

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:

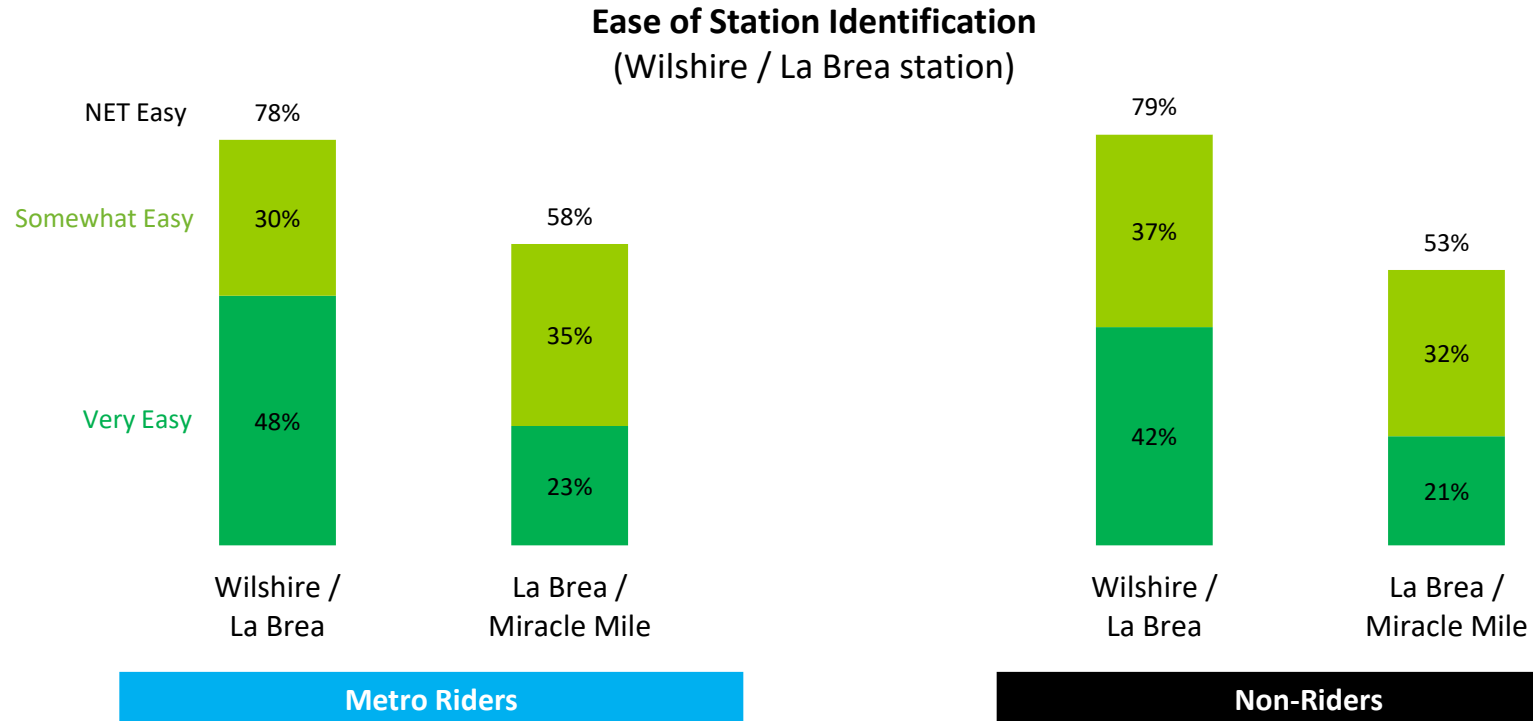
	Wilshire / La Brea station	Wilshire / Fairfax station	Wilshire / La Cienega station
Intersection Street Names	Wilshire / La Brea	Wilshire / Fairfax	Wilshire / La Cienega
North-South Street / Neighborhood	La Brea / Miracle Mile	Fairfax / Museum Row	La Cienega / Beverly Hills
			La Cienega / Restaurant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

Who We Surveyed

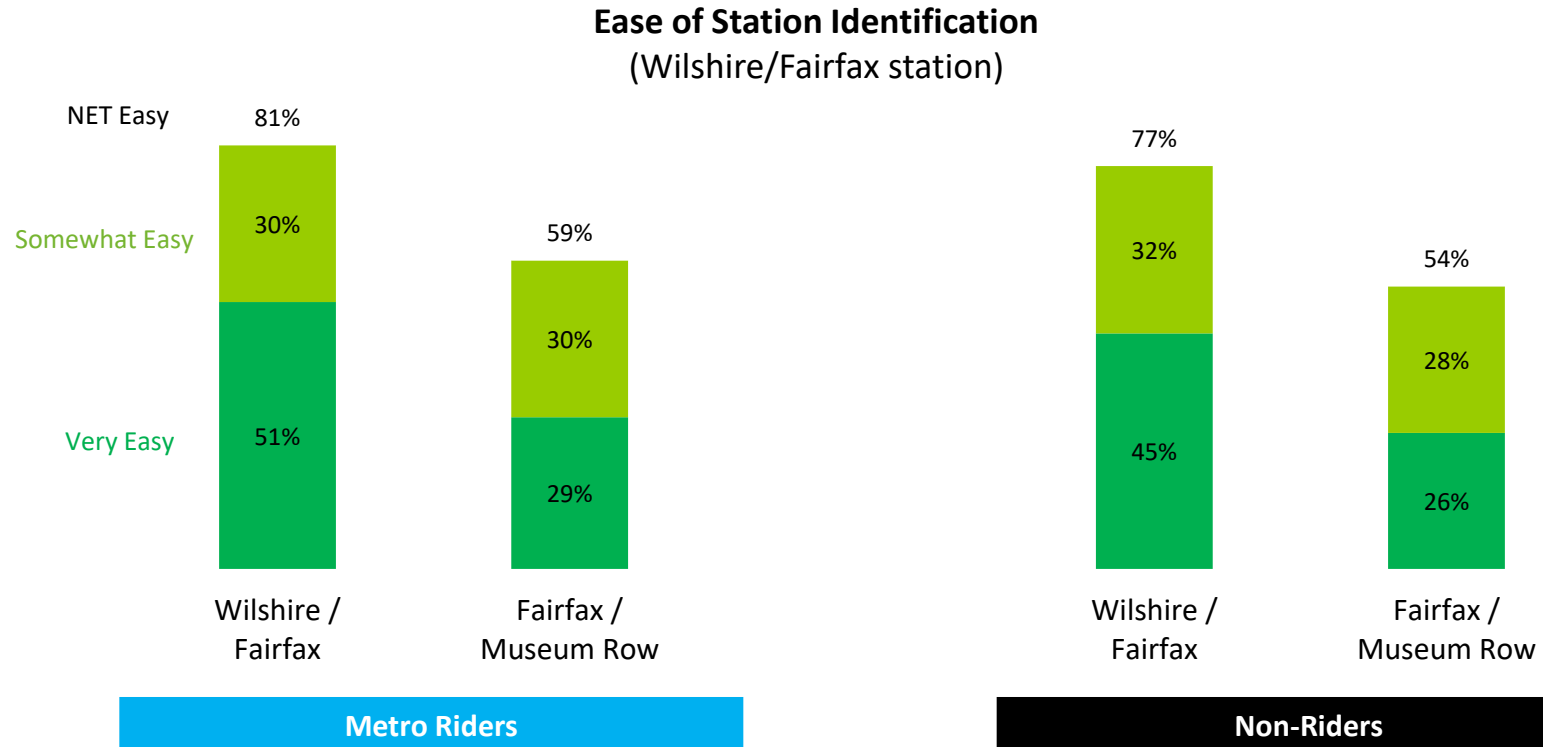
Metro Riders (Rides Metro at least once per month)	Non-Riders (Rides Metro less than once per month)
n=200	n=200
Mirrors demographics of Metro's On-Board survey	Mirrors demographics of the population of Los Angeles County
<p style="text-align: center;">Demographics balanced</p> <ul style="list-style-type: 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

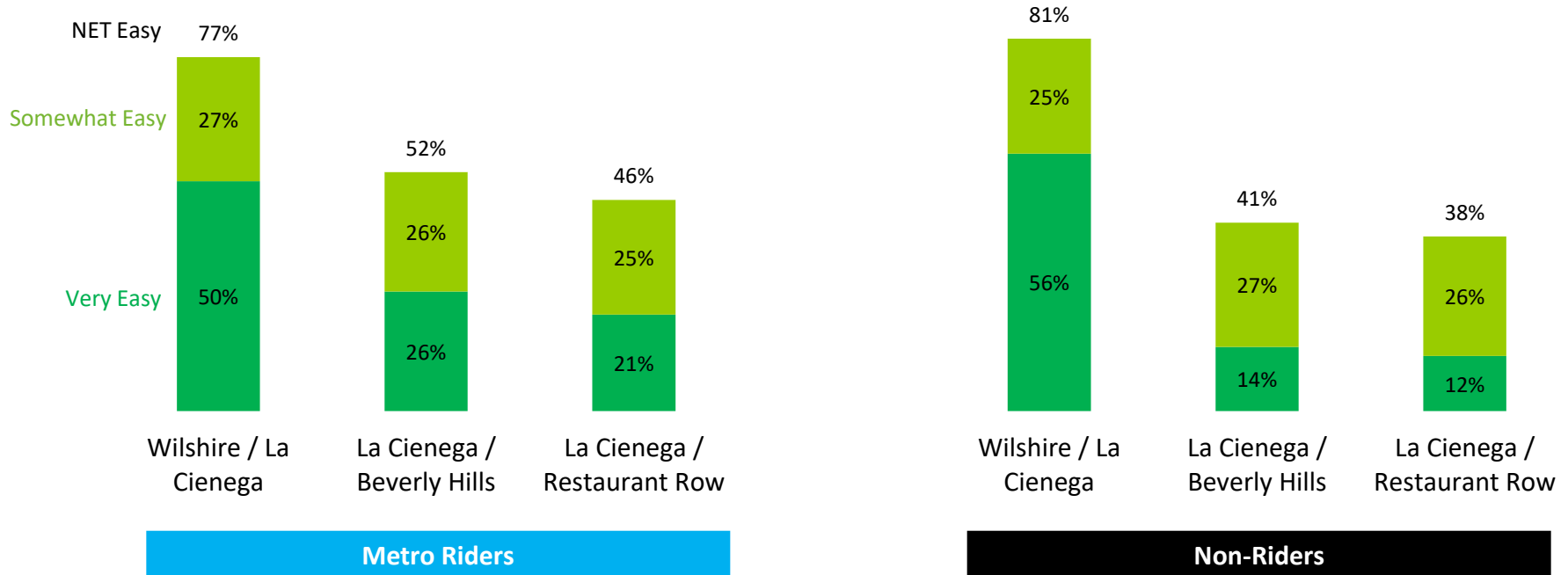


For the Wilshire / Fairfax station, “Wilshire/Fairfax” is perceived to be the easiest name to use



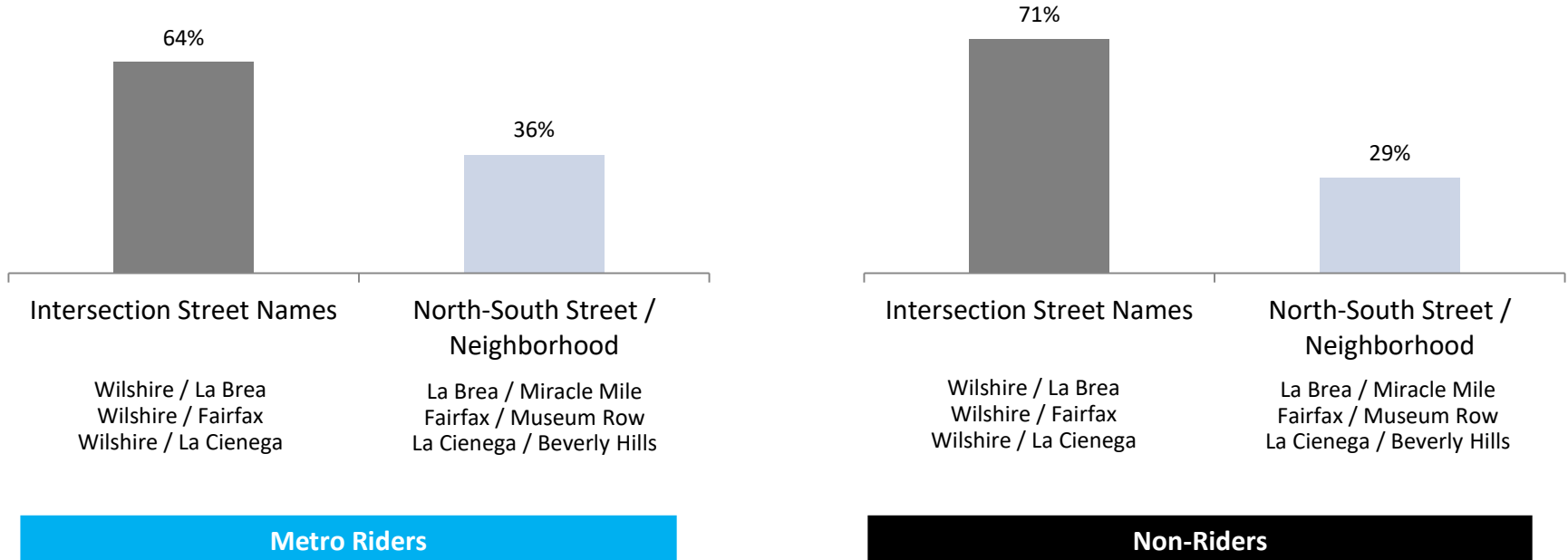
For the Wilshire / La Cienega station, “Wilshire / La Cienega” is the easiest to navigate to for both groups

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

