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

Metro

Board Report

File #: 2019-0776, **File Type:** Project **Agenda Number:** 50.

EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 17, 2019

SUBJECT: ROSA PARKS CUSTOMER CENTER DEDICATION

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

DEDICATE the new Metro Customer Center at the Willowbrook/Rosa Parks Station in honor of Rosa Louise Parks, a civil rights activist.

ISSUE

In late 2019, Metro will open a new Metro Customer Center at the Willowbrook/Rosa Parks Station on the Metro Blue and Green Lines.

Consistent with the Metro Property Naming Policy, the Metro Board of Directors should consider dedicating the new Metro Customer Center at the Willowbrook/Rosa Parks Station to Rosa Louise Parks and honor her significant contributions to the American civil rights movement and social justice.

BACKGROUND

Since the completion of the Metro Blue Line in 1990 and the Metro Green Line in 1995, the Willowbrook/Rosa Parks Station has evolved from a neighborhood station into the fourth most heavily used station in the Metro system. As part of the Willowbrook/Rosa Parks Improvement Project, Metro is completing significant upgrades to the station, expanding its capacity, adding new amenities, and strengthening its roles as a mobility hub and community resource.

This revitalized regional facility will provide thousands of Metro patrons with superior access to local treasures and amenities, including the County's most advanced health care services provider, the rebuilt Martin Luther King Jr. Medical Campus, and the Charles Drew University of Science and Medicine.

The improvements will transform the Willowbrook/Rosa Parks Station into a first-class transit facility through a number of improvements including:

- Upgrades to the elevators, escalators, stairs and mezzanine between the Blue and Green Line platforms
- Improvements to and consolidation of the bus bays to provide a safer and more comfortable area for patrons

powered by Legistar™

- Reconfiguring of the Park & Ride lots for optimal circulation and pedestrian safety
- Improvements to pedestrian circulation, signage and wayfinding through the station
- New interactive digital displays with transit information and advertising
- Integration of new site-specific artwork
- Addition of a civic plaza with a Metro Customer Center, Transit Security Center, and Metro Bike Hub

As part of these improvements, Staff proposes to dedicate the new Metro Customer Center in honor of Rosa Parks. Rosa Louise Parks was nationally recognized as the “mother of the modern-day civil rights movement” in America. Her refusal to surrender her seat to a white male passenger on a Montgomery, Alabama bus on December 1, 1955 triggered a wave of protest on December 5, 1955 that reverberated throughout the United States. Her quiet courageous act changed America, its view of black people and redirected the course of history.

The new Metro Customer Center will be the first and only fully custom-built customer center in the County and will feature contemporary architecture, integrated site-specific interior artwork and other customer amenities. The center will bring a range of valuable services and products to the community including the ability to purchase TAP cards and submit applications for reduced fare program (e.g. Senior or Student cards), timetables and trip planning assistance.

FINANCIAL IMPACT

Adoption of Recommendation would have no financial impact to the agency.

Impact to Budget

There is no budget impact. Funds necessary for signage and other materials have been previously allocated as part of the capital budget for the new Metro Customer Center.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The recommended action supports the following goals:

Goal 2: Deliver outstanding trip experiences for all users of the transportation system;
Goal 3: Enhance communities and lives through mobility and access to opportunity;

ALTERNATIVES CONSIDERED

- Do not dedicate the new Metro Customer Center.

NEXT STEPS

Should the Board approve the recommendation, signage will be fabricated and installed at the new Metro Customer Center at the Willowbrook/Rosa Parks Station dedicating it in honor of Rosa Parks.

A dedication event will take place at the center as part of a grand opening celebration in late 2019. Metro's website, customer guides, and related materials will be updated to reflect the new name of the customer center.

ATTACHMENTS

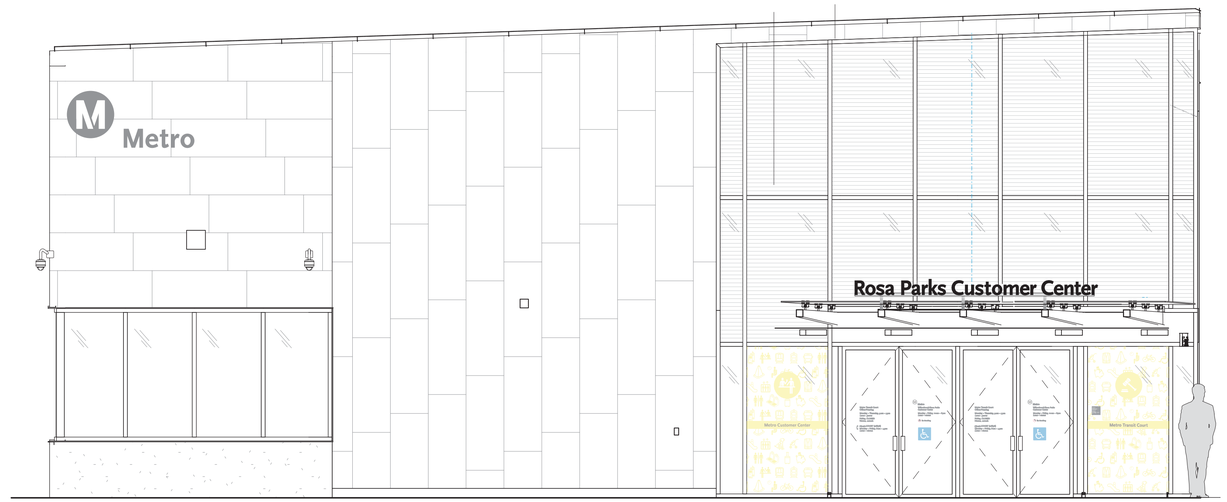
Attachment A - Draft Signage
Attachment B - Draft Plaque

Prepared by: Tim Lindholm, Sr. Executive Officer, Project Management, (213) 922-7136
Anthony Crump, Deputy Executive Officer, (213) 418-3292

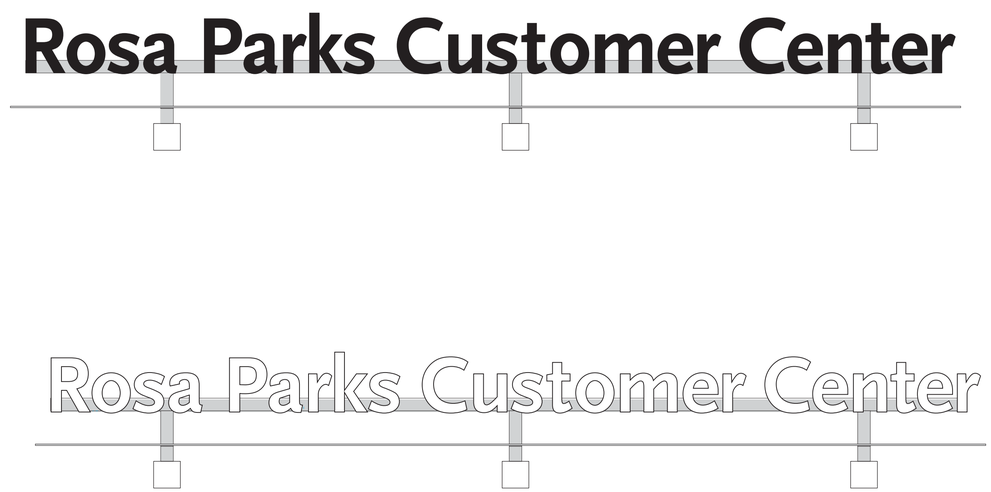
Reviewed by: Richard Clarke, Chief Program Management Officer, (213) 922-7557
Yvette Rapose, Chief Communications Officer, (213) 418-3154
Phillip A. Washington, Chief Executive Officer, (213) 922-7555

Phillip A. Washington
Chief Executive Officer

ATTACHMENT A - DRAFT SIGNAGE



B CONTEXT ELEVATION
SCALE: 1/4" = 1'-0"



A EXTERIOR DIMENSIONAL LETTERS ST A15
SCALE: 1" = 1'-0"

Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

Copyright © 2019 Los Angeles County Metropolitan Transportation Authority (LACMTA or Metro). All rights reserved. Any copyright and other intellectual property rights (such as, design rights, trademarks, etc.) of any material provided or contained on this/these page(s) remains the property of LACMTA. These materials may not be printed, copied, reproduced, republished, displayed, modified, reused, or transmitted in any way, without prior written permission of LACMTA, Metro Art & Design Program. Any unauthorized reproduction or use may be a violation of applicable laws.

Project Title & Description
15-7049-047 Rosa Parks Customer Center Canopy

Issue Date
08/13/19

Designer(s)
M Lee

Lead Designer
S McLaughlin
Initials

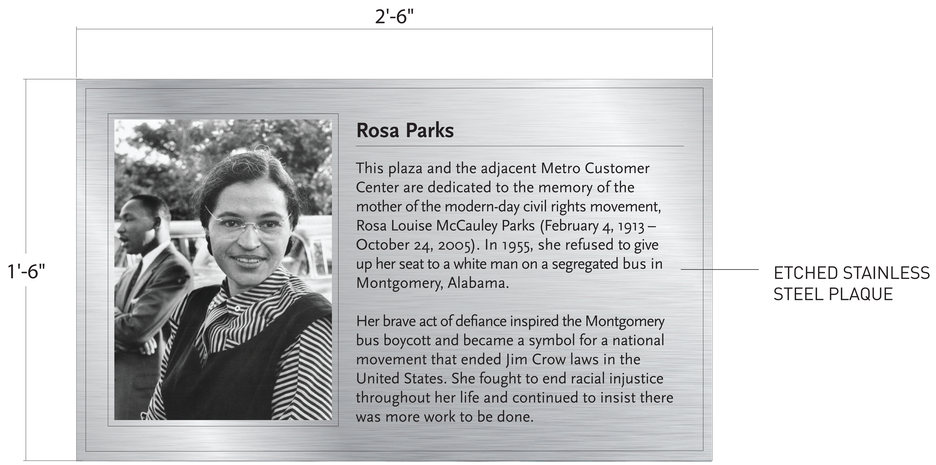
Project Manager
L Glover
Initials

APPROVED BY
Director, Arts & Design
Susan Gray
Initials

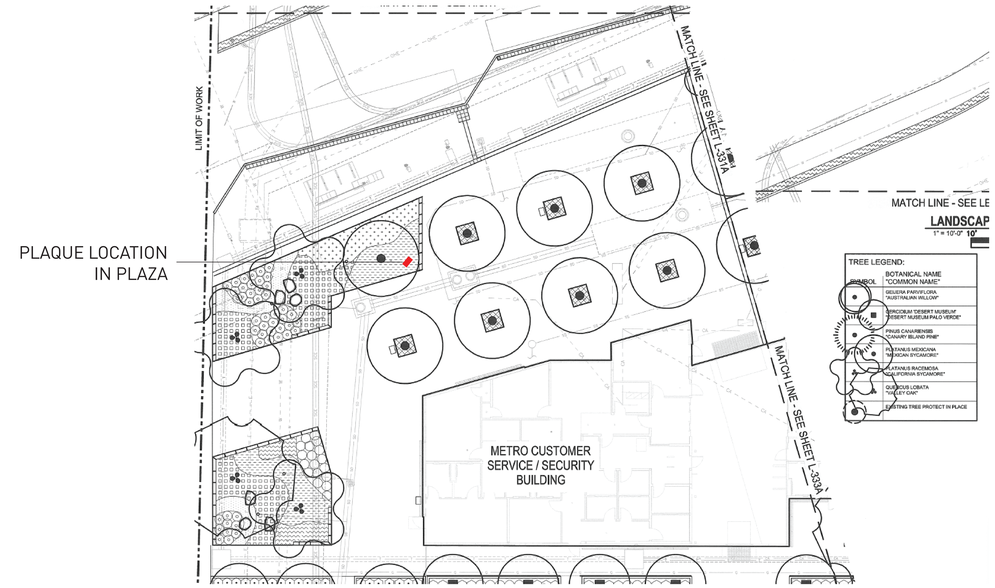
DRAWING NO.
GS-001

SCALE
AS NOTED

SHEET NO.
1 OF 1



A Design
SCALE: 1:1



C Location Plan

B Elevation
SCALE: 1:3

Metro
Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

Copyright © 2019 Los Angeles County Metropolitan Transportation Authority (LACMTA or Metro). All rights reserved. Any copyright and other intellectual property rights (such as, design rights, trademarks, etc.) of any material provided or contained on this/these page(s) remains the property of LACMTA. These materials may not be printed, copied, reproduced, republished, displayed, modified, reused, or transmitted in any way, without prior written permission of LACMTA, Metro Art & Design Program.
Any unauthorized reproduction or use may be a violation of applicable laws.

Project Title & Description	Issue Date	Designer(s)	Lead Designer	Project Manager	APPROVED BY	DRAWING NO.
15-7049-046 Rosa Parks Commemorative Plaque	08/13/19	M Lee	S McLaughlin	L Glover	Director, Arts & Design	GS-001
			Initials	Initials	Susan Gray	
					Initials	SCALE AS NOTED
						SHEET NO. 1 OF 1