



Board Report

File #: 2022-0398, **File Type:** Motion / Motion Response

Agenda Number: 43.

**EXECUTIVE MANAGEMENT COMMITTEE
JUNE 15, 2022**

**SUBJECT: REVIEW AND ADOPT A RAIL STATION NAME FOR AIRPORT METRO
CONNECTOR/96TH ST AVIATION STATION**

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

ADOPT an Official and Operational name for the Airport Metro Connector/96th St Aviation Station:

Official Station Name

Operational Station Name

LAX/Metro Transit Center

LAX/Metro Transit Center

ISSUE

The station has been identified by its placeholder name, "Airport Metro Connector/96th St. Aviation Station", and the project moniker, "Airport Metro Connector". As construction is fully underway and is scheduled to be complete in 2024, an Official and Operating name, consistent with Metro's Property Naming Policy should be selected to enable Metro's contractor to produce wayfinding and station signage for the new station.

BACKGROUND

Per the Board's Property Naming Policy (Attachment A), Metro conducted stakeholder outreach, public engagement, and a focus group consisting of transit riders and non-riders. Of the station names tested, "LAX/Metro Transit Center" was the preferred name by the research participants and survey respondents (See Attachment B for focus group results summary).

Based on community suggestions and focus group testing of naming options, Metro Staff has developed a preferred naming option for the "Airport Metro Connector/96th St. Aviation" Station. The recommendation would have the same Official and Operational name if approved by the Board.

This name complies with the transit system context, property area, and neighborhood identity (well-known destination) requirement of the Property Naming Policy. If adopted, this station's Official and Operational name will be "LAX/Metro Center Transit Station."

DISCUSSION

This station will serve as a transfer point between the Metro Bus and Rail System, municipal bus operators, LAX bus services and the future LAX automated people mover. The recommended name clearly communicates to travelers that the station serves as a connection to Los Angeles International Airport. For passengers approaching the airport, it also clarifies that the station is not actually on airport property. It also identifies that the station is a multi-modal transfer center connecting the LAX automated people mover, Metro Rail, Metro Bus, Metro Bike Hub, municipal bus services, and passenger pick-up/drop off.

Property Naming Policy

Metro's Board-approved Property Naming Policy states that rail stations will be named in a simple and straightforward manner to assist customers in navigating the system and the region. The policy indicates that names must be brief enough for quick recognition and retention, and must be based primarily on geographic location, referring to a city name, nearby street or freeway, a well-known destination or landmark, or a community or district 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 is used more commonly on station signage, maps, and customer materials. The policy recommends keeping the length of the operational name to a maximum of 24 characters to ensure readability and compliance with ADA type size requirements.

Community Input

In accordance with the naming policy, staff sought community input from stakeholders and groups that have a vested interest in the naming of the future station. The topic of station names was discussed, and feedback was solicited at the following community meetings:

- Westchester/PDR Neighborhood Council Meeting: April 3, 2018
- Gateway to LA BID: May 8, 2018
- AMC Station Naming Community Meeting: August 16, 2018

These meetings all took place between April and August of 2018. It's estimated that approximately one hundred (100) people attended the three community meetings. To ensure that stakeholders were aware of the community meetings and other ways to provide feedback, two targeted email campaigns were deployed to approximately 963 stakeholders, with an approximately 20% open-rate.

The community engagement process highlighted the unique role of this station as a gateway to the

Metro transit system, particularly for tourists and other first-time users connecting from Los Angeles International Airport and for Angelenos who may not be regular transit users but are using the system to travel to/from the airport. For these reasons, many recommendations suggested distinguishing this station by highlighting the connection to the airport and the station's role as a transit hub for Metro, municipal and LAX transit systems.

Final naming options were vetted and confirmed with a focus group of Metro riders, potential riders, and potential visitors in 2018. Outreach and engagement on the naming options was conducted in anticipation of a 2019 start of construction. However, due to funding issues, construction was delayed until 2021. In June 2022, Metro staff updated the previously conducted surveys/outreach via a Twitter poll with 1,098 respondents. Of those polled, 65% of respondents preferred either "LAX/Metro Transit Center" or "LAX/Metro Center", with "LAX/Metro Transit Center" getting the most individual votes at 39%. "LAX Airport" had 29% and "Airport" had 6%.

DETERMINATION OF SAFETY IMPACT

Adoption of this name 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 the recommendation would not have an additional financial impact to the agency.

Impact to Budget

Adoption of this recommendation would not have any budget impacts.

EQUITY PLATFORM

As part of an equity assessment, the recommendation to adopt a new station name for the Airport Metro Connector does not have any adverse impacts or harm to any groups. If any negative consequences emerge, Metro will mitigate these by implementing a strategic communications and outreach plan. Based on community input and focus groups that Metro conducted with 450 individuals ranging from Metro riders, potential riders, and potential visitors in English and Spanish, the recommended station name "LAX/Metro Transit Center" garnered the highest rankings across all demographics.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The adoption of the proposed station name will support the second goal of the Vision 2028 Metro Strategic Plan by delivering outstanding trip experiences for all users of the transportation system.

ALTERNATIVES CONSIDERED

The Board may elect to substitute one or more of the alternate station names shown in Attachment B, but that would not be recommended as the proposed names were developed by Metro staff based on community input and are consistent both with Metro's naming policy and the names of other stations in the system. A quantitative survey of both transit riders and non-riders was conducted (Attachment B), indicating a preference for the name LAX/Metro Transit Center for the station.

NEXT STEPS

After the Board approves a final name for the station, staff will work with the Airport Metro Connector/ 96th St Aviation Station construction project and communications teams to ensure that the Board-adopted station name is implemented.

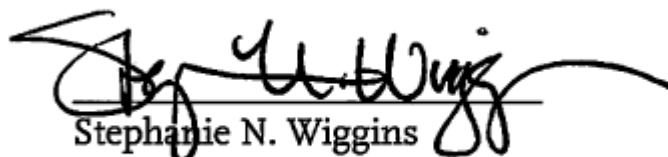
ATTACHMENTS

Attachment A - Metro Property Naming Policy

Attachment B - Airport Metro Connector Station Naming Research

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