



Board Report

File #: 2020-0653, File Type: Project

Agenda Number: 38.

EXECUTIVE MANAGEMENT COMMITTEE NOVEMBER 19, 2020

SUBJECT: RAIL STATION NAMES

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

ADOPT Station names for Purple (D Line) Extension Section 1. Adopt the following official and operational station names for the three (3) stations that comprise Metro Rail's Purple (D Line) Extension Section 1:

<u>Official Station Name</u>	<u>Operational Station Name</u>
1. Wilshire / La Brea	Wilshire / La Brea
2. Wilshire / Fairfax	Wilshire / Fairfax
3. Wilshire / La Cienega	Wilshire / La Cienega

ISSUE

Metro is in the process of procuring signage and other permanent station identification materials for Purple (D Line) Extension Section 1 stations. All of the recommended station names above are the result of community input and do not differ from those in the original contract documents. Construction drawings reflecting the original station names have been completed. Station identification signage has not been fabricated. Should any costs be incurred due to station name revisions, they will be borne by the Purple (D Line) Extension Section 1 Project.

BACKGROUND

The Purple (D Line) Extension Project Section 1 is anticipated for substantial completion in 2023. The project is currently making significant headway as our twin Tunnel Boring Machines are headed to their final destination westward at Wilshire/La Cienega. In 2019, Community Relations began discussions with local stakeholders, including Neighborhood Councils, Chambers of Commerce and the public on potential future station names.

Staff reviewed the Board’s Property Naming Policy with area stakeholders during the outreach process. Per this policy, staff-initiated Station Naming outreach and engagement in June 2019 at the Halfway to La Cienega Community Event and continued through October 2019. The Metro Construction Relations team facilitated discussions with local community, business and civic leaders as well as residential stakeholders through a series of 27 community meetings and nine community events. Station name recommendations were received by approximately 500 people.

DISCUSSION

Property Naming Policy

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. It indicates 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.

Community Input

Staff originally developed a set of geographically-based names for these stations, and then sought community input on those names from various entities. Staff received detailed input from the Greater Miracle Mile Chamber of Commerce, Beverly Hills Chamber of Commerce, Mid City West Community Council, Greater Wilshire Neighborhood Council and Wilshire Center Koreatown Neighborhood Council. These proposed names were presented for comment at the Westside/Central Service Council meeting on September 11, 2019; the Council heard public comment and was in support of the names which are now recommended in this report. The table below shows the original proposed station names along with the new proposed names based on community input. A map of these stations showing the proposed Operational names is included as Attachment B.

Official Name - Original	Official Name - Proposed	Operational Name - Proposed
Wilshire/La Brea	Wilshire/La Brea	Wilshire/La Brea
Wilshire/Fairfax	Wilshire/Fairfax	Wilshire/Fairfax
Wilshire/La Cienega	Wilshire/La Cienega	Wilshire/La Cienega

Wilshire/La Brea

The original name was perceived to be the easiest name and was the most recommend name from the six-month community input process.

Wilshire/Fairfax

The original name was preferred over “Museum Row” and was supported by the multiple museums along the alignment including Los Angeles County Museum of Art, Petersen Automotive Museum, Craft Contemporary and La Brea Tar Pits Museum.

Wilshire/La Cienega

In February 2017, Metro’s Board approved the Memorandum of Agreement (MOA) with the City of Beverly Hills for the Design-Build of the Wilshire/La Cienega Station in Section 1 of the Purple (D Line) Extension project. The MOA outlines the procedures and conditions for the construction of the subway station on Wilshire Blvd between San Vicente Blvd and La Cienega Blvd. Article XXVII of the MOA 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.” On July 14, 2020, the Beverly Hill City Council unanimously approved the Wilshire/La Cienega station name. Council added a proviso that the city will work collaboratively with Metro to include signage indicating that the station is located within the City of Beverly Hills.

Survey Confirmation

To further validate the community input, a survey was fielded with 200 Metro Riders and 200 Non-Riders, in which the ease of navigation of each potential station name was evaluated. The top names from community input were included. For all three stations, the naming convention using the street names intersection, was perceived to be the easiest name to use, by a notable margin.

% Who Perceive Name will be Easy for Navigation - Metro Riders

Wilshire / La Brea	Wilshire / Fairfax	Wilshire / La Cienega
Wilshire / La Brea - 78%	Wilshire / Fairfax - 81%	Wilshire / La Cienega - 77%
La Brea / Miracle Mile - 58%	Fairfax / Museum Row - 59%	La Cienega / Beverly Hills - 52%
		La Cienega / Restaurant Row - 46%

% Who Perceive Name will be Easy for Navigation - Non-Riders

Wilshire / La Brea	Wilshire / Fairfax	Wilshire / La Cienega
Wilshire / La Brea - 79%	Wilshire / Fairfax - 77%	Wilshire / La Cienega - 81%
La Brea / Miracle Mile - 53%	Fairfax / Museum Row - 54%	La Cienega / Beverly Hills - 41%
		La Cienega / Restaurant Row - 38%

DETERMINATION OF SAFETY IMPACT

Adoption of these names does not affect the incidence of injuries or healthful conditions for patrons or employees. Therefore, approval will have no impact on safety

FINANCIAL IMPACT

Adoption of Recommendation would have additional financial impact to the agency. 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 1.

Impact to Budget

Purple (D Line) Extension Section 1 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. The proposed funding source is the Purple (D Line) Extension Section 1 project budget.

ALTERNATIVES CONSIDERED

The community input overwhelmingly supported maintaining the original geographically based names designated for these stations.

NEXT STEPS

Staff will work with the Purple (D Line) Extension Project Section 1 to implement the station names as adopted by the Board.

ATTACHMENTS

Attachment A - Property Naming Policy

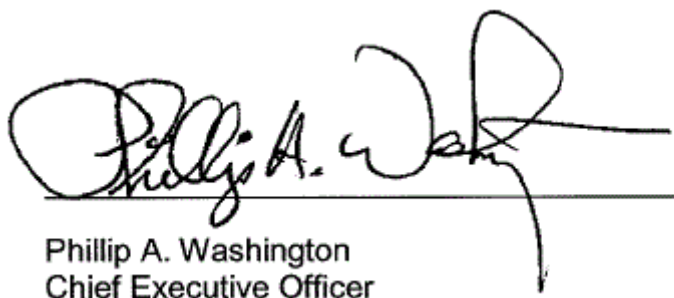
Attachment B - Map of Purple (D Line) Extension Project Section 1 Stations

Attachment C - Station Naming Survey Report

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