

The purpose of the Property Naming Policy is to make certain that the names attached to properties are meaningful to customers attempting to navigate the transit system. The policy rationalizes disparate property naming policies into a single, coherent one, and supersedes them.

The following principles will guide the naming of all property:

- Names will reflect the property's location, relative to the entire transit system. They must be distinct and not duplicated elsewhere in the system.
- They will provide specific information about the property's location relative to the surrounding street system.
- Where appropriate, property names will acknowledge the communities and neighborhoods that the system's stations and stops serve.
- Names will be short, easily recognizable and fit within the technical parameters for signage and mapping.

The policy offers guidance to Board members, staff and stakeholders in naming property. First, transit facilities, which include rail stations, bus rapidway stations, transit centers, bus stops, and other properties frequented by the public must use names that refer to a nearby street or freeway, a well-known destination or landmark, a community or district name, or a city name—if only one property is located within that city.

If space permits, and there is a clear customer benefit, a combination of a street name and well-known destination may be used. Business, product or personal names are prohibited, unless the

name is part of a street name or well-known destination, or part of a corporate sponsorship or cooperative advertising revenue contract.

Second, property names should be kept simple. A single name is preferable to multiple names. A maximum of two distinct names separated by a slash is permissible. The length of the name should be minimized to ensure readability by the visually disabled and general public. Twenty-four characters or less are preferred. And unnecessary words—such as words that are inherently understood—should be avoided, if possible.

Third, properties may have a Board-adopted official name and a shorter, more commonly known operational name. The Board-adopted official name will be used for Board documents, contracts, and legal notices, while the operational name will be used for maps and other printed operational materials, and station and stop announcements, as well as other operational uses, such as vehicle head signs and fare media.

Fourth, the process for naming properties must follow a specific procedure. Properties names will be initially identified during the planning process and should primarily reflect geographic location. When the project advances to the preliminary engineering phase, staff will initiate a formal naming process. They will solicit suggestions from cities, communities, and other stakeholders. A focus group of transit system users and non-users will review the suggestions to help identify recognizable names. Staff will submit its findings to the appropriate Board committee, and then to the full Board, for the final adoption of property names. The adopted official property names will be included in final engineering bid documents and other

agency materials. The Board may change the names with a two-thirds vote. All the costs associated with the name change must be borne by the persons requesting the change, unless the Board decides otherwise.

Finally, the Board continued its practice of honoring deceased persons by dedicating sites to them through a Board motion. The policy states that the honor should be reserved for those who, according to the Board, have demonstrated unique and extraordinary service to public transportation in Los Angeles County.

Historical Perspective

Each of the predecessor agencies had adopted naming policies. In June 1989 the Southern California Rapid Transit District Board adopted names for the first five stations of the Metro Red Line. During the planning phase of the project, Metro Red Line stations were named after adjacent streets. Later, during the construction stage, four of the first five stations were named for well-known station area destinations—Union Station, Civic Center, Pershing Square, and Westlake/MacArthur Park. Since there was no major landmark nearby, the fifth station was named 7th Street/Metro Center, after an adjacent street and a new transit facility.

The Los Angeles County Transportation Commission (LACTC) developed a naming policy for the Blue Line Stations. According to the LACTC policy, stations could have two names separated by a slash. The first, which was the operational name, identified the adjacent street, while the second could refer to a community point of interest. The policy also encouraged suggestions for station names from communities, cities and public groups before the Commission adopted the names.

Rail Station Naming

In June 1993 the Board adopted the LACTC's naming policy, which was used for the names of the Green Line, and remaining Red Line stations. Four years later, in March 1997, the Board approved a separate policy to honor individuals who made significant contributions to transportation in Los Angeles County by naming properties after them.

Recently, the Board decided to review its policy for opportunities to improve the property naming process. Shortly thereafter, the Board adopted its new policy.

Last Board Action

August 28, 2003 – Property Naming

The Board approved a consolidated and enhanced policy for the naming of all properties that will supersede several existing policies, and ensure that properties are named in a timely, cost-effective manner for the maximum benefit and convenience of our customers.

Attachment

Property Naming Policy

ATTACHMENT A

PROPERTY NAMING POLICY

Purpose

Through implementation of this policy, MTA seeks to establish guidelines regarding the naming of MTA properties frequented by the public that will provide clear transit information to our customers – both frequent patrons as well as visitors and infrequent users. In addition, the policy is intended to ensure timely, cost-effective and rider-friendly property naming efforts.

Properties will be named with the maximum benefit and convenience of the transit system user in mind. Naming will provide customers with travel information in a simple, straightforward and unified way in order to assist patrons in successfully navigating the transit system and correspondingly the region. Property names will reflect the following principles:

- **Transit system context** – Names will provide information as to where a property is located within the context of the entire transit system; property names will be clearly distinguishable with no duplication.
- **Property area context** – Names will provide specific information as to the location of the property within the context of the surrounding street system, so that users can find their way around after their arrival and to support system access via automobile drop-off and parking.
- **Neighborhood identity** – Where appropriate, property naming will acknowledge that system stations and stops serve as entry points to the region's communities and neighborhoods.
- **Simplicity** – Names will be brief enough for quick recognition and retention by a passenger in a moving vehicle, and to fit within signage and mapping technical parameters.

Policy Points

1. Property naming will identify transit facilities so as to provide immediate recognition and identification for daily riders as well as periodic users and visitors. Transit facilities include rail stations, bus rapidway stations, transit centers, bus stops and other properties frequented by the public. Property names will be identified based on the following:
 - Adjacent or nearby street or freeway
 - Well-known destination or landmark
 - Community or district name
 - City name – if only one MTA property is located within a city

If space permits, property names can be a combination of street system location and well-known destination, particularly when the street system name may not be recognizable to transit riders and visitors. No business, product or personal names shall be used unless

that name is part of a street name or well-known destination; or as part of a corporate sponsorship or cooperative advertising revenue contract.

2. The following criteria will ensure simple, succinct property names that are easily understood and retained by transit riders:
 - Minimize the use of multiple names for a property. A single name identifiable by the general public is preferred, with a maximum of two distinct names separated by one slash. For example, Westlake/ MacArthur Park Station.
 - Minimize the length of property names to ensure comprehension and retention by system riders. The property name shall have a preferred maximum of 24 characters in order to ensure general public and ADA readability, and fit within MTA's signage system.
 - Minimize the inclusion of unneeded words in property names such as ones that are inherently understood, or added when verbally stating the property's name. Avoid inclusion of unnecessary words that may describe the property's location, but are not part of that location's commonly known name.

3. In consideration of the various applications where the property name will be used and displayed, properties may have a Board-adopted official name as well as a shorter operational name. The official property name would be used for Board documents, contracts and legal documents and notices. The operational name would be used for station/stop announcements by vehicle operators, and on printed materials due to readability and size constraints. In addition, the property name may be further abbreviated for other operational uses such as vehicle headsigns and fare media.

4. The property naming process will include the following steps:
 - A. Initial property names will be identified during the project planning process primarily based on geographic location.
 - B. When a project is approved by the Board to proceed into the preliminary engineering phase, a formal naming process will be initiated.
 - C. Staff will solicit input from cities, communities and other stakeholders on preferred property names based on the Board-adopted naming criteria.
 - D. The resulting property names will be reviewed by a focus group comprised of both transit system users and non-users for general public recognizability.
 - E. Staff will return to the appropriate Board committee and then to the full Board for adoption of the final set of official property names.
 - F. The adopted official property names will then be included in any final engineering bid documents and other agency materials.
 - G. Requests to rename properties after Board action and the release of project construction documents may be considered by the Board. Property name changes must be approved by a vote of two-thirds of the Board members. All

costs associated with changing a property name, including any signage revisions and market research to determine if the proposed name is recognizable by the general public, will be paid for by the requestor unless otherwise determined by the Board.

5. If the Board wishes to bestow a special honor to a deceased individual, it may choose to dedicate a site to him/her. The act of dedicating an MTA property to an individual should be rare and reserved as a means to honor those who, in the view of the Board, have demonstrated a unique and extraordinary degree of service to public transportation in Los Angeles County. Such dedications shall be viewed as secondary information with regard to signage and other identification issues. Properties/facilities frequented by the public may not be renamed for individuals.

Such dedications are made in the form of a motion presented by a Board Member to the appropriate committee of the Board for review and approval, and then forwarded to the full Board for final approval. With Board action, individuals will be honored with plaques where space is available.

ATTACHMENT B

CURRENT METRO BUS AND RAIL STATION NAMES REVISED 01/28/09

BLUE LINE

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
7th Street/Metro Center/Julian Dixon	7th Street/Metro Center	7th/Metro, 7M
Pico/Chick Hearn	Pico	Pico, PO
Grand	Grand	Grand, GR
San Pedro	San Pedro	San Pedro, SP
Washington	Washington	Washington, WA
Vernon	Vernon	Vernon, VN
Slauson	Slauson	Slauson, SL
Florence	Florence	Florence, FL
Firestone	Firestone	Firestone, FS
103rd Street/Kenneth Hahn	103rd Street	103rd, 103
Imperial/Wilmington/Rosa Parks	Imperial/Wilmington	Imperial, Imp/Wilm, IW
Compton	Compton	Compton, CO
Artesia	Artesia	Artesia, AR
Del Amo	Del Amo	Del Amo, DA
Wardlow	Wardlow	Wardlow, WA
Willow	Willow	Willow, WL
Pacific Coast Highway	Pacific Coast Hwy	PCH, PC
Anaheim	Anaheim	Anaheim, AN
5th Street	5th Street	5th, 5T
1st Street	1st Street	1st, 1T
Transit Mall	Transit Mall	Transit Mall, TM
Pacific	Pacific	Pacific, PA

EXPO (future stations in *italics*)

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
7th Street/Metro Center/Julian Dixon	7th St/Metro Center	7th/Metro, 7M
Pico/Chick Hearn	Pico	Pico, PO
<i>23rd Street</i>	<i>23rd Street</i>	<i>23rd, 23</i>
<i>Jefferson/USC</i>	<i>Jefferson/USC</i>	<i>Jeff/SC, JF</i>
<i>Exposition Park/USC</i>	<i>Expo Park/USC</i>	<i>Expo/SC, EX</i>
<i>Vermont</i>	<i>Expo/Vermont</i>	<i>Expo/Ver, XV</i>
<i>Western</i>	<i>Expo/Western</i>	<i>Expo/Western, XW</i>
<i>Crenshaw</i>	<i>Expo/Crenshaw</i>	<i>Expo/Crenshaw, XC</i>
<i>La Brea</i>	<i>Expo/La Brea</i>	<i>Expo/La Brea, XB</i>
<i>La Cienega</i>	<i>La Cienega/Jefferson</i>	<i>La Cienega/Jeff, LF</i>
	<i>Venice/Robertson</i>	<i>Venice/Rob, VR</i>

GOLD LINE (future stations in italics)

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
Atlantic	Atlantic	Atlantic, AT
East LA Civic Center	East LA Civic Center	East LA, EL
Maravilla	Maravilla	Maravilla, MV
Indiana	Indiana	Indiana, IA
Soto	Soto	Soto, SO
Mariachi Plaza	Mariachi Plaza	Mariachi, MP
Pico/Aliso	Pico/Aliso	Pico/Aliso, PA
Little Tokyo/Arts District	Little Tokyo/Arts Dist	Little Tokyo, LT
Union Station/Gateway Transit Center	Union Station	Union, UN
Chinatown	Chinatown	Chinatown, CH
Lincoln Heights/Cypress Park	Lincoln/Cypress	Lincoln/Cypress, LC
Heritage Square/The Arroyo	Heritage Square	Heritage Sq., HS
Southwest Museum	Southwest Museum	SW Museum, MU
Historic Highland Park	Highland Park	Highland Pk., Highland, HP
Mission*	Mission	Mission, MI
Fillmore	Fillmore	Fillmore, FI
Del Mar	Del Mar	Del Mar, DM
Memorial Park**	Memorial Park	Memorial, ME
Lake	Lake	Lake, LA
Allen***	Allen	Allen, AL
Sierra Madre Villa****	Sierra Madre Villa	Sierra Madre, SMV, SM
<i>Arcadia</i>	<i>Arcadia</i>	<i>Arcadia, AR</i>
<i>Monrovia</i>	<i>Monrovia</i>	<i>Monrovia, MR</i>
<i>Duarte</i>	<i>Duarte</i>	<i>Duarte, DT</i>
<i>Irwindale</i>	<i>Irwindale</i>	<i>Irwindale, IR</i>
<i>Azusa</i>	<i>Azusa</i>	<i>Azusa, AZ</i>
<i>Citrus College</i>	<i>Citrus College</i>	<i>Citrus, CC</i>
<i>Glendora</i>	<i>Glendora</i>	<i>Glendora, GL</i>
<i>San Dimas</i>	<i>San Dimas</i>	<i>San Dimas, SD</i>
<i>La Verne</i>	<i>La Verne</i>	<i>La Verne, LV</i>
<i>Pomona</i>	<i>Pomona</i>	<i>Pomona, PM</i>
<i>Claremont</i>	<i>Claremont</i>	<i>Claremont, CL</i>
<i>Montclair</i>	<i>Montclair</i>	<i>Montclair, MN</i>

* Changed by board in 2003 to Official Name: City of South Pasadena
Operational Name: South Pasadena
NEVER IMPLEMENTED

** Changed by board in 2003 to Official Name: Old Pasadena/Civic Center
Operational Name: Old Pasadena/Civic Center
NEVER IMPLEMENTED

*** Changed by board in 2003 to Official Name: Allen/College
Operational Name: Allen/College
NEVER IMPLEMENTED

**** Changed by board in 2003 to Official Name: East Pasadena
Operational Name: East Pasadena
NEVER IMPLEMENTED

GREEN LINE

OFFICIAL NAME

Marine/Redondo
 Douglas/Rosecrans
 El Segundo/Nash
 Mariposa/Nash
 Aviation/I-105
 Hawthorne/I-105
 Crenshaw/I-105
 Vermont/I-105
 Harbor Freeway/I-105
 Avalon/I-105
 Imperial/Wilmington/Rosa Parks
 Long Beach/I-105
 Lakewood/I-105
 I-605/I-105

OPERATIONAL NAME

Redondo Beach
Douglas
El Segundo
Mariposa
Aviation/LAX
Hawthorne
Crenshaw
Vermont
Harbor Freeway
Avalon
Imperial/Wilmington
Long Beach
Lakewood
Norwalk

ABBREVIATED NAMES

Redondo, RB
 Douglas, DG
 El Segundo, ES
 Mariposa, MP
 Aviation, AL
 Hawthorne, HT
 Crenshaw, CR
 Vermont, VE
 Harbor, HA
 Avalon, AN
 Imperial, Imp/Wilm, WI
 Long Beach, LB
 Lakewood, LK
 Norwalk, NO

ORANGE LINE (future stations in *italics*)

OFFICIAL NAME

North Hollywood
 Laurel Canyon
 Valley College
 Woodman
 Van Nuys
 Sepulveda
 Woodley
 Balboa
 Reseda
 Tampa
 Pierce College
 De Soto
 Canoga
 Warner Center
Sherman Way
Roscoe
Nordhoff
Chatsworth

OPERATIONAL NAME

North Hollywood
Laurel Canyon
Valley College
Woodman
Van Nuys
Sepulveda
Woodley
Balboa
Reseda
Tampa
Pierce College
De Soto
Canoga
Warner Center
Sherman Way
Roscoe
Nordhoff
Chatsworth

ABBREVIATED NAMES

Nor Hwd, NH
 Laurel, LC
 Valley, VC
 Woodman, WM
 Van Nuys, VN
 Sepulveda, SV
 Woodley, WY
 Balboa, BB
 Reseda, RS
 Tampa, TM
 Pierce, PC
 De Soto, DS
 Canoga, CG
 Warner, WC
Sherman, SW
Roscoe, RO
Nord, ND
Chats, CT

PURPLE LINE

OFFICIAL NAME

Wilshire/Normandie
 Wilshire/Western

OPERATIONAL NAME

Wilshire/Normandie
Wilshire/Western

ABBREVIATED NAMES

Norm, WN
 Wil/West, WW

PURPLE LINE/RED LINE

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
Union Station/Gateway Transit Center	Union Station	Union, US
Civic Center/Tom Bradley	Civic Center	Civic, CC
Pershing Square	Pershing Square	Pershing, PS
7th Street/Metro Center/Julian Dixon	7th Street/Metro Center	7th/Metro, 7M
Westlake/MacArthur Park	Westlake/MacArthur Park	Westlake, WM
Wilshire/Vermont/John Dyer	Wilshire/Vermont	Wil/Ver, WV

RED LINE

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
Vermont/Beverly	Vermont/Beverly	Beverly, VB
Vermont/Santa Monica/LA City College	Vermont/Santa Monica	Santa Monica, VM
Vermont/Sunset	Vermont/Sunset	Sunset, VS
Hollywood/Western	Hollywood/Western	Hwd/Western, HW
Hollywood/Vine	Hollywood/Vine	Hwd/Vine, HV
Hollywood/Highland	Hollywood/Highland	Hwd/Highland, HH
Universal City	Universal City	Universal, UC
North Hollywood	North Hollywood	Nor Hwd, NH

SILVER LINE

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
El Monte	El Monte	El Monte, EM
Cal State Los Angeles	Cal State LA	CSULA, CS
LA County + USC Medical Center	County + USC Med Ctr	County/SC, CY
37th Street/USC/Exposition Park	37th St/USC	37 th /SC, 37
Slauson	Slauson/Harbor Fwy	Slaus/Harbor, SH
Manchester	Manchester	Manchester, MC
Harbor Freeway/I-105	Harbor Freeway	Harbor, HA
Rosecrans	Rosecrans	Rosecrans, RS
Artesia Transit Center	Artesia Transit Center	Artesia Ctr, AC

OTHER MAJOR BUS STATIONS

<u>OFFICIAL NAME</u>	<u>OPERATIONAL NAME</u>	<u>ABBREVIATED NAMES</u>
Carson	Carson	Carson, CR
Pacific Coast Highway	Pacific Coast Hwy	PCH TWY, PY
Harbor/Beacon Park/Ride	Harbor/Beacon	Har/Beacon, HB
Pico/Rimpau	Pico/Rimpau	Pico/Rimpau, PR
Rowan/Dozier	Rowan/Dozier	Row/Doz, RD

Go Metro

ATTACHMENT B

