



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.



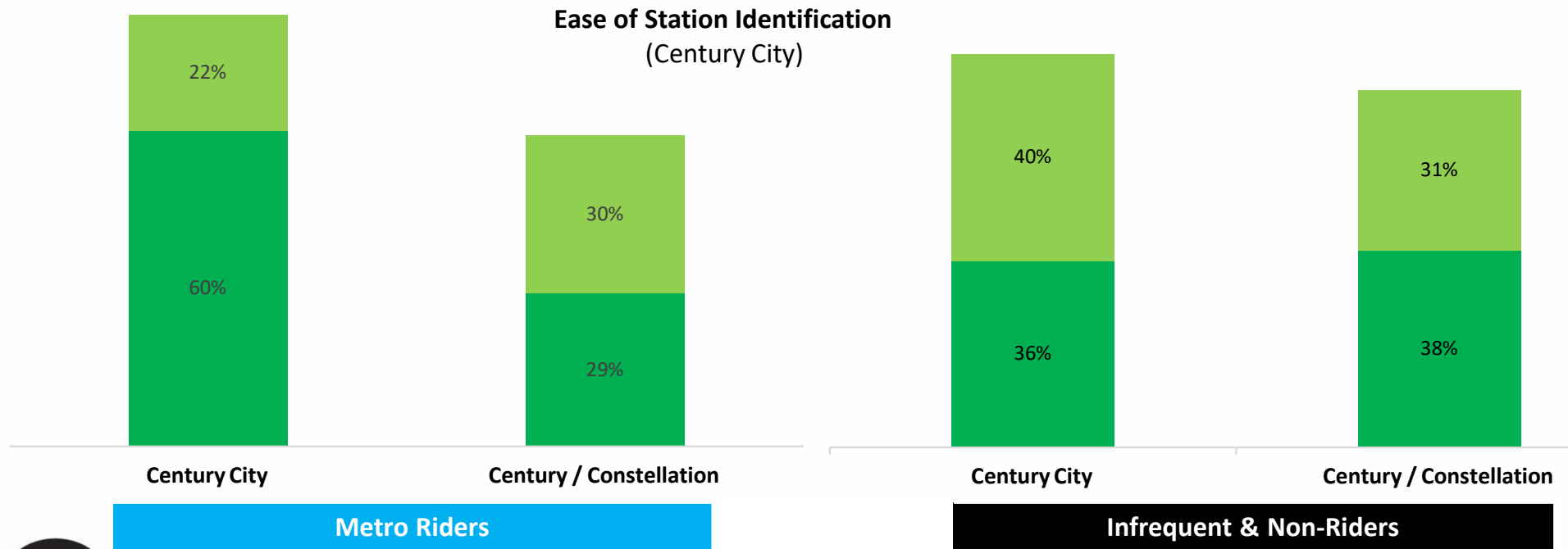
PUBLIC OUTREACH & ENGAGEMENT

- 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



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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