

Airport Metro Connector Station Naming Research

January 15, 2019



Survey Methodology & Sample

Who We Surveyed

Total of 450 respondents

Metro Riders	Potential Riders	Potential Visitors
n=150	n=150	n=150
Closely mirroring On-Board survey demographic proportions	Closely mirroring census demographic proportions minus Metro Rider demographics	- Non-Los Angeles County Residents - n=100 from US, non-California - n=50 from abroad

Online survey offered in English and Spanish

Based on community input and staff recommendation, we tested six potential station naming options

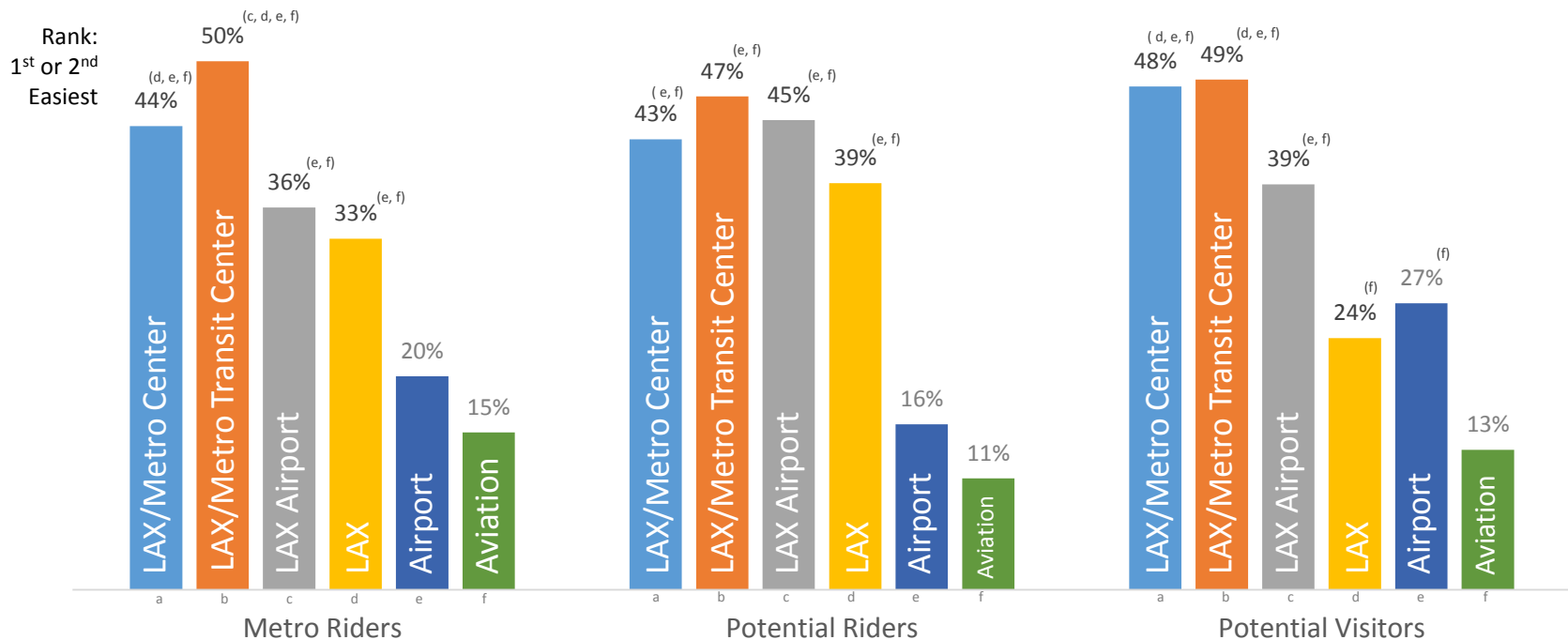
LAX/Metro Center	LAX/Metro Transit Center	LAX Airport	LAX	Airport	Aviation
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When ranking the name options, “LAX/Metro Transit Center” garners the highest rankings across the three groups

LAX/Metro Transit Center slightly edges out LAX/Metro Center, although not by a statistically significant margin

Ranked Ease of Finding Transfer Point

% Who Perceive Station Naming Options as Easy



Metro

Q: Imagine you were transferring to or from the Metro transit system and the LAX automated people mover. Which potential Metro station names would make it easiest to determine which station to transfer at. Please rank the naming options, with 1 being easiest and 6 being most difficult. Stat testing done at 95% confidence

In their own words...
Why not “Aviation” or “Airport”

Aviation and airport are last to me because how they may relate to other airports

Rider
San Gabriel

"Airport" doesn't mean anything and only locals are familiar with "Aviation" street

Non-Rider
Cerritos

Aviation is also a boulevard out by LAX but it isn't LAX; don't confuse people

Rider
Hancock Park

"Aviation" and "Airport" are at the bottom of the list as they aren't very specific.

Non-Rider
Santa Monica

In their own words...

Arguments in favor of LAX/Metro Center or LAX/Metro Transit Center

Adding "metro" will make it clear that there are transfers there too.

Non-Rider
El Monte

LAX/Metro transit center is more descriptive about the service.

Potential Visitor
Texas

LAX/Metro Transit Center is an all encompassing name for multiple modes of transportation.

Rider
Reseda

The ones with Metro in the names are more obvious, the others are too vague and confusing.

Non-Rider
Riverside

It is important to see the link between LAX and the Metro Center

Rider
Los Angeles

Summary & Conclusions

- “Aviation, “Airport”, and “LAX” are ranked notably lower than the other options, likely due to
 - There is another station with “Aviation” in the name
 - “Airport” could be referring to any airport
 - Preferring more detail than just “LAX”
- Names with “Metro Center” included receive the highest rankings, followed by “LAX Airport”
 - Many respondents cite that including “Metro Center” makes it more clear what types of transfers are available at the station
 - Some in favor of “LAX Airport” believe that the word “Airport” is needed to ensure clarity.
 - Although, in most visual representations of the station name, an airplane icon will be shown, which should mitigate confusion.
 - Also, “LAX” is assumed to be universally understood in Los Angeles. By the time visitors will have flown into LAX, they’ll know that “LAX” is an airport.
- “LAX/Metro Transit Center” has a slight edge in ranking over “LAX/Metro Center”, although it is not a statistically significant difference