Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Metro

Board Report

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EXECUTIVE MANAGEMENT COMMITTEE
JULY 16, 2015

SUBJECT: RAIL STATION NAMES

ACTION: ADOPT STATION NAMES FOR CRENSHAW/LAX LINE

RECOMMENDATION

EXECUTIVE MANAGEMENT COMMITTEE RECOMMENDED AS AMENDED (5-0) adopting the following Official and Operational station names for the eight stations that comprise **Metro Rail's Crenshaw/LAX line:**

Official Station Name	Operational Station Name
1. Expo/Crenshaw	Expo/Crenshaw
2. Martin Luther King Jr.	Martin Luther King Jr.
3. Leimert Park	Leimert Park
4. Hyde Park	Hyde Park
5. Fairview Heights	Fairview Heights
6. Downtown Inglewood	Downtown Inglewood
7. Westchester	Westchester
8. Aviation/Century	Aviation/Century

ISSUE

Since its inception, stations on the Crenshaw/LAX line have been identified by placeholder names based on street intersection. With construction in progress, final names need to be adopted by the Board in order to facilitate station signage design and fabrication without incurring extra costs for changes.

DISCUSSION

Property Naming Policy

The 2003 Board-approved Property Naming Policy (Attachment A) 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 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, staff sought community input on station names from various entities. Potential names were discussed at 10 community meetings attended by approximately 450 people from August 26, 2014 to October 9, 2014.

Based on this input, staff recommends adoption of the names shown in the table below. A map of these stations showing the proposed Operational names is included as Attachment B. Alternate names for each station are shown in Attachment C.

Placeholder Name - Original	Official Name - Proposed	Operational Name - Proposed
Expo/Crenshaw	Expo/Crenshaw	Expo/Crenshaw
Crenshaw/MLK	Martin Luther King Jr.	Martin Luther King Jr.
Crenshaw/Vernon	Leimert Park	Leimert Park
Crenshaw/Slauson	Hyde Park	Hyde Park
Florence/West	Fairview Heights	Fairview Heights
Florence/La Brea	Downtown Inglewood	Downtown Inglewood
Florence/Hindry	Westchester	Westchester
Aviation/Century	Aviation/Century	Aviation/Century

1. Expo/Crenshaw Station

This station is the transfer point between the Crenshaw/LAX Line and the Expo Line. As the existing station on the Expo Line is named Expo/Crenshaw, the same name is recommended for the new station on the Crenshaw/LAX line. The situation and proximity are similar to the transfer point between the Red Line and the Orange Line; the stations for these two lines are across the street from each other and share the name “North Hollywood.” If adopted, both the Official and Operational names for this station will be “Expo/Crenshaw.”

2. Martin Luther King Jr. Station

This station lies at the intersection of Crenshaw and Martin Luther King Jr. Boulevards. Several station names incorporating “Martin Luther King Jr.” were suggested by community members and elected officials. The community also would prefer that “Martin Luther King Jr.” not be abbreviated in the station name. To avoid the need for any abbreviation and to meet the naming policy’s recommended 24-character maximum ensuring signage readability and compliance with ADA type size requirements, staff recommends the name “Martin Luther King Jr.” If adopted, this will be both the Official and Operational station name.

3. Leimert Park Station
The name “Leimert Park” was suggested by community members and elected officials. The name is consistent with the naming policy as the station is identified by a neighborhood landmark. If adopted, both the Official and Operational names for this station will be “Leimert Park.”

4. Hyde Park Station
The name “Hyde Park” was suggested by community members and elected officials. The name is appropriate as the station lies within the Hyde Park neighborhood boundary, and it is consistent with the naming policy as the station is identified by a neighborhood name. If adopted, both the Official and Operational names will be “Hyde Park.”

5. Fairview Heights Station
The name “Fairview Heights” was suggested by community members, Crenshaw/LAX Community Leadership Council (CLC) members and elected officials. The name is appropriate as the station lies within the Fairview Heights neighborhood boundary, and it is consistent with the naming policy as the property is identified by a neighborhood name. If adopted, both the Official and Operational names will be “Fairview Heights.”

6. Downtown Inglewood Station
The name “Downtown Inglewood” was suggested by community members and city officials. The name is consistent with the naming policy as the station is identified by a city name, and it distinguishes the station from the Fairview Heights station which is also in the City of Inglewood. If adopted, both the Official and Operational names will be “Downtown Inglewood.”

7. Westchester Station
This station is located at the northwest corner of Florence and Hindry Avenues, at the border of Inglewood and Westchester but within the city limits of Inglewood. This station received the most varied community input for names. The City of Inglewood preferred “Hindry/Veteran” to identify the station by the street on which it lies as well as by the destination of nearby veteran housing. The Westchester community supported the name “Hindry/Westchester” to reflect the station’s proximity to the area. Staff believes customers will be best served when navigating the system by referencing the community targeted for service, which is Westchester. If adopted, both the Official and Operational names will be “Westchester.” Upon direction from the Board, a commemorative plaque could be installed at the station acknowledging the nearby veteran housing, with final language to be determined prior to station opening.

8. Aviation/Century
The name “Aviation/Century” was suggested by community members, the Gateway to LA BID, Westchester stakeholders and elected officials. The name is consistent with the naming policy as it identifies the station by its street intersection. If adopted, both the Official and Operational names will be “Aviation/Century.”

DETERMINATION OF SAFETY IMPACT

Adopt 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 shown in Attachment C, some of which also are consistent with Metro's naming policy.

NEXT STEPS

Staff will work with the Crenshaw/LAX construction project to ensure that the Board-adopted station names are implemented.

ATTACHMENTS

Attachment A - Property Naming Policy
Attachment B - Map of Crenshaw/LAX line with proposed Operational Station Names
Attachment C - Table of alternate names for each station

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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.

ATTACHMENT B

Crenshaw/LAX Transit Project

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Crenshaw/LAX Station Names

ATTACHMENT C

Station Naming – Community Feedback Matrix

Original (Planning Name)	Community Recommended Names	Community Comments	Recommendation forwarded for consideration
Crenshaw/MLK	• Crenshaw/Martin L. King, Jr. • Baldwin Hills/Crenshaw • Baldwin Hills/Martin L. King, Jr. • Crenshaw/MLK • District Square • Martin Luther King, Jr. • MLK Bl • MLK	All recommended names meet the station naming criteria. Community preferred that Martin L. King, Jr. not be abbreviated to MLK.	**Martin Luther King, Jr.** Wide community support.
Crenshaw/Vernon	• Leimert Park • Leimert Park Village • Crenshaw/Vernon • Freedom Square • Bernard Parks	All recommended names meet the station naming criteria.	**Leimert Park** Wide community support.
Crenshaw/Slauson	• Hyde Park • Park Mesa Heights • Crenshaw/Slauson • Park Mesa/Slauson	All recommended names meet the station naming criteria.	**Hyde Park** Wide community support.
Florence/West	• Fairview Heights • Florence/West • Fairview Heights/Florence	All recommended names meet the station naming criteria.	**Fairview Heights** Wide community support.
Florence/La Brea	• Downtown Inglewood • Florence/La Brea • Inglewood	All recommended names meet the station naming criteria.	**Downtown Inglewood** Wide community support.
Florence/Hindry	• Hindry/Westchester • Westchester • Florence/Hindry • Westchester/Gateway • Kentwood • Hindry/Veteran	All recommended names meet the station naming criteria except Westchester/Gateway and Hindry Veteran.	**Westchester** High level of community support.
Aviation/Century	• Aviation/Century • Century/LAX • LAX • Century/Gateway	All recommended names meet the station naming criteria.	**Aviation/Century** Wide community support.

** Community recommended names listed in order of greatest community support.*