



Board Report

File #: 2020-0653, File Type: Project

Agenda Number: 38.

**EXECUTIVE MANAGEMENT COMMITTEE
NOVEMBER 19, 2020**

SUBJECT: RAIL STATION NAMES

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

ADOPT Station names for Purple (D Line) Extension Section 1. Adopt the following official and operational station names for the three (3) stations that comprise Metro Rail's Purple (D Line) Extension Section 1:

<u>Official Station Name</u>	<u>Operational Station Name</u>
1. Wilshire / La Brea	Wilshire / La Brea
2. Wilshire / Fairfax	Wilshire / Fairfax
3. Wilshire / La Cienega	Wilshire / La Cienega

ISSUE

Metro is in the process of procuring signage and other permanent station identification materials for Purple (D Line) Extension Section 1 stations. All of the recommended station names above are the result of community input and do not differ from those in the original contract documents. Construction drawings reflecting the original station names have been completed. Station identification signage has not been fabricated. Should any costs be incurred due to station name revisions, they will be borne by the Purple (D Line) Extension Section 1 Project.

BACKGROUND

The Purple (D Line) Extension Project Section 1 is anticipated for substantial completion in 2023. The project is currently making significant headway as our twin Tunnel Boring Machines are headed to their final destination westward at Wilshire/La Cienega. In 2019, Community Relations began discussions with local stakeholders, including Neighborhood Councils, Chambers of Commerce and the public on potential future station names.

Staff reviewed the Board’s Property Naming Policy with area stakeholders during the outreach process. Per this policy, staff-initiated Station Naming outreach and engagement in June 2019 at the Halfway to La Cienega Community Event and continued through October 2019. The Metro Construction Relations team facilitated discussions with local community, business and civic leaders as well as residential stakeholders through a series of 27 community meetings and nine community events. Station name recommendations were received by approximately 500 people.

DISCUSSION

Property Naming Policy

The 2003 Board-approved Property Naming Policy states that rail stations will be named in a simple and straightforward way to assist customers in navigating the system and the region. It indicates that names must be brief enough for quick recognition and retention, and must be based primarily on geographic location, referring 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 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 may be used more commonly in signage and customer materials.

Community Input

Staff originally developed a set of geographically-based names for these stations, and then sought community input on those names from various entities. Staff received detailed input from the Greater Miracle Mile Chamber of Commerce, Beverly Hills Chamber of Commerce, Mid City West Community Council, Greater Wilshire Neighborhood Council and Wilshire Center Koreatown Neighborhood Council. These proposed names were presented for comment at the Westside/Central Service Council meeting on September 11, 2019; the Council heard public comment and was in support of the names which are now recommended in this report. The table below shows the original proposed station names along with the new proposed names based on community input. A map of these stations showing the proposed Operational names is included as Attachment B.

Official Name - Original	Official Name - Proposed	Operational Name - Proposed
Wilshire/La Brea	Wilshire/La Brea	Wilshire/La Brea
Wilshire/Fairfax	Wilshire/Fairfax	Wilshire/Fairfax
Wilshire/La Cienega	Wilshire/La Cienega	Wilshire/La Cienega

Wilshire/La Brea

The original name was perceived to be the easiest name and was the most recommend name from the six-month community input process.

Wilshire/Fairfax

The original name was preferred over “Museum Row” and was supported by the multiple museums along the alignment including Los Angeles County Museum of Art, Petersen Automotive Museum, Craft Contemporary and La Brea Tar Pits Museum.

Wilshire/La Cienega

In February 2017, Metro’s Board approved the Memorandum of Agreement (MOA) with the City of Beverly Hills for the Design-Build of the Wilshire/La Cienega Station in Section 1 of the Purple (D Line) Extension project. The MOA outlines the procedures and conditions for the construction of the subway station on Wilshire Blvd between San Vicente Blvd and La Cienega Blvd. Article XXVII of the MOA states, “In recognition of the City’s interest in neighborhood identity, the LACMTA agrees that it will not name a rail/subway station in the City without the City Council’s Consent.” On July 14, 2020, the Beverly Hill City Council unanimously approved the Wilshire/La Cienega station name. Council added a proviso that the city will work collaboratively with Metro to include signage indicating that the station is located within the City of Beverly Hills.

Survey Confirmation

To further validate the community input, a survey was fielded with 200 Metro Riders and 200 Non-Riders, in which the ease of navigation of each potential station name was evaluated. The top names from community input were included. For all three stations, the naming convention using the street names intersection, was perceived to be the easiest name to use, by a notable margin.

% Who Perceive Name will be Easy for Navigation - Metro Riders

Wilshire / La Brea	Wilshire / Fairfax	Wilshire / La Cienega
Wilshire / La Brea - 78%	Wilshire / Fairfax - 81%	Wilshire / La Cienega - 77%
La Brea / Miracle Mile - 58%	Fairfax / Museum Row - 59%	La Cienega / Beverly Hills - 52%
		La Cienega / Restaurant Row - 46%

% Who Perceive Name will be Easy for Navigation - Non-Riders

Wilshire / La Brea	Wilshire / Fairfax	Wilshire / La Cienega
Wilshire / La Brea - 79%	Wilshire / Fairfax - 77%	Wilshire / La Cienega - 81%
La Brea / Miracle Mile - 53%	Fairfax / Museum Row - 54%	La Cienega / Beverly Hills - 41%
		La Cienega / Restaurant Row - 38%

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

Adoption of Recommendation would have additional financial impact to the agency. No station identification signage has been fabricated. However, construction drawings reflecting the original station names have been completed. Should any costs be incurred due to station name revisions, they will be borne by the Purple (D Line) Extension Project Section 1.

Impact to Budget

Purple (D Line) Extension Section 1 project budget is funded by Measure R 35% Bond, which is not eligible for bus and rail operating expenses but is eligible for bus and rail capital expenses. The proposed funding source is the Purple (D Line) Extension Section 1 project budget.

ALTERNATIVES CONSIDERED

The community input overwhelmingly supported maintaining the original geographically based names designated for these stations.

NEXT STEPS

Staff will work with the Purple (D Line) Extension Project Section 1 to implement the station names as adopted by the Board.

ATTACHMENTS

Attachment A - Property Naming Policy

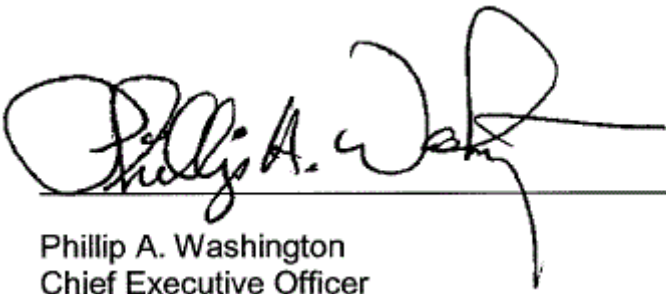
Attachment B - Map of Purple (D Line) Extension Project Section 1 Stations

Attachment C - Station Naming Survey Report

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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.

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.

Metro Purple (D Line) Extension Transit Project

Section 1



Purple Line Extension Phase 1 – Station Naming Survey Report

June 5, 2020



Based on community outreach and staff recommendation, Metro included the following names for evaluation in a survey:

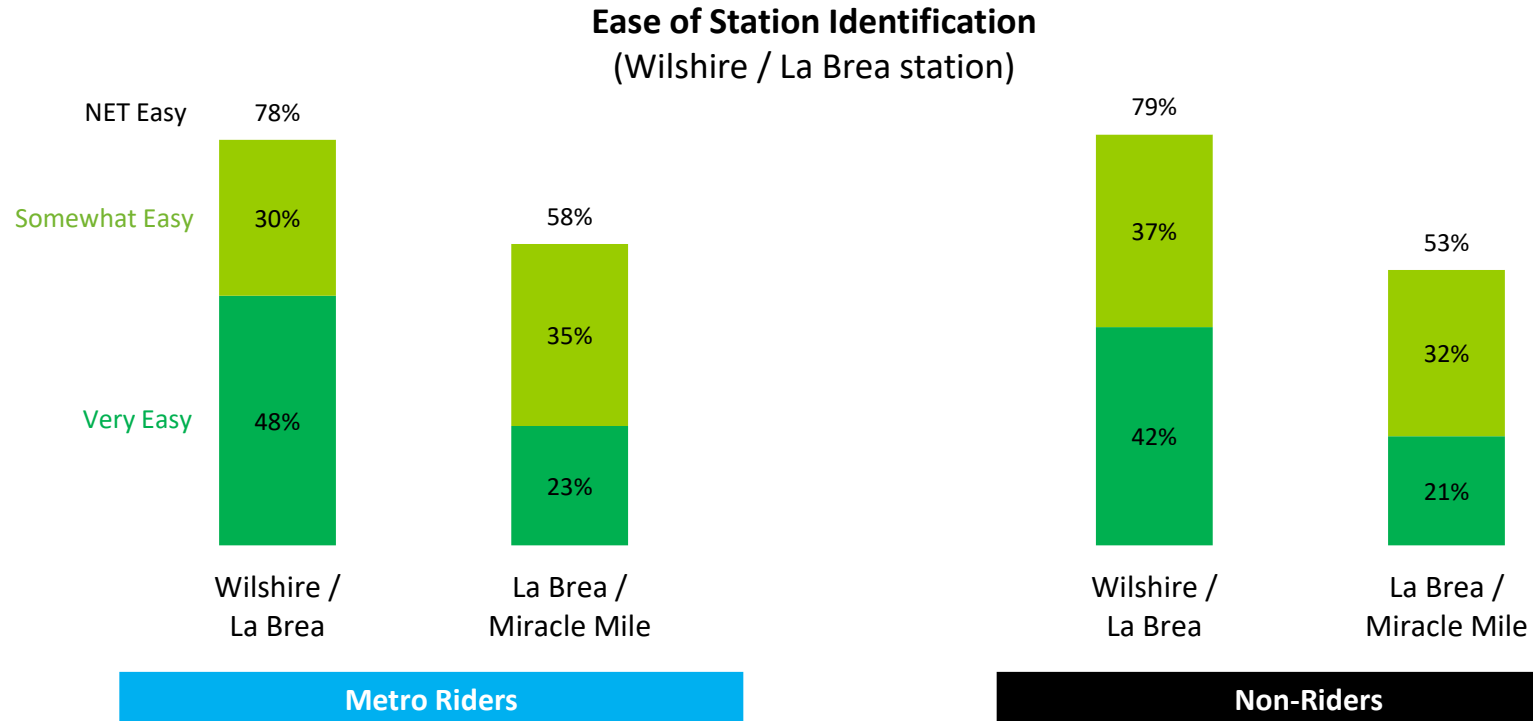
	Wilshire / La Brea station	Wilshire / Fairfax station	Wilshire / La Cienega station
Intersection Street Names	Wilshire / La Brea	Wilshire / Fairfax	Wilshire / La Cienega
North-South Street / Neighborhood	La Brea / Miracle Mile	Fairfax / Museum Row	La Cienega / Beverly Hills
			La Cienega / Restaurant Row

Who We Surveyed

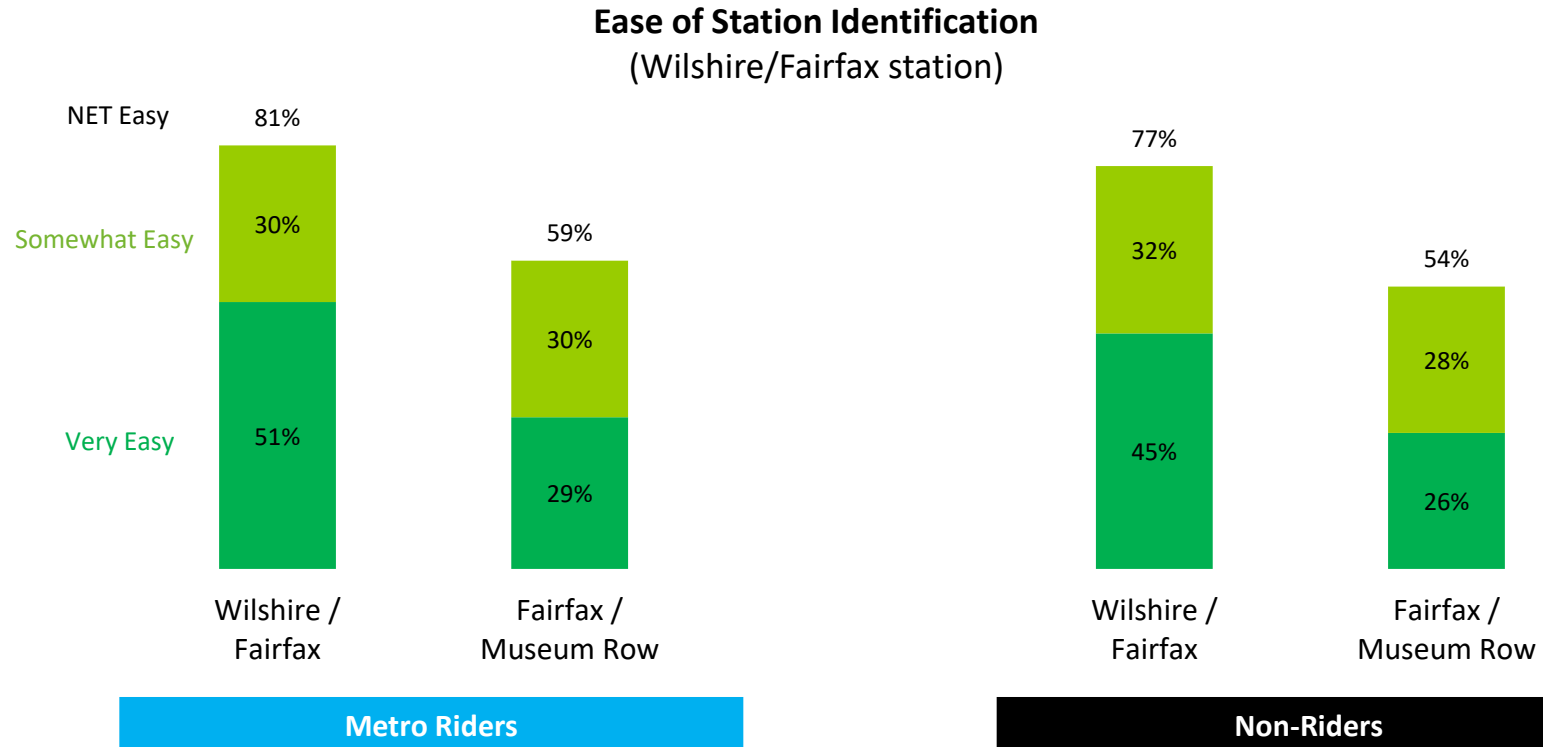
Metro Riders (Rides Metro at least once per month)	Non-Riders (Rides Metro less than once per month)
n=200	n=200
Mirrors demographics of Metro's On-Board survey	Mirrors demographics of the population of Los Angeles County
<p style="text-align: center;">Demographics balanced</p> <ul style="list-style-type: none">• Gender• Age• Income• Ethnicity• Region within LA county	

Survey fielded online

For the Wilshire / La Brea station, “Wilshire / La Brea” is perceived to be the easiest name

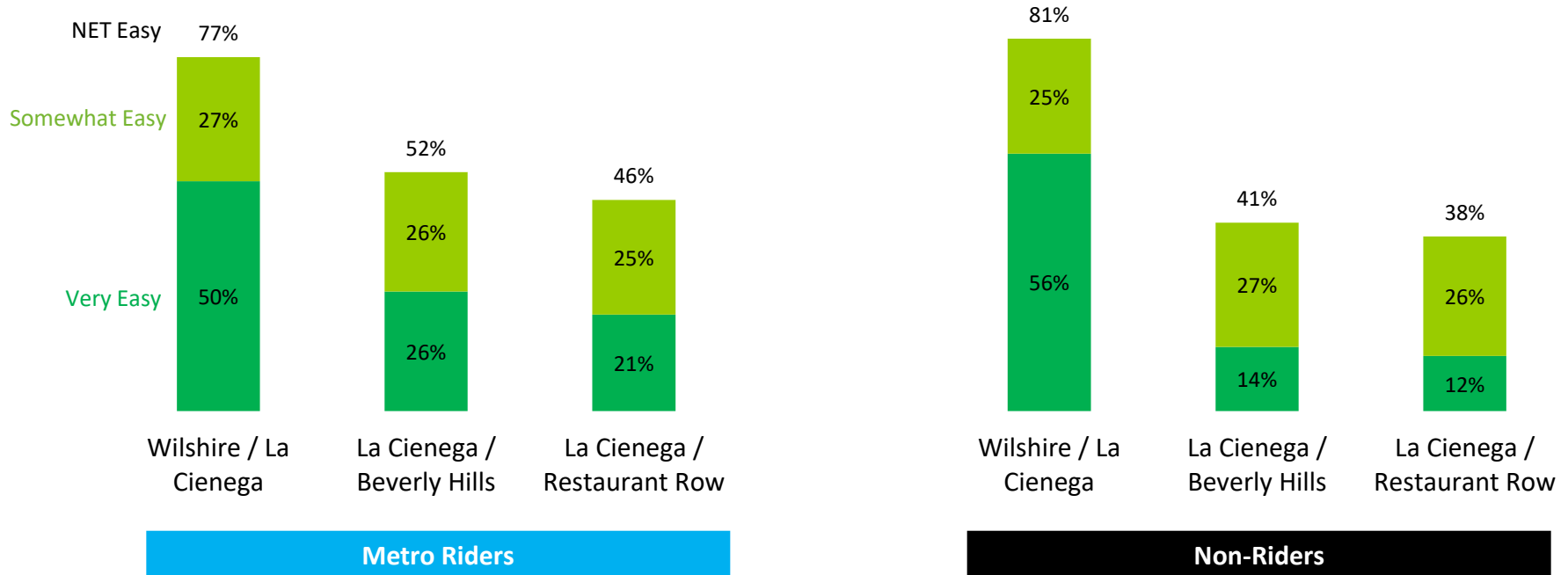


For the Wilshire / Fairfax station, “Wilshire/Fairfax” is perceived to be the easiest name to use



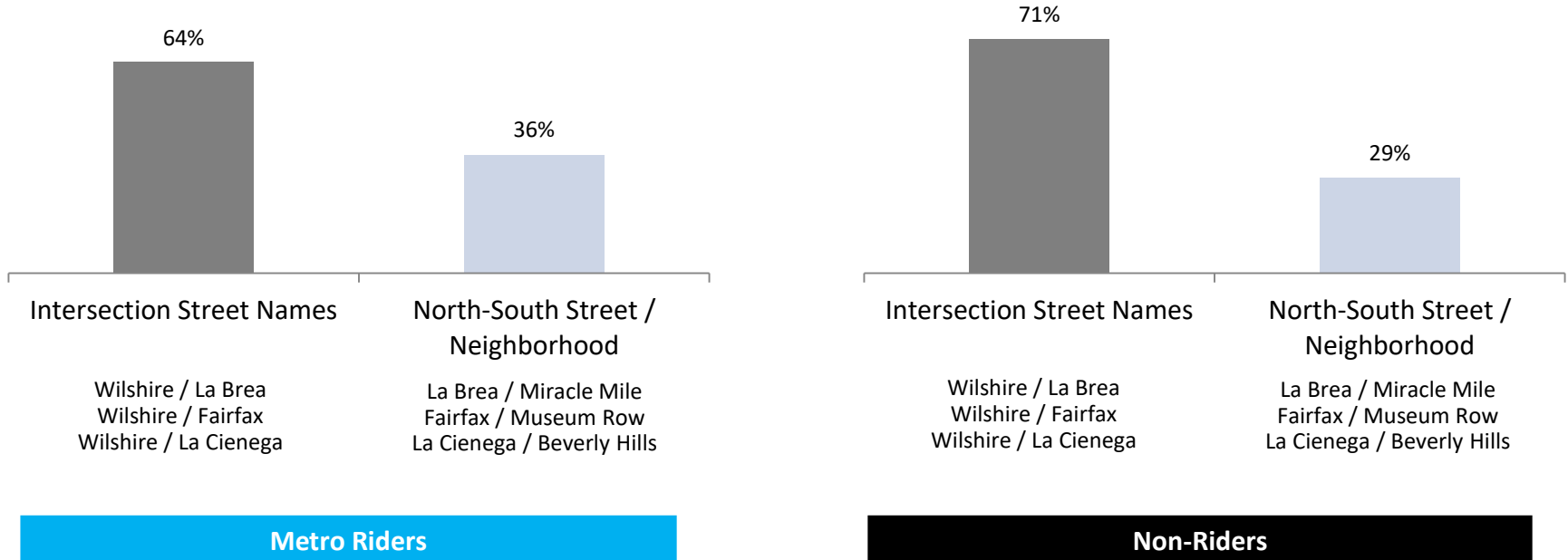
For the Wilshire / La Cienega station, “Wilshire / La Cienega” is the easiest to navigate to for both groups

Ease of Station Identification
(Wilshire / La Cienega station)



Comparing the naming conventions as a whole, intersection street names are easier to differentiate for both Riders and Non-Riders

Overall, Which Naming Convention is Easier?



Summary

For Purple Line Extension phase 1, using intersection street names is the convention that is perceived to be the easiest to navigate.

Intersection Street Names



North-South Street Name / Neighborhood

