



Metro

Los Angeles County
Metropolitan Transportation Authority

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TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY *AL*
CHIEF EXECUTIVE OFFICER

FROM: MATTHEW RAYMOND *MR*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: METRO RAIL STATION NAMES

ISSUE

Staff is developing customer information and public awareness materials (i.e. signs, maps, press kits, and rider information) for the Metro Gold Line Eastside Extension and the Metro Expo Line Phase 1 and seeks to ensure names follow approved Board policy.

BACKGROUND

In May 2003 a Board Motion was passed requesting that staff work with local communities to rename several stations along the Metro Gold Line (including Eastside Extension). Later that year (August 2003) the Board passed a Property Naming Policy to make certain that the names attached to properties are meaningful to customers attempting to navigate the transportation system, meet ADA requirements, are used in a consistent, customer friendly manner and address the broad range of necessary operational applications.

The following comments were received after review and input by the Expo Urban Design Committee (UDC) and the Eastside Review Advisory Committee (RAC):

The USC representative of the UDC requested that the Jefferson Station be changed to the USC/Jefferson Station. Metro recommends adding USC but, in order to maintain consistency, recommends it be Jefferson/USC.

A member of the UDC suggested that the Expo/Crenshaw station name be named after the West Angeles Church and be called the West Angeles/Crenshaw or West Angeles/Expo Station. To avoid confusion of passengers who might read "West Angeles" as an erroneous geographical reference, and to avoid sensitivities of naming a station after a religious establishment, and in order to maintain consistency, Metro recommends it remain Expo/Crenshaw.

Councilman Bernard Parks suggested that USC/Expo Park be changed to Expo Park/USC. This request meets Metro's naming policy standards.

No comments were received from the RAC. There was some discussion about naming the Mariachi Plaza Station the Boyle Heights Station but it was agreed that, in order to avoid confusion with the other two stations serving the Boyle Heights, it would remain Mariachi Plaza Station.

In summary, the following names are in compliance with the official Property Naming Policy and have been vetted by the UDC and RAC:

<u>Official Name</u>	<u>Operational Name</u>
Little Tokyo/Arts District	Little Tokyo/Arts Dist
Pico/Aliso	Pico/Aliso
Mariachi Plaza	Mariachi Plaza
Soto	Soto
Indiana	Indiana
Maravilla	Maravilla
East LA Civic Center	East LA Civic Center
Atlantic	Atlantic
23 rd Street	23 rd Street
Jefferson/USC	Jefferson/USC
Expo Park/USC	Expo Park/USC
Expo/Vermont	Expo/Vermont
Expo/Western	Expo/Western
Expo/Crenshaw	Expo/Crenshaw
Expo/La Brea	Expo/La Brea
La Cienega/Jefferson	La Cienega/Jefferson
Venice/Robertson	Venice/Robertson

NEXT STEPS

Staff will ensure consistent application of station names across various customer and public information materials.