



Board Report

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Agenda Number: 21.

EXECUTIVE MANAGEMENT COMMITTEE MAY 15, 2025

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

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

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

- Official Station Name - Beverly Dr
- Operational Station Name - Beverly Dr

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 Board-approved Property Naming Policy revised in 2017 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.

In 2018, Metro and the City of Beverly Hills reached a settlement agreement on several outstanding issues related to Purple (D) Line Extension Project Section 2 construction. The settlement Memorandum of Agreement 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."

DISCUSSION

During the planning phase, a provisional name for the station was developed using the neighborhood geography (Wilshire/Rodeo), which continued through the construction phase. In accordance with Metro's Property Naming Policy, in late 2022, Metro Community Relations began soliciting suggestions for permanent station names from community stakeholders, including the City of Beverly Hills, residents, and commercial stakeholders, such as the business improvement district and the chamber of commerce. This outreach effort was to create a permanent station name to be used during the operation of this extension of the Purple Line.

Fourteen stakeholder briefings were hosted, during which staff reviewed the Board's Property Naming Policy and obtained feedback. In addition to these briefings, stakeholders were invited to submit station name recommendations. Staff reviewed the publicly submitted station names to ensure consistency with Metro's Property Naming Policy, and a survey of Metro riders was conducted for further input.

On October 3, 2023, Metro presented the proposed station name, "Wilshire/Beverly Dr." to the Beverly Hills City Council. At the meeting, the Beverly Hills City Council received public comment and a presentation from representatives of the Beverly Wilshire Hotel, who strongly opposed the proposed "Wilshire/Beverly Dr" station name. Ultimately, the Beverly Hills City Council did not consent to the "Wilshire/Beverly Dr." station name, as recommended by Metro staff, and instead conveyed their support for the name "Beverly Drive."

The "Beverly Dr" name is consistent 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. The recommended station name is also consistent with the Metro and City of Beverly Hills Memorandum of Agreement. Should the board adopt the recommended station name, new and existing transit users will find the new station easy to locate and use.

DETERMINATION OF SAFETY IMPACT

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

FINANCIAL IMPACT

Approval of the station name incurs no additional financial impact to 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 Board may direct staff to select a different name for the station. This is not recommended because the recommended name is consistent with the Metro/City of Beverly Hills settlement agreement and is consistent with Metro's station naming policy.

EQUITY PLATFORM

The recommended board action will benefit all Metro riders utilizing the new station and navigating the Metro system by improving customer experience. Outreach was conducted through community meetings, briefings with key stakeholder organizations and two public surveys of potential riders and existing riders.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

While this item does not directly encourage taking transit, sharing a ride, or using active transportation, it is a vital part of Metro operations, as it provides transparency and information related to the naming of one of Metro's new transit stations. Because the Metro Board has adopted an agency-wide VMT Reduction Target, and this item supports the overall function of the agency, this item is consistent with the goals of reducing VMT.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

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.

Adding seven new stations to Metro's ever-expanding transit network, the Westside Purple (D Line) Extension subway will provide all Metro transit riders a reliable connection between downtown LA and Westside communities, including West LA and Westwood.

Adoption of the permanent station names will make navigating the stations of the Purple (D Line) Extension simpler by using names that are easily recognizable and that reflect the stations' locations relative to known communities and familiar neighborhoods.

NEXT STEPS

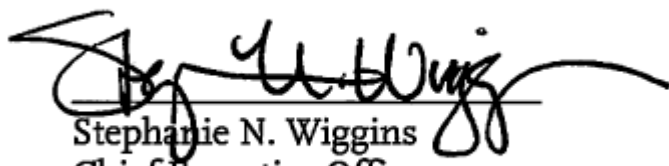
Staff will work with the Westside Purple (D Line) Extension, Section 2 project manager and contractor to implement the station name as adopted by the Board.

ATTACHMENT

Attachment A - Property Naming Policy

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Reviewed by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060



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Chief Executive Officer

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.



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

Executive Management Committee
May 15, 2025

RECOMMENDATION FOR BOARD ACTION

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

Official Station Name	Operational Station Name
Beverly Dr	Beverly Dr

BACKGROUND/RELEVANT POLICY

Board-approved Property Naming Policy

(Revised 2017)

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: City of Beverly Hills, The Rodeo Drive Committee, The Rotary Club of Beverly Hills, The Beverly Hills Chamber of Commerce, residents, local businesses and civic leaders in Beverly Hills.

SURVEY RESEARCH AND MEMORANDUM OF AGREEMENT

City of Beverly Hills/Metro Memorandum of Agreement

- Metro and the City of Beverly Hills have a Memorandum of Agreement (MOA) that covers issues related to the construction of the Purple Line.
- The MOA states, “...LACMTA agrees that it will not name a rail/subway station in the City without the City Council’s Consent.”
- In October 2023, Metro presented the proposed station name, “Wilshire/Beverly Dr” to the Beverly Hills City Council and they did not consent to the name.
- In a unanimous vote, the Beverly Hills City Council consented to the “Beverly Dr” name.
- Consistent with Metro/City of Beverly Hills 2024 settlement agreement.



Questions



Metro