



Board Report

File #: 2023-0255, File Type: Plan

Agenda Number: 30.

EXECUTIVE MANAGEMENT COMMITTEE JULY 18, 2024

**SUBJECT: RAIL STATION NAME FOR WESTSIDE PURPLE (D LINE) EXTENSION, SECTION 2
(CITY OF LA)**

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

ADOPT the staff recommendation for the official and operational station name for the City of LA station on Metro Rail's Purple (D Line) Extension Section 2:

- Official Station Name: Century City
 - Operational Station Name: Century City

ISSUE

Metro is procuring signage and other permanent station identification materials for the Westside Purple (D Line) Extension Project, Section 2 station. As construction is fully underway an official and operational station name that is consistent with Metro's Property Naming Policy needs to be adopted by the Board to enable Metro's contractor to produce wayfinding and station signage for the new station.

BACKGROUND

The revenue service date for the Westside Purple (D Line) Extension Project, Section 2 is expected to be Summer 2026. The project is currently making significant headway as tunneling for Section 2 has been completed. In accordance with Metro's Property Naming Policy, Community Relations began soliciting suggestions for permanent station names from community stakeholders, which included residents, commercial stakeholders, the Business Improvement District, and the chamber of commerce in late 2022. The station is in the City of Los Angeles' Century City, at the intersection of Constellation Blvd. and Avenue of the Stars, and is known by its placeholder name, Century City/Constellation.

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. The policy states 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.

DISCUSSION

Community Input

In accordance with Metro's Property Naming policy, Metro Community Relations initiated station naming outreach and engagement in early October 2022 and continued through April 2023.

As part of the planning phase, provisional names for the station were developed using the neighborhood geography. For the permanent station name, input was solicited from key stakeholders and the community at large. Stakeholders included the Century City Chamber of Commerce, the Century City Business Improvement District, Westfield at Century City Mall, Century City Property Managers, the Century City Arts Commission, and residents of Los Angeles.

Staff reviewed the Board's Property Naming Policy with area stakeholders during the 14 stakeholder briefings and community meetings they hosted. These sessions also included participation from local businesses, residents, and civic leaders. In addition, outreach and invitations to submit station name recommendations were integrated into Metro social media campaigns, including Facebook and X (formerly Twitter), and were also included in the Westside Purple (D Line) Extension, Section 2, weekly stakeholder construction notices. The publicly submitted station names were reviewed by staff to ensure consistency with Metro's Property Naming Policy.

Survey Confirmation

To further validate the community input for the station name, a survey was fielded in May 2023 with 200 Metro riders and 200 non-Metro riders. The demographic composition of survey respondents mirrors Metro On-Board Survey and Census demographics, respectively. Respondents were recruited by ThinkNow research using online respondent panels and mall intercepts near transit hubs. Respondents rated perceived ease of navigating teach potential station by name.

The top names for the station included "Century City" and "Century City/Constellation."

- 82% of respondents who are Metro riders perceived "Century City" to be easier to navigate
- 76% of respondents who are infrequent or non-riders perceived "Century City" to be easier to navigate

The table below shows the Original Placeholder name and the recommended Official and Operational Station Name. The recommended official and operational station name is the result of community outreach and engagement, a rider survey, and staff review to ensure consistency with Metro's Property Naming Policy.

Original Placeholder	Recommended Official and Operational Station Name
Century City/Constellation	Century City

The Original Placeholder name, “Century City/Constellation,” accurately combined the geographical neighborhood within the City of Los Angeles and one of the streets at the intersection where the station will be located. Consistent with Metro’s Property Naming policy, the Recommended Official/Operational Station Name simplifies the name while accurately describing the geographic location of the station. The recommended station name, Century City, was fully supported by the executive directors of the Century City Business Improvement District and the Century City Chamber of Commerce and gained the most support from the community during the robust outreach effort.

DETERMINATION OF SAFETY IMPACT

Adoption of this name does not affect the incidence of injuries or healthful conditions for customers or employees. Therefore, approval will have no impact on safety.

FINANCIAL IMPACT

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 2.

Impact to Budget

The proposed funding source is the Purple (D Line) Extension Section 2 project budget. Purple (D Line) Extension Section 2 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.

ALTERNATIVES CONSIDERED

The community also considered “Century City/Constellation.” However, after the outreach and engagement through briefings, surveys and focus groups, Metro riders and the general public perceived “Century City” to be easier to navigate over the alternative “Century City/Constellation.”

EQUITY PLATFORM

The recommended board action will benefit all Metro riders utilizing the new station and navigating the Metro system by improving customer experience. The recommended station name was voted on by the public and is consistent with Metro’s Property Naming Policy. The outreach performed by Metro Community Relations to solicit suggestions for permanent station names was open to all members of the community, regardless of race, residency, or other social and demographic factors.

The recommended station name is in accordance with Metro’s Property Naming Policy in that it: a) reflects the station’s general location relative to the entire transit system without duplication, b)

provides specific information about the property's location relative to the surrounding area, c) acknowledges the communities and neighborhoods serviced by the stations and stops, and d) is simple, short, easily recognizable, and appropriate for system signage and mapping. Should the board adopt the recommended station name, new and existing transit users will find the new stations easy to locate and use, thereby increasing transit equity in Los Angeles County.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This recommendation supports Metro's goal of providing high-quality mobility options that enable people to spend less time traveling. This recommendation also supports Metro's goal of enhancing communities and lives through mobility and access to opportunity.

Both goals are supported because, when completed, the Purple (D Line) Extension subway will make travel between downtown Los Angeles and the Westside easier and more convenient for riders, especially riders in underserved communities, who do not have access to a vehicle or cannot carpool or afford rideshare services.

Adoption of the permanent station name will make navigating the stations of the Purple (D Line) Extension simpler by using a name that is easily recognizable and that reflects the station's location relative to known communities and familiar neighborhoods.

NEXT STEPS

Staff will work with the Westside Purple (D Line) Extension, Section 2, project manager, and Tutor Perini O & G, Metro's design-builder, to implement the station name as adopted by the Board.

ATTACHMENTS

Attachment A - Property Naming Policy

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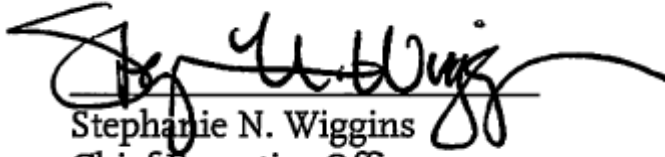
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Stephanie N. Wiggins
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ATTACHMENT A

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.



Purple (D-Line) Extension Section 2
Station Naming Recommendation
July 2024

BACKGROUND/RELEVANT POLICY

2003 Board-approved Property Naming Policy

Purpose of Station Names

- Assist customers in navigating the system

Criteria for Names

- Based primarily on geographic location
- Nearby street or freeway
- Well-known destination or landmark
- Community, district or city name
- Not named for individuals
- Preferred max. of 24 characters for ADA/general readability
- Simple, quick recognition
- Single names preferred; multiple names separated by slash

Station Name Types

- "Official Station Name" board-adopted station name may be used in documents and legal notices
- "Operational Station Name" may be used more commonly and/or when space is limited and on signage, customer materials
- General guidelines, exceptions can be made

Public outreach and engagement

- Required prior to station naming recommendations.
- Includes local/regional stakeholders, current and potential Metro Bus and Rail riders.



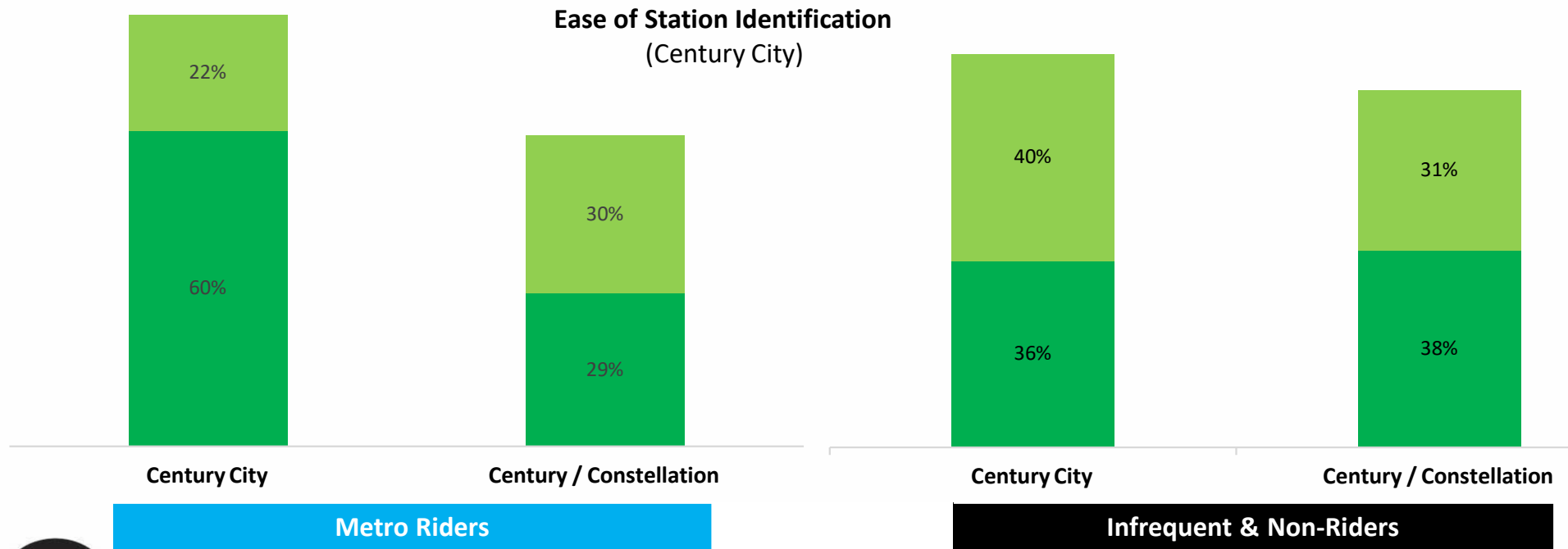
PUBLIC OUTREACH & ENGAGEMENT

- Per naming policy, public outreach and engagement is required
- Six months of outreach and engagement - from late 2022 – early 2023.
- Online survey station name submissions received.
- Outreach included online and in-person presentations, community events, and at Metro hosted events.
- Outreach and engagement included: Century City Chamber of Commerce, Century City Business Improvement District, Westfield at Century City Mall, Century City Property Managers, Century City Arts Commission, residents of Los Angeles, and current/potential Metro riders.



SURVEY FINDINGS: CENTURY/CONSTELLATION

For the Century/Constellation Station “Century City” is the easiest to navigate for both Metro Riders and Non-Riders groups



Metro

March 2023 Survey

Q: Imagine you were riding the D Line and needed to go somewhere near the new Metro station “2”, how easy would the following station names be to determine at which station to exit?.

RECOMMENDATION FOR BOARD ACTION

Adopt the staff recommendation for the following official and operational station name for the City of LA station that comprises Metro's Purple (D Line) Extension Section 2:

Official Station Name	Operational Station Name
Century City	Century City





Thank you



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