



Metro

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

## Board Report

**File #:** 2023-0379, **File Type:** Motion / Motion Response

**Agenda Number:** 27.

### REGULAR BOARD MEETING MAY 25, 2023

#### Motion by:

#### **DIRECTORS SOLIS, BASS, NAJARIAN, AND DUPONT-WALKER**

##### Updating Metro Signage and Maps to Identify the Los Angeles General Medical Center Motion

For decades, LAC+USC Medical Center has served as Los Angeles County's flagship public health facility. After 55 years with the name LAC+USC, the center has charted a new path forward by renaming its campus. Formally announced on Wednesday, May 3, 2023, the new name - Los Angeles General Medical Center - reflects the hospital's rich history and strong connection to the community. It more accurately maintains the medical center's commitment to world-class, culturally competent, whole-person care.

Los Angeles General Medical Center more clearly identifies the medical center to its broad and diverse patients and their caretakers who previously experienced significant confusion distinguishing the LAC+USC Medical Center from the nearby Keck Hospital of USC. Research revealed there is no consistent name or brand which residents, patients, or even employees know and use to refer to the medical center. Approximately 40% of patients do not identify the hospital as LAC+USC Medical Center, and there are incidents daily where patients are confused and report to the incorrect facility. This new name will dispel confusion and improve the brand recognition of the County's medical center.

The J (Silver) Line runs between San Pedro, Downtown LA, and El Monte and serves as a critical transit service for employees, patients, and guests visiting Los Angeles General Medical Center. However, the stop nearest to the medical center is currently entitled "Los Angeles + USC Medical Center." By referring to this geographic marker using the medical center's old name, Metro's stop name is bound to sow confusion among riders and community members alike. The stop and Metro's wayfinding materials need to be updated to reflect the medical center's new name and surroundings properly.

**SUBJECT: UPDATING METRO SIGNAGE AND MAPS TO IDENTIFY THE LOS ANGELES COUNTY GENERAL MEDICAL CENTER MOTION**

#### **RECOMMENDATION**

APPROVE Motion by Directors Solis, Bass, Najarian, and Dupont-Walker that the Board direct the CEO to:

- A. Update current transit signage, maps, geographic information data, and relevant markers used for customer wayfinding and navigation to identify the updated Los Angeles General Medical Center in a manner that is timely and cost-efficient to the agency; and
- B. Report back on the sphere of influence and target completion date of the above.