

**Board Report**

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**Agenda Number:** 41.

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**REGULAR BOARD MEETING  
FEBRUARY 23, 2017**

**SUBJECT: PROPERTY NAMING POLICY**

**ACTION: APPROVE REVISED PROPERTY NAMING POLICY**

**RECOMMENDATION**

APPROVE revised **Property Naming Policy** with the removal of the Corporate Sponsorship/Naming Rights program portion (see Attachment A).

**ISSUE**

Metro is continually looking for new ways to generate additional revenue to support the agency. In January 2016, the Metro Board of Directors approved the Risk Allocation Matrix (RAM) and creation of an Internal Savings Account intended as tools to ensure long-term financial stability and mitigate projected budget shortfalls. As part of this initial comprehensive agency-wide effort, staff identified cost saving and revenue generating initiatives that can yield deposits to the Internal Savings Account, thereby securing the sustainability of Metro's future operations and expansions.

One of these initiatives was the implementation of a Corporate Sponsorship/Naming Rights program to generate revenue from Metro's properties and assets. The implementation of a Corporate Sponsorship/Naming Rights program is a complex endeavor, and many questions and concerns have been raised since the Board of Directors adopted the program as part of the overall Property Naming Policy in December 2016. More research and time is needed to review the potential benefits and drawbacks of the Corporate Sponsorship Program. Therefore, this component of the Property Naming Policy is being struck from the policy, which the Board can then adopt to maintain the agency's process for naming stations and properties. The Property Naming Policy would then move forward without a Corporate Sponsorship/Naming Rights Policy.

**DISCUSSION**

The 2014 Board-approved Property Naming Policy provides criteria for naming stations and other Metro properties through a customer-focused approach. The policy guides the naming of Metro property with four principles in mind:

- **Transit System Context** - Information as to where a property is located within the context of the entire transit system with names that are clearly distinguishable

- **Property Area Context** - Information of the location of the property within the context of the surrounding street system
- **Neighborhood Identity** - Where appropriate, acknowledging a landmark or that the property serves as an entry point to a community or neighborhood
- **Simplicity** - Names will be brief enough for quick recognition and retention and fit within signage and mapping parameters

The policy states the difference between an “Official” name approved by the Metro Board, which are used for Board documents, contracts and legal documents and notices, and an “Operational” name, which is a shorter name used for station/stop announcements and printed and electronic materials for readability and size constraints.

These clear policy points, along with the defined naming process, provide strong guidance in order for Metro to aptly name new properties and re-name existing properties when applicable.

The existing policy also provides an opportunity for Board members to bestow a special honor in the form of a dedication on rare instances to a deceased individual and reserved to honor those of substantial historical, cultural or civic significance. In a similar dedication, the Board may also honor an individual who has demonstrated a unique and extraordinary degree of service yielding a distinguishable contribution to the public transportation in Los Angeles County. Such dedications are viewed as secondary information to the property signage, but not renamed for individuals. Following Board approval, individuals will be honored with plaques where space is available.

In December 2016, the Property Naming Policy was revised to include a Corporate Sponsorship/Naming Rights program. This recommended action is to remove the Corporate Sponsorship/Naming Rights program from the Property Naming Policy.

### **DETERMINATION OF SAFETY IMPACT**

Revision of this policy currently does not impact safety.

### **FINANCIAL IMPACT**

There will be no financial impact to the budget in current FY.

#### **Impact to Budget**

Since the implementation of this policy was to generate revenue beginning in FY 2018, no impact to the FY17 Budget is anticipated as a result of approval of the revised policy.

### **ALTERNATIVES CONSIDERED**

Decline to adopt the revised Property Naming Policy. This is not recommended as the primary

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change to the policy clarifies the process and requirements for Property Naming for the agency.

**NEXT STEPS**

Upon Board approval, staff will:

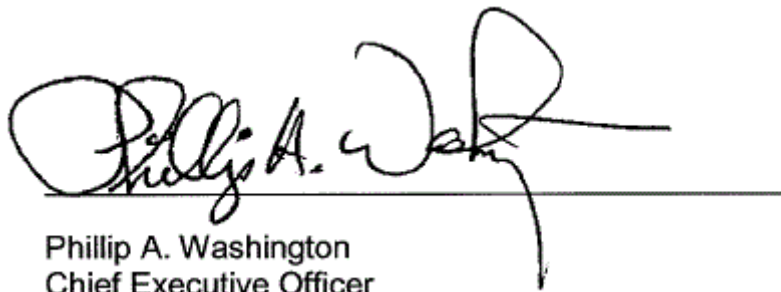
1. Continue to explore ways to generate additional revenue for the agency through Corporate Sponsorships and report back to the Board the findings.

**ATTACHMENTS**

Attachment A - Property Naming Policy - Markup

Prepared by: Lan-Chi Lam, Director of Communications, (213) 922-2349  
Glen Becerra, DEO of Communications, (213) 922-5661

Reviewed by: Pauletta Tonilas, Chief Communications Officer, (213) 922-3777



Phillip A. Washington  
Chief Executive Officer