

Transit Mall Station Renaming

Gateway Cities Service Council

July 11, 2013



Metro

Station Naming Policy

Purpose of Station Names

- Assist customers in navigating the system
- Simple, quick recognition
- Single names preferred; multiple names separated by slash

Criteria for Names

- Based primarily on geographic location
- Nearby street or freeway
- Well-known destination or landmark
- Community, district or city name
- Maximum of 24 characters for ADA/general readability

Station Naming Policy (continued)

Stations may have:

- Official, Board-adopted Name
 - Used in documents and legal notices
- Shorter Operational Name
 - Used more commonly and/or when space is limited
 - Signage, customer materials

Station Renaming Considerations

Name changes require extensive updates:

- > Signage on station premises
- > System-wide signage/maps/customer materials
- > On-board recordings, website, etc.

Adoption requires 2/3 vote of Board

Request from City of Long Beach

- Rename “Transit Mall” station
- Change to “Downtown Long Beach” station

Request from City of Long Beach (continued)

- Consistent with naming policy
- Consistent with other station names in the system
 - Downtown Santa Monica, Azusa Downtown
- If approved, changes would be made in two stages
 - Station signage revisions (with decals at minimal cost)
 - Maps/printed materials (revised only when reprinted)

Next Steps

- Community input
- Finalization of staff recommendations
- Submitted for Metro Board for approval
 - Planned for September 2013