



Board Report

File #: 2019-0090, File Type: Project

Agenda Number: 31.

EXECUTIVE MANAGEMENT COMMITTEE MARCH 21, 2019

SUBJECT: RAIL STATION NAMES FOR GOLD LINE FOOTHILL EXTENSION PHASE 2B

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATION

ADOPT the following Official and Operational station names for five stations that make up the Metro Gold Line Foothill Phase 2B Extension:

<u>Official Stations Name:</u>	<u>Operational Station Name:</u>
1. Glendora	Glendora
2. San Dimas	San Dimas
3. La Verne/Fairplex	La Verne/Fairplex
4. Pomona North	Pomona North
5. Claremont	Claremont

ISSUE

Since its inception, stations on the Gold Line Foothill Extension Phase 2B have been identified by placeholder names based on city location. Including station names early in the design process is critical for maintaining continuity. Beginning with the original design through Claremont and Montclair, station names appear on many dozens of the design sheets which are used for signage, integration with the Regional Operations Center (ROC), and design of software packages for communications. Station name changes later in the design will cause revision of multiple plan sheets, including revisions in signage, displays at the ROC, and may require reprogramming of audio and changeable message signs. In addition, station names placed in the design become part of the contract documents and bid package. Once contractors have submitted their bids, revisions will generate a change order that could be expensive and impact schedule. With construction progressing, permanent names need to be adopted by the Board to facilitate station signage design and fabrication for the stations in the Cities of Glendora, San Dimas, La Verne, Pomona and Claremont. The San Bernardino County Transportation Authority (SBCTA) will adopt an official and operational name for the station located within the City of Montclair in San Bernardino County.

DISCUSSION

Property Naming Policy

The recently updated and Metro Board-approved Property Naming (Attachment A) states that rail stations will be named in a simple and straightforward manner to assist customers in navigating the system and the region. The policy indicates that names must be brief enough for quick recognition and retention, and must be based primarily on geographic location, referring to a city name, nearby street or freeway, a well-known destination or landmark, or a community or district name. The policy also states that single names for stations are preferable, and that if multiple names are used, they are to be separated by a slash.

The policy further 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 is used more commonly on station signage, maps and 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.

Community Input

Per the policy, Metro staff implemented a public engagement campaign for the station naming efforts that began in September 2018 and continued through January 2019. The engagement efforts were included as part of the outreach for Metro’s Gold Line Foothill Extension Phase 2B First/Last Mile Pathway Network planning. The Metro team facilitated dialogue with the local community, business and civic leaders as well as residential stakeholders through a series of walk audits, community meetings, focus groups, key stakeholder interviews, and community events reaching nearly 1200 individuals. Through this process, city staff within the Cities of Glendora and San Dimas preferred a slightly different name as noted below. Please see Attachment B for a listing of community engagement activities.

A map of these stations showing the proposed Operational names is included as Attachment C. Table 1 below lists current placeholder names, recommended official/operational names for each station and alternative names for each station (if different).

Placeholder Name - Original	Official/Operational Name - Proposed	Alternative Name - As Suggested by City Staff
Glendora	Glendora	Glendora Village
San Dimas	San Dimas	Downtown San Dimas
La Verne	La Verne/Fairplex	
Pomona	Pomona North	
Claremont	Claremont	

Glendora

This future station is located within the City of Glendora. Through initial consultation with City of Glendora staff, a suggestion was made that Metro consider an alternate official/operational name of “Glendora Village.” In the suggesting the alternate name, city staff wanted to highlight and promote the nearby Village district that is within walking distance from the future station location.

Community feedback, however, indicates that adding Village to the Glendora station name will be confusing to users because “The Village” is a more well-known district within the Claremont station area. Other comments recommended to “keep the name simple.”

The City of Glendora sent Metro a letter in support of the “Glendora” station name. See Attachment D for all letters of support received.

San Dimas

This future station is located within the City of San Dimas. Through meetings and dialogue with city staff, they would like Metro to consider an alternative official/ operational name of “Downtown San Dimas.” In suggesting the name, staff shared that other “San Dimas Stations” already exist within the City: a shopping center, a fire station and police station.

Community feedback, however, indicates that naming the station “San Dimas” for the single station within the city will not cause confusion for Metro users or the general public. Therefore, in keeping with the Station Naming Policy that states that “city name be used - if only one Metro property is located within a city,” Metro staff recommends the shorter name of “San Dimas” to be the official/operational station name.

The City of San Dimas sent Metro a letter in support of naming the station “Downtown San Dimas.”

La Verne/Fairplex

This future station is located within the City of La Verne. However, given that the station will be immediately adjacent to the Fairplex, Metro staff recommends this key destination also be noted in the station name. Additionally, community comments shared that adding “Fairplex” to this station makes sense as many people recognize the Fairplex an important destination within Los Angeles County. Additionally, other comments noted that given the Fairplex property is within the City of Pomona, transit users/general public might board at the Pomona station, rather than at the La Verne station, if the Fairplex is their destination.

The City of La Verne and the Fairplex both sent Metro letters in support of the “La Verne/Fairplex” station name.

Pomona North

This future station is located within the City of Pomona. The official/operational name of “Pomona North” is representative of the current Metrolink Station that will be co-located with the Gold Line Station. Naming the station “Pomona North” will avoid any confusion between the Metrolink and Gold Line services at the joint location.

Further, in October 2018, the Southern California Association of Governments (SCAG), in partnership with Metro and SBCTA, completed a study titled “*Los Angeles and San Bernardino Inter-County*

Transit and Rail Connectivity Study” that identifies two (2) Gold Line Light Rail Transit alternatives (that scored best out of eight alternatives studied) to potentially extend the line to Ontario International Airport. While the Final Report notes the financial constraints of these projects and concedes that neither Metro nor SBCTA can afford the capital costs of these transit projects at this time or in the near-future, it does identify the potential for a future station within the City of Pomona (around the Indian Hill/Holt area). Long-term, should the agencies pursue this feasibility study further, naming the station in Pomona as “Pomona North” allows for other future station names within the City. Please see Attachment E for a map of the proposed LRT Arterial Option.

The City of Pomona sent Metro a letter in support of the “Pomona North” Station name.

Claremont

This future station is located within the City of Claremont. The official/operational name also matches the current Metrolink Station name within the City. No alternate names have been suggested for this station. Therefore, Metro staff recommends “Claremont” as the official/operational name within the City.

The City of Claremont has mailed in a letter in support of the station name.

DETERMINATION OF SAFETY IMPACT

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

FINANCIAL IMPACT

Approval of this item will result in no financial impact to Metro.

Impact to Budget

Approval of this item will have no impact to Metro’s budget.

ALTERNATIVES CONSIDERED

The proposed names were developed as the result of community input and are consistent both with Metro’s naming policy and the names of other stations in the system. The Board may elect to substitute one or more of the alternate station names, as shown in Table 1, both of which are also consistent with Metro’s naming policy.

NEXT STEPS

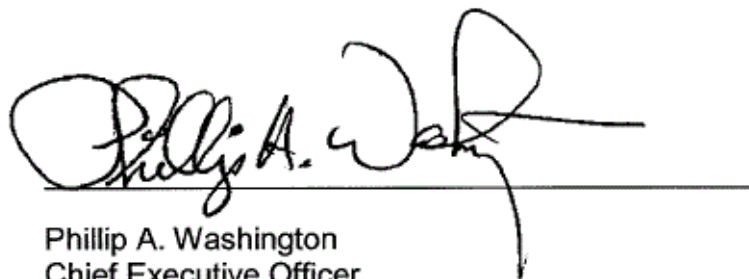
Staff will work with the Gold Line Foothill Construction Authority to ensure that the Board-adopted station names are implemented.

ATTACHMENTS

- Attachment A - Property Naming Policy
- Attachment B - Station Naming Community Outreach Activities
- Attachment C - Foothill Gold Line Extension - Glendora to Montclair
- Attachment D - Letters of Support
- Attachment E - Map of Gold Line LRT Arterial Option

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Chief Executive Officer

ATTACHMENT A

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.

NAMING 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 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.

NAMING PROCESS AND PROCEDURE

The property naming process will include the following steps:

1. Initial property names will be identified during the project planning process primarily based on geographic location.

2. When a project is approved by the Board to proceed into the preliminary engineering phase, a formal naming process will be initiated.
3. Staff will solicit input from cities, communities and other stakeholders on preferred property names based on the Board-adopted naming criteria.
4. The resulting property names will be reviewed by a focus group comprised of both transit system users and non-users for general public recognizability.
5. Staff will return to the appropriate Board committee and then to the full Board for adoption of the final set of official property names.
6. The adopted official property names will then be included in any final engineering bid documents and other agency materials.
7. 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.
8. 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 of substantial historical, cultural, or civic significance. The Board may wish to bestow a similar honor upon an individual who demonstrated a unique and extraordinary degree of service yielding a distinguishable contribution 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

Station Naming Community Outreach Activities

Community Meetings

September 10, 2018:	Claremont Station First/Last Mile Walk Audit
September 13, 2018:	Pomona Station First/Last Mile Walk Audit
September 17, 2018:	Glendora Station First/Last Mile Walk Audit
September 18, 2018:	La Verne Station First/Last Mile Walk Audit
September 19, 2018:	San Dimas Station First/Last Mile Walk Audit
November 15, 2018:	Claremont First/Last Mile Public Workshop
November 26, 2018:	Glendora First/Last Mile Public Workshop
November 27, 2018:	Pomona First/Last Mile Public Workshop
December 10, 2018:	San Dimas First/Last Mile Public Workshop

Community Events:

October 27, 2018:	Village Venture in Claremont
November 10, 2018:	Pomona Chalk Festival
November 16, 2018:	Glendora Holiday Stroll
December 1, 2018:	La Verne Holiday Extravaganza
December 1, 2018:	San Dimas Holiday Extravaganza

Community Presentations

December 3, 2018:	Claremont Traffic & Transportation Commission
December 4, 2018:	Glendora Planning and Community Services Commissions
December 5, 2018:	La Verne General Plan Advisory Committee
December 12, 2018:	Claremont Architectural Commission
December 18, 2018:	Claremont Planning Commission

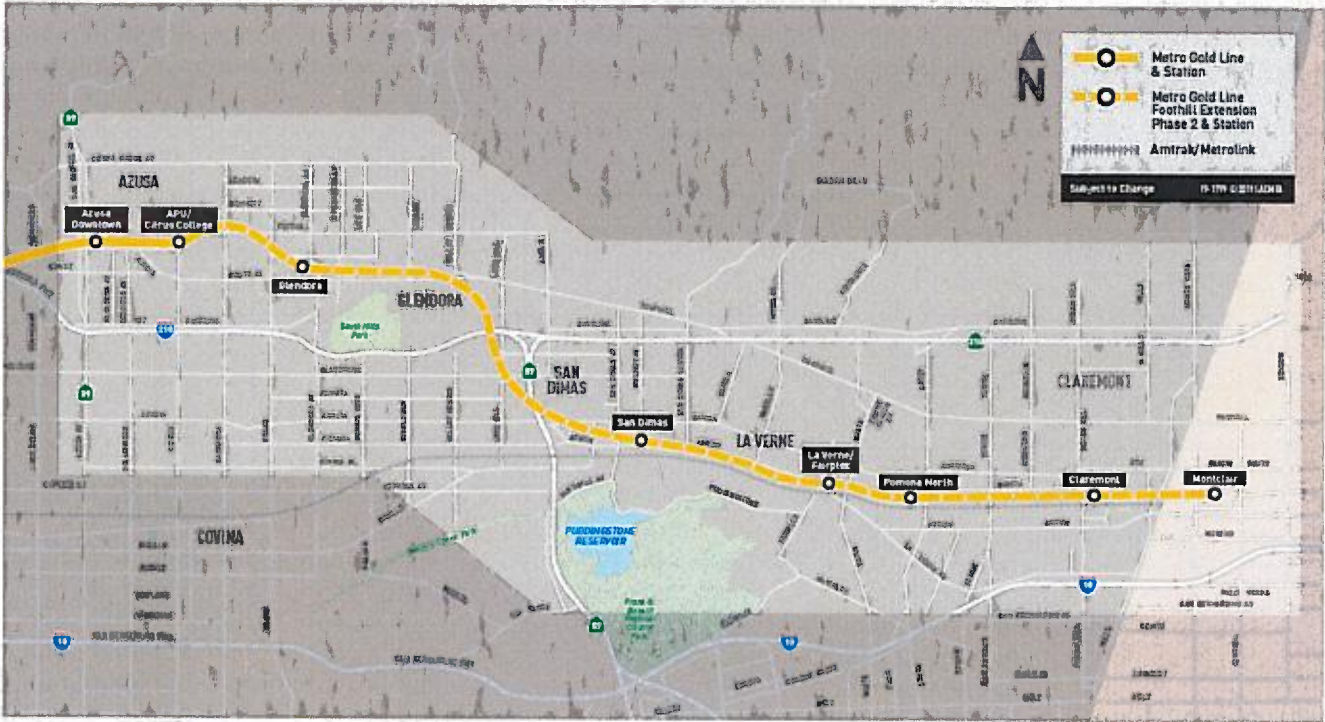
Community Focus Groups

October 31, 2018:	Claremont Bike/Pedestrian Advisory Committee
November 6, 2018:	Pomona Valley Bike Coalition
November 14, 2018:	Cal Poly Pomona
November 14, 2018:	La Verne Bike Coalition
December 5, 2018:	Damien High School Road and Mountain Biking Team

Key Stakeholder Interviews

August 11, 2018:	Casa Colina, Pomona
August 13, 2018:	Gilead Sciences, San Dimas/La Verne
August 14, 2018:	Fuller Theological Seminary, Pomona
August 15, 2018:	University of La Verne, La Verne
August 17, 2018:	Cal Poly Pomona, Pomona
August 24, 2018:	Foothill Presbyterian Hospital, Glendora
September 4, 2018:	Pomona College, Claremont

Foothill Gold Line Extension - Glendora to Montclair



ATTACHMENT D

LETTERS OF SUPPORT

- 1. Glendora**
- 2. La Verne**
- 3. Fairplex**
- 4. Pomona**
- 5. San Dimas**
- 6. Claremont**

ATTACHMENT E

MAP OF GOLD LINE LRT ARTERIAL OPTION

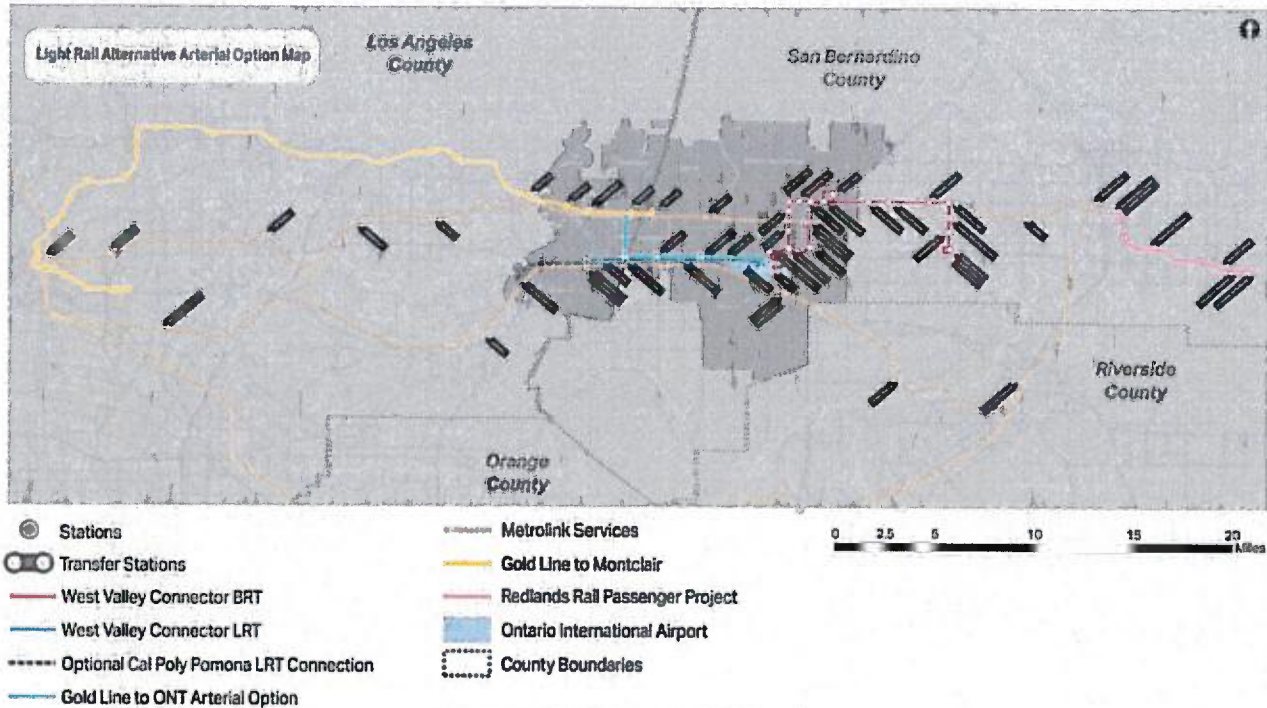


Figure 3 LRT Alternative Arterial Option²

² Indian Hill Boulevard and Holt Boulevard were assumed as example street-running alignments for technical analyses purposes only; the actual alignment selection requires further study.

Source: Southern California Association of Governments – *Los Angeles and San Bernardino Inter-County Transit and Rail Connectivity Study*, October 2018.

http://www.scag.ca.gov/programs/Documents/SCAG_InterCountyStudyReport_Oct2018.pdf