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**September 8, 2017**

**TO: BOARD OF DIRECTORS**

**THROUGH: PHILLIP A. WASHINGTON** PAW  
**CHIEF EXECUTIVE OFFICER**

**FROM: PAULETTA TONILAS** P.T.  
**CHIEF COMMUNICATIONS OFFICER**

**SUBJECT: PROCESS FOR STATION RENAMING REQUESTS**

**ISSUE**

Metro has received two requests to rename existing light rail stations on the system. One request is from the South Park Business Improvement District, asking that the Pico Rail Station be renamed South Park/LA Live Station. The second request was an inquiry from Director Kathryn Barger's staff asking about the process for renaming the Fillmore Station in Pasadena to the Huntington Hospital Station. If Metro Board members have no comments or concerns by September 22, 2017, staff will proceed with the next step in the evaluation process by publicizing the renaming proposal and seeking public input.

In addition, this Board Box serves to clarify the process for advancing these types of requests.

**BACKGROUND OR DISCUSSION**

Last year, while staff was developing the Corporate Sponsorship/Naming Rights Policy, Metro received inquiries from the South Park BID to rename the Pico Station and from Huntington Memorial Hospital to rename the Fillmore Station. Because staff was in the middle of developing the proposed Corporate Naming Policy, staff asked that such requests be put on hold until the policy was completed and presented to the Board for consideration. Given that the Board has decided not to implement the Corporate Sponsorship/Naming Rights Policy, staff has been asked to revisit the requests to rename the Pico and Fillmore Stations.

Staff met with the South Park BID earlier this summer to resume the discussion about the Pico Station, and Director Barger's staff has, once again, inquired about the process to rename the Fillmore Station. In both cases, staff explained the process for advancing these types of requests to ensure compliance with Metro's Property Naming Policy. Staff has established a specific process for naming/renaming a station (see attached) which includes a public outreach process with the adjacent communities to solicit feedback on the proposed names. Also, all costs associated with changing a property name are to be paid by the third-party requestor.

Both recent requests were reviewed and meet the naming policy criteria and regional context. The next step would be to solicit input from adjacent communities on the naming requests, and update the cost estimates for changes associated with renaming the stations.

Because of the extensive effort that is required to review and evaluate a station renaming request, it is recommended that staff only move forward if the Board has no objections to the proposal. So, following initial evaluation, staff will distribute a Board Box like this one to notify the Board of the proposal. If no concerns are raised, staff will proceed with the evaluation process. Absent this procedure, staff could be evaluating requests and conducting outreach on proposals that are neither in alignment with Metro's policy nor have Board support.

### **NEXT STEPS**

Minus objections from the Board, staff will conduct a review of a station renaming request to ensure it aligns with Metro's Property Naming Policy and to conduct public outreach with the adjacent communities. Once those two items are complete, staff will submit a Board Report with a recommendation. Also included in the Board Report will be the results of a cost estimate study which will identify the full costs associated with the renaming of a station. These costs will be bore by the requesting party.

Attachment: Property Renaming Process



## PROPERTY RENAMING PROCESS

### PURPOSE

Metro established guidelines regarding the naming and renaming of Metro properties frequented by the public that are designed to provide clear transit information to our customers – frequent patrons, as well as visitors and infrequent users. In addition, the policy is intended to ensure a timely, cost-effective and rider-friendly property naming process.

Properties will be named with the maximum benefit and convenience of the transit system-user in mind. Naming will provide customers with travel information in a simple, straightforward and unified way in order to assist patrons in successfully navigating the transit system and correspondingly the region. Property names will reflect the following principles:

- ***Transit system context*** – Names will provide information as to where a property is located within the context of the entire transit system; property names will be clearly distinguishable with no duplication.
- ***Property area context*** – Names will provide specific information as to the location of the property within the context of the surrounding street system, so that users can navigate the area after their arrival and to support system access via automobile drop-off and parking.
- ***Neighborhood identity*** – Where appropriate, property naming will acknowledge that system stations and stops serve as entry points to the region's communities and neighborhoods.
- ***Simplicity*** – Names will be brief for quick recognition and retention by a passenger in a moving vehicle, and to fit within the technical parameters of signage and mapping.

### NAMING POLICY POINTS

1. Property naming will identify transit facilities so as to provide immediate recognition and identification for daily riders, as well as periodic users and visitors. Transit facilities include rail stations, bus stations, transit centers, bus stops and other properties frequented by the public. Property names will be identified based on the following:
  - Adjacent or nearby street or freeway

- Well-known destination or landmark
- Community or district name
- City name – if only one Metro property is located within a city

If space permits, property names can be a combination of street system location and well-known destination, particularly when the street system name may not be recognizable to transit riders and visitors. No business, product or personal names shall be used unless that name is part of a street name or well-known destination.

2. The following criteria will ensure simple, succinct property names that are easily understood and retained by transit riders:

- Property names should use a single name identifiable by the general public. In some cases, a maximum of two distinct names separated by one slash may be considered. For example, Westlake/MacArthur Park Station.
- A maximum of 24 characters shall be used as part of the property name. This ensures comprehension and retention by system riders. It also ensures general public and ADA readability, and fit within Metro's signage system.
- Minimize the inclusion of unneeded words in property names, such as ones that are inherently understood, or added when verbally stating the property's name. Avoid inclusion of unnecessary words that may describe the property's location, but are not part of that location's commonly known name.

## **STATION RENAMING PROCESS**

Requests to rename properties after Board action and the release of project construction documents shall be considered by the Board. Property name changes must be approved by a vote of two-thirds of the Board members. All costs associated with changing a property name, including any signage revisions, updating customer-facing materials and market research to determine if the proposed name is recognizable by the general public, will be paid for by the requestor unless otherwise determined by the Board.

The property renaming process will include the following steps:

### **Proposal Submittal Process**

1. **Submittal** – All Property Renaming proposals should be sent to the Communications Department to undergo an initial evaluation.

2. **Acknowledgement** – The Office of the CEO or the Chief Communications Officer will acknowledge and confirm receipt of a renaming proposal via email communications to the requesting entity.
3. **Agency Follow-up** – Communications staff will contact the proposer in order to obtain additional information and clarity of the proposal, and may even schedule a meeting with the proposer if necessary. Staff will explain the evaluation process and communicate that the requestor must cover any costs associated with renaming the station.
4. **Notice of Proposal** – If the proposal is deemed to have merit and meets the Property Naming Policy criteria, staff will issue a Board Box notifying the Board of the request. If Board members don't object to the renaming request within 14 days, staff will publicize the proposal to provide an opportunity for other interested parties with a vested interest in or proximity interest in the Metro asset/facility, an opportunity to comment and provide input on the proposal. Metro will allow interested parties to submit feedback within 30 days of notice.
5. **Evaluation Process** – Metro will solicit public comment on renaming proposals. Communications staff will review and evaluate renaming proposals with appropriate Metro departments.
6. **Decision Process** – Communications staff will develop a Board report including a recommendation that the proposal be granted or denied given the findings and feedback through the process. Staff will present the final proposal to the Board for consideration and action. The organization requesting the name change will be invited to participate in the presentation of their recommended proposal.
7. **Board Approval** – Upon Metro Board approval, staff will develop a formal agreement with the proposing organization including provisions to cover all costs associated with the station renaming.