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**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 20, 2011**

SUBJECT: RAIL STATION AND FACILITY RENAMING

**ACTION: APPROVE NEW NAMES FOR METRO RAIL STATIONS AND
FACILITIES (REQUIRES 2/3 VOTES)**

RECOMMENDATION

Approve the official name changes for the following rail stations and facilities:

- A. "Imperial/Wilmington/Rosa Parks" to "Willowbrook/Rosa Parks;"
- B. "103rd St/Kenneth Hahn" to "103rd St/Watts Towers/Kenneth Hahn;"
- C. "Vermont Av/I-105" to "Vermont Av/Athens;"
- D. "Hawthorne Bl/I-105" to "Hawthorne Bl/Lennox;"
- E. "Venice/Robertson" to "Culver City;"
- F. "Artesia Transit Center" to "Harbor Gateway Transit Center;"

ISSUE

Over the last several months, numerous name changes have been proposed for Metro rail stations and facilities. More recently, requests have come in to rename the Artesia Transit Center and the Metro Blue Line station that is located within the First Street Transit Gallery (formerly called the Long Beach Transit Mall). This report is requesting Board authorization to initiate the name changing process. Approval of the new names requires a two-thirds vote by the Board. Attachment A presents the official and operational names associated with the proposed rail and facility name changes.

DISCUSSION

Prior Board Action

Several of the proposed revised names were reviewed with the Executive Management Committee in March 2011. Staff then presented new station names for Committee approval at the September 2011 meeting. The Committee approved the staff recommendation, however the item was deferred by the full Board to October in order to receive further input from the City of Long Beach. Staff incorporated the City's input and revised the recommendation accordingly.

Property Naming Policy

The Board unanimously approved a Property Naming Policy in August 2003 (Attachment B). 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. The policy also recognizes the complexities and costs involved with making such modifications. Approval of the new names requires a two-thirds vote by the Board. The policy states that transit facilities (ex. rail stations and transit centers) 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. The policy also states that it is preferable to use one name but multiple names can be used separated by a slash. Properties may have a Board-adopted official name and a shorter, more commonly known operational name. The policy states that the Board may dedicate a property name to honor a deceased person who has demonstrated unique and extraordinary service to public transportation in Los Angeles County. The names dedicated in these instances are part of the official name. Finally the policy requires that proposals for new names or name changes will be reviewed at a public forum to receive input.

Public Process

The proposed rail station names have been presented at past Board meetings and were presented to the Service Councils at their August meetings. Many of the comments were supportive; however, staff did receive concerns over some of the name proposals and incorporated the comments as appropriate.

First, opposition was expressed over the proposal to replace Hawthorne Bl. and Vermont Ave. with Lennox and Athens respectively out of concern that the community names would not be as well recognized by customers as the street names. As a result, staff is proposing to use both the street and community names for these stations.

Concern was also expressed that staff was proposing to eliminate the "Rosa Parks" reference at the Imperial/Wilmington stations. However, that was due to confusion between the official and operational names. "Rosa Parks" is not being proposed to be eliminated from the official name. There are some instances where the "Rosa Parks" reference does not appear for operational purposes (ex. system maps) due to space limitations and where geographic reference is most important for station identification.

Staff has revised the recommendation to clarify that "Rosa Parks" is not being recommended for elimination from the name.

Regarding Long Beach Transit Mall station, initially the new station name was proposed as the "First Street Transit Gallery" to be consistent with an improvement to the area by the City of Long Beach. However, it was recommended at the Service Council meeting that "Long Beach" be included in the name so customers can identify the geographic location of the station. However, the City of Long Beach requested more time to deliberate on this issue and requested that the name change of the station be postponed at this time. Therefore, staff removed the recommendation to rename the Long Beach Transit Mall station at this time and it will be considered at a future date. Finally, strong opposition was expressed to changing the Universal City Station to Universal/Studio City stating that the current name is geographically more accurate since the heart of Studio City is located west of the station. Staff concurs and has therefore removed that particular station name revision from the recommendation.

Clarity Changes

Some of the names do not specify whether the station or facility name is a street. This can be confusing to patrons in instances where a street name can also be associated with a geographic location not near the station (ex. Anaheim Station on the Metro Blue Line could be mistaken for the City of Anaheim instead of Anaheim Street). For these stations staff will pursue making minor modifications to name usage to better identify geographic location (ex. using Anaheim St). These changes do not require Board approval since these modifications clarify existing adopted names.

FINANCIAL IMPACT

The recommended action does not impact the budget at this time. Staff will submit a FY13 capital budget request to cover the approved name change costs. Changing facility names (especially those used by the public) is a very involved project that impacts the entire system at every level. Changing a station name requires physical, material and electronic modifications at each individual station as well as throughout the system. There are up to 40 components that could require modification in a station name change. Costs for modifying individual stations range from \$115,000 to \$582,000 depending on size, type and complexity of the station details (Attachment C). Economies of scale exist if several of the proposed name changes are implemented simultaneously or in conjunction with rail openings that would reduce the per-station cost to the lower end of the cost range noted above. Staff will pursue outside grant opportunities to fund the costs associated with changing the station names.

ALTERNATIVES CONSIDERED

The Board may choose not to accept some or all of the name changes, or not to change names unless outside funding is identified. Staff does not recommend these

alternatives because the proposed changes will help simplify and provide more useful information for customers which will improve their ability to successfully navigate the transit system.

NEXT STEPS

If approved, staff will prepare FY13 capital project requests to implement the rail station and facility name changes.

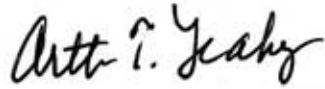
ATTACHMENTS

- A. Proposed Official and Operational Name Changes
- B. Summary of Property Naming Policy
- C. Station Renaming Costs

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ATTACHMENT A

PROPOSED NEW RAIL STATION AND FACILITY NAMES

Official Name

Operational Name

Willowbrook/Rosa Parks

Willowbrook

103rd St/Watts Towers/Kenneth Hahn

103rd St/Watts Towers

Vermont Av/Athens

Vermont/Athens

Hawthorne Bl/Lennox

Hawthorne/Lennox

Culver City

Culver City

Harbor Gateway Transit Center

Harbor Gateway Trans Ctr

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

ATTACHMENT B Property Naming

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.

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