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Los Angeles County
Metropolitan Transportation Authority

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REVISED
EXECUTIVE MANAGEMENT COMMITTEE
JUNE 19, 2014

SUBJECT: RAIL STATION RENAMING

**ACTION: APPROVE REVISED NAMES FOR THREE METRO RAIL STATIONS
(REQUIRES 2/3 VOTE)**

RECOMMENDATION

- A. Adopt "Grand/Los Angeles Trade-Technical College Station" as the official name for Metro Rail's current Grand Station;
- B. Adopt "~~23rd Street~~ "Los Angeles Trade-Technical College/Orthopaedic Institute for Children Station" as the official name for Metro Rail's current 23rd Street Station;
- C. Adopt "Expo/La Brea/Ethel Bradley Station" as the official name for Metro Rail's current Expo/La Brea Station;
- D. Approve the staff plan to implement the above changes at minimal cost without using operating funds.

ISSUE

Name changes to the Grand and 23rd Street stations were requested in a February 2014 motion from Directors Garcetti, Molina and Ridley-Thomas. A name change to the Expo/La Brea station was requested in a February 2014 motion from Directors Ridley-Thomas, Garcetti and Dupont-Walker. Staff has followed the Board-approved Property Naming Policy to develop the recommendations above. In order to authorize the name changes, a two-thirds vote from the Board is required.

DISCUSSION

Property Naming Policy

The 2003 Board-approved Property Naming Policy (Attachment A) states that rail stations 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 single names for stations are preferable, and that if multiple names are used, they should be separated by a slash. Proposals for new names or name changes are reviewed at public meetings to receive input from cities, communities and other stakeholders on preferred property names based on the Board-adopted naming criteria.

The policy indicates that properties may have a Board-adopted official name and a shorter operational name; the official name is used in Board documents and legal notices, while the operational name may be used more commonly in signage and other customer materials. The policy recommends keeping the length of the operational name to a maximum of 24 characters to ensure readability and compliance with ADA type size requirements.

Metro notified the key institutions and neighborhood councils in the communities near each of these stations about the proposed name changes on March 12, 2014. The proposals were also discussed on April 9, 2014 at the Metro Westside/Central Service Council meeting. Stakeholders were invited to share their views at the Service Council meeting or to send in written comments. Written comments have been received from Los Angeles Trade-Technical College, St. John's Well Child and Family Center, and Orthopaedic Institute for Children. Representatives from Los Angeles Trade-Technical College and the Orthopaedic Institute for Children each spoke at the Service Council meeting along with one member of the public.

Grand/Los Angeles Trade-Technical College Station

At the February 2014 Executive Management Committee meeting, Directors Garcetti, Molina and Ridley-Thomas presented a motion (Attachment B) to rename the Grand Station on the Metro Blue Line "Grand/LA Trade Tech Station." Several members of the public spoke in favor of this name change at that meeting. Staff presented the issue at a meeting of the Westside/Central Service Council on April 9, 2014; a representative from the college spoke in favor of the name change at that meeting as well. In walking distance, the college's side entrance is less than 100 feet from the station entrance. Students, faculty and staff riding the Blue Line use this entrance to access the college from this station.

The proposed renaming of this station is consistent with the Board-approved Property Naming Policy referenced above. In addition, it is consistent with other station names approved by the Board, such as the Expo Line's Jefferson/USC and 17th Street/Santa Monica College stations.

If approved, "Grand/Los Angeles Trade-Technical College" will be the station's official name. The shorter operational name will be "~~Grand/LA Trade Tech.~~" "Grand/LATTC." reflecting an acronym used by the college. Should any instances require further abbreviation due to space limitations, staff will determine appropriate abbreviations and implement as necessary.

Staff recommends that if adopted, adjustments to station signage and other materials be limited to those that can be revised at minimal cost. Accordingly, staff proposes that updates be made to overhead entrance, platform and map case signage, and to onboard audio announcements. Total cost at this station is estimated at \$7,700, which will be funded by capital funds rather than operations funds. Updates to system-wide printed materials such as maps and brochures will be made as such materials are reprinted.

23rd Street/ Los Angeles Trade-Technical College/Orthopaedic Institute for Children Station

At the February 2014 Executive Management Committee meeting, Supervisors Garcetti, Molina and Ridley-Thomas presented a motion (Attachment B) to rename the 23rd Street Station on the Metro Expo Line “23rd Street/LA Trade Tech Station.” Several members of the public spoke in favor of this name change at that meeting. Staff presented the issue at a meeting of the Westside/Central Service Council on April 9, 2014; a representative from the college spoke in favor of the name change at that meeting, and letters from two nearby businesses supporting the name change were submitted to the Council.

A representative of Orthopaedic Institute for Children also spoke at the Service Council meeting, advocating that the name of that institution be added to the station name. The hospital relocated its front door to be closer to the 23rd Street Station entrance when the Expo Line opened, and is adding a gate on Flower Street approximately 100 feet from the station entrance this summer to better accommodate patients, visitors and employees arriving on the line. A letter from the hospital stating this position was submitted in conjunction with the Service Council meeting; the letter suggested renaming the 23rd Street Station “Orthopaedic Institute for Children and LA Trade Tech.” Members of the Service Council suggested that both institutions be accommodated in the station name if possible as both are important community destinations.

Consequently, staff recommends that “~~23rd Street/~~ “Los Angeles Trade-Technical College/Orthopaedic Institute for Children” be the station’s official name. To remain within the 24-character maximum for operational names stated in the Property Naming Policy, the shorter operational name will be “LATTC/Ortho Institute.” “~~23rd St/LATTC/Ortho Inst.~~” No station in the system has an operational name exceeding 24 characters. However, complete names for both institutions can be included in on-board announcements on trains approaching the station (“Exit here for L.A. Trade Tech and Othopaedic Institute for Children.”) Should any instances require further abbreviation due to space limitations, staff will determine appropriate abbreviations and implement as necessary.

The proposed renaming of this station is consistent with the Board-approved Property Naming Policy referenced above. It would become the first station name to incorporate multiple institutions.

Staff recommends that if adopted, adjustments to station signage and other materials be limited to those that can be revised at minimal cost. Accordingly, staff proposes that updates be made to overhead entrance, trackside, platform and map case signage, and to onboard audio announcements. Total cost at this station is estimated at \$8,100, which will be funded by capital funds rather than operations funds. Updates to system-wide printed materials such as maps and brochures will be made as such materials are reprinted.

Expo/La Brea/Ethel Bradley Station

At the February 2014 Executive Management Committee meeting, Directors Ridley-Thomas, Garcetti and Dupont-Walker presented a motion (Attachment C) to rename the Expo/La Brea Station on the Metro Expo Line “Expo/La Brea/Ethel Bradley Station.”

The 2003 Board-approved Property Naming Policy (Attachment A) states, “If the Board wishes to bestow a special honor to a deceased individual, it may chose to dedicate a site to him/her,” and indicates that when the Board dedicates a station to an individual, that individual will be honored with a plaque at the site. The policy also states that “properties/facilities frequented by the public may not be renamed for individuals.” However, because the names of individuals were added to some stations prior to the policy’s adoption, the practice has been to include these individual’s names in the station’s official name.

If approved, staff per the policy will develop a plaque honoring Ethel Bradley and determine a prominent location at which it will be displayed at the Expo/La Brea Station, and “Expo/La Brea/Ethel Bradley Station” will be the station’s official name. Other station identifiers will remain as is. Total cost for the plaque is estimated at \$5,000, which will be funded by capital funds rather than operations funds.

DETERMINATION OF SAFETY IMPACT

These name changes do not affect the incidence of injuries or healthful conditions for patrons or employees. Therefore, approval of these names will have no impact on safety.

FINANCIAL IMPACT

The estimated cost of \$20,800 (\$7,700 for Grand/Los Angeles Trade-Technical College, \$8,100 for ~~23rd Street~~ Los Angeles Trade-Technical College/Orthopaedic Institute for Children, and \$5,000 for Expo/La Brea/Ethel Bradley) is contained in the FY14 budget in Cost Center 7140, Account 50316, under Approved Capital Project 204020 Regional Rail Signage System, Task 07.001.

Impact to Budget

The Approved Capital Project 204020 Regional Rail Signage System funding source in FY2014 is Prop A Rail 35% Set Aside, which are eligible for bus and rail operating and capital expenses. The funds being used are specifically programmed for the Regional Rail Signage Capital Project. This does not impact Proposition A, C or TDA administration budget or the Measure R administration budget.

ALTERNATIVES CONSIDERED

1. Decline to rename these stations. This alternative is not recommended as the proposed name changes are consistent with the Property Naming Policy.
2. Use "LATTC/Ortho Children" as the operational name for the "~~23rd Street/ Los Angeles Trade-Technical College/Orthopaedic Institute for Children~~" station. ~~emitting 23rd St.~~ This is not recommended as the proposed operational name of "LATTC/Ortho Institute" provides greater recognition for customers traveling to the Institute. ~~would contain no geographic reference to help customers navigate the system.~~

NEXT STEPS

Upon approval, staff will implement the updates as described above.

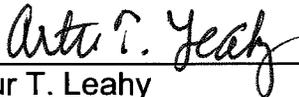
ATTACHMENTS

- A. Property Naming Policy
- B. February 20, 2014 Motion regarding Los Angeles Trade-Tech College
- C. February 20, 2014 Motion regarding Ethel Bradley

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PROPERTY NAMING POLICY

Purpose

Through implementation of this policy, Metro seeks to establish guidelines regarding the naming of Metro 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 Metro 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 Metro'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 a Metro 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.

MOTION BY:

**Mayor Eric Garcetti, Supervisor Gloria Molina, and Supervisor Mark
Ridley-Thomas**

EXECUTIVE MANAGEMENT COMMITTEE – February 20, 2014

Los Angeles Trade-Technical College

MTA provides valuable mobility options to college and vocational students across Los Angeles County.

Improving access for college and vocational students should be a core MTA goal.

One opportunity to better attract and serve college and vocational students is by station naming.

Founded in 1925, Los Angeles Trade-Technical College (“Trade Tech”) is the oldest community college in the City of Los Angeles.

It currently has 25,000 students, many of whom travel to campus by public transit.

To take advantage of its proximity to the Blue and Expo Lines, Trade Tech is initiating campus improvements that include enhanced gateways from Grand Station and 23rd St Station.

Because of their adjacency to Trade Tech’s campus, Grand Station and 23rd St Station should include Trade Tech in their Station names.

WE THEREFORE MOVE THAT THE MTA CEO:

1. Prepare a plan to change the name of the Grand Station on the Blue Line to the “Grand/L.A. Trade Tech” Station.
2. Prepare a plan to change the name of the 23rd St Station on the Expo Line to the “23rd St/L.A. Trade Tech” Station.
3. Report back at the May 2014 Board meeting on all the items listed above.

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**Motion by Supervisor Mark Ridley-Thomas, Mayor Eric Garcetti and
Director Jacquelyn Dupont-Walker
Metro Executive Management Committee
February 20, 2014**

Ethel Bradley

Ethel Bradley was the longest-reigning first lady of Los Angeles, as the wife of the city's first African American Mayor, Tom Bradley, from 1973 to 1993.

She and Mayor Bradley were the first occupants of Getty House, the transformation of which into the official residence she oversaw. Her grace and elegance elevated the image of Los Angeles worldwide, as the city showcased the achievements of the 20th century, as a leader in technology, arts, unity of diverse peoples and the staging of the 1984 Olympics.

Many in the community have sought to honor Ethel Bradley in prominent public places, including the Exposition/La Brea Metro station. Prior to becoming Mayor of Los Angeles, Tom Bradley represented the 10th Council District on the Los Angeles City Council, which includes the station area.

We, Therefore, Move that the MTA Board of Directors direct the CEO to:

1. Prepare a plan to change the name of the Exposition/LaBrea station on the Expo Line to the "Exposition/LaBrea Ethel Bradley Station" to honor Ethel Bradley.
2. Report back at the May 2014 Executive Management Committee.