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**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 18, 2012**

SUBJECT: RAIL STATION RENAMING

**ACTION: APPROVE NEW NAME FOR METRO RAIL STATION
(REQUIRES 2/3 VOTES)**

RECOMMENDATION

Approve the official name change for the "Universal City" Metro Rail Station to "Universal City/Studio City."

ISSUE

In January 2011, Staff received a request from the Studio City Neighborhood Council requesting that the Universal City Metro Rail Station be renamed to include Studio City in its name since the station is located within that community. In September 2011, Staff presented several station renaming proposals to the Board for approval but did not include the Universal City Station name change because input provided by the San Fernando Valley Service Council revealed strong objections to the proposal. However since then, Staff has met with Neighborhood Council members and has determined that given that the station does lie within the community boundaries of Studio City, there is very little justification to not grant the request. Approval of the new name requires a two-thirds vote by the Board. The purpose of this report is to request Board authorization to initiate the name changing process.

DISCUSSION

Property Naming Policy

The proposed renaming of the station is in-line with the 2003 Board approved Property Naming Policy (Attachment B). The policy states that rail stations must use names that refer to: a nearby street or freeway; a well-known destination or landmark; a community or district name; or a city name. And although one name is preferable, if multiple names will be used, they should be separated by a slash. Proposals for new names or name changes must also be reviewed at a public forum to receive input.

The new official name being proposed is "Universal City/Studio City" and it was requested by the Studio City Neighborhood Council because the station is geographically located within the Studio City boundaries. Universal City is the name of a major destination and is located across the street from the station entrance. Both names to be used are community names and will be separated by a slash. Because the new official name exceeds the number of characters allowed by the policy, the operational name will be "Universal/Studio City" where character limitations are an issue. In addition, the proposed name has already been reviewed by the public at the August 2011 Service Council meetings. Although there was some concern as to whether or not the location of the station would be recognized as Studio City, the fact remains that the station is within community boundaries and therefore staff must be responsive to this request.

DETERMINATION OF SAFETY IMPACT

Renaming this station does not affect the incidence of injuries or healthful conditions for patrons or employees. Therefore, approval of this request will have no impact on safety.

FINANCIAL IMPACT

The recommended action does not impact the budget at this time because changes to the station name will be implemented over several years as part of the scheduled upgrades that occur regularly at the station and on the system. Changes to printed materials in map cases, system maps, brochures and web information, will also be implemented when the items are updated or reprinted. No hardware purchases will be made to replace signage at the station, instead temporary decals will be used until the station is scheduled to undergo a major facility upgrade, which would likely include new signage anyway.

However, if the Board decides to accelerate implementation of the name change, the cost may range from \$115,000 to \$582,000, depending on the number of components that require modification. Attachment A presents a table that details the signage complexity at Metro Rail stations with an example of a light rail station and a subway station costs. If an accelerated plan to replace signage hardware is requested, staff recommends that the Studio City Neighborhood Council be asked to contribute funding toward the capital costs. The Property Naming Policy states that all costs associated with the name change must be borne by the persons requesting the change, unless the Board decides otherwise.

ALTERNATIVES CONSIDERED

The Board may choose not to accept the name change request. Staff does not recommend this alternative because the proposed change will help clarify information for customers which will improve their ability to successfully navigate the transit system.

NEXT STEPS

If approved, staff will develop a timeline for the name change implementation. An accelerated timeline and budget will be developed if the Board decides to hasten the station renaming plan.

ATTACHMENTS

- A. Station Renaming Costs
- B. Summary of Property Naming Policy

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Station Renaming Costs							ATTACHMENT A					
03.02.11		SAMPLE 1					SAMPLE 2					
		Light Rail: MISSION STATION					Heavy Rail: 7th ST/METRO CENTER STATION					
ITEM	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST
Station Signage and Fixtures												
* Grand Pylon Flare signs				*								
Fabricate	4	\$ 2,000	\$ 8,000			\$ 8,000	N/A					
Install				16	\$ 2,000	\$ 2,000						
TVM reprogramming (by Cubic)	8	\$ 10,000	\$ 10,000			\$ 10,000	13	\$ 20,000	\$ 20,000			\$ 20,000
Emergency Intercom Station ID				1	\$ 125	\$ 125				36	\$ 4,500	\$ 4,500
* Overhead Station ID signs				*								
Fabricate	4	\$ 1,000	\$ 4,000			\$ 4,000	16	\$ 80,000	\$ 80,000			\$ 80,000
Install				(flat amt)	\$ 1,000	\$ 1,000				(flat amt)	\$ 20,000	\$ 20,000
* Illuminated Overhead Station IDs	N/A											
Fabricate							54	\$ 500	\$ 27,000			\$ 27,000
Install								\$ 9,600	\$ 9,600	16	\$ 2,000	\$ 11,600
* Tactile/Braille signs				*								
Fabricate	8	\$ 150	\$ 1,200			\$ 1,200	15	\$ 70	\$ 1,050	12	\$ 1,500	\$ 2,550
Install						\$ -				15	\$ 1,875	\$ 1,875
* Trackside ID signs				*								
Fabricate	8	\$ 200	\$ 1,600			\$ 1,600	40	\$ 300	\$ 12,000	16	\$ 2,000	\$ 14,000
Install					\$ 2,400	\$ 2,400		\$ 6,400	\$ 6,400	80	\$ 10,000	\$ 16,400
* Mapcase ID Header signs				*								
Fabricate	12	\$ 50	\$ 600			\$ 600	40	\$ 50	\$ 2,000			\$ 2,000
Install				12	\$ 1,500	\$ 1,500						\$ -
SUBTOTAL						\$ 32,425						\$ 199,925
Rail Cars												
Rail Car Interiors												
Overhead Line Map		\$ 15,000	\$ 15,000			\$ 15,000		\$ 50,000	\$ 50,000			\$ 50,000
Install						\$ -						\$ -
Recorded rail car announcements (update & install)		\$ 1,000	\$ 1,000	30	\$ 3,750	\$ 4,750		\$ 1,000	\$ 1,000	120	\$ 15,000	\$ 16,000
Audio		\$ 12,750	\$ 12,750			\$ 12,750		\$ 12,750	\$ 12,750			\$ 12,750
Visual				70	\$ 8,750	\$ 8,750						\$ -
SUBTOTAL						\$ 41,250						\$ 78,750
Local Impact - Customer Information												
Backlit Display Inserts												
Connections Map (Primary+Secondary)	9	\$ 75	\$ 675	75	\$ 9,375	\$ 10,050	15	\$ 75	\$ 1,125	85	\$ 10,625	\$ 11,750
Cartography		\$ 4,300	\$ 4,300			\$ 4,300		\$ 6,200	\$ 6,200			\$ 6,200
Lines & Frequencies Chart (Primary+Secondary)	4	\$ 75	\$ 300	50	\$ 6,250	\$ 6,550	4	\$ 75	\$ 300	60	\$ 7,500	\$ 7,800
Cartography		\$ 2,500	\$ 2,500			\$ 2,500		\$ 3,500	\$ 3,500			\$ 3,500
Platform wayfinding	N/A						10	\$ 75	\$ 750	35	\$ 4,375	\$ 5,125
SUBTOTAL						\$ 23,400						\$ 34,375

		SAMPLE 1					SAMPLE 2						
		Light Rail: MISSION STATION					Heavy Rail: 7th ST/METRO CENTER STATION						
ITEM	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST	
System Impact													
Displays													
**	System Map backlit	140	\$ 75	\$ 10,500	**	\$ 10,500	140	\$ 75	\$ 10,500	**	\$ 10,500	\$ 10,500	
**	Every 15 Minutes (or Less) Map backlit	140	\$ 75	\$ 10,500	**	\$ 10,500	140	\$ 75	\$ 10,500	**	\$ 10,500	\$ 10,500	
**	Bike Map, 2-sheet posters	40	\$ 2,700	\$ 2,700	35	\$ 4,375	\$ 7,075	40	\$ 2,700	\$ 2,700	35	\$ 4,375	\$ 7,075
**	Go Metro Map backlit	245	\$ 75	\$ 18,375	**	\$ 18,375	245	\$ 75	\$ 18,375	**	\$ 18,375	\$ 18,375	
**	Metro / Metrolink Map backlit	10	\$ 75	\$ 750	**	\$ 750	10	\$ 75	\$ 750	**	\$ 750	\$ 750	
Printed Materials													
†	Timetables	55,000	\$ 1,700	\$ 1,700	25	\$ 3,125	\$ 4,825	55,000	\$ 1,700	\$ 1,700	25	\$ 3,125	\$ 4,825
	Go Metro Destinations take one	50,000	\$ 7,500	\$ 7,500	85	\$ 10,625	\$ 18,125	50,000	\$ 7,500	\$ 7,500	85	\$ 10,625	\$ 18,125
	Go Metro Map rail poster	1,000	\$ 2,000	\$ 2,000	10	\$ 1,250	\$ 3,250	1,000	\$ 2,000	\$ 2,000	10	\$ 1,250	\$ 3,250
** †	System Map, folded	40,000	\$ 12,500	\$ 12,500	55	\$ 6,875	\$ 19,375	40,000	\$ 12,500	\$ 12,500	55	\$ 6,875	\$ 19,375
** †	Bike Map, folded	30,000	\$ 9,000	\$ 9,000	55	\$ 6,875	\$ 15,875	30,000	\$ 9,000	\$ 9,000	55	\$ 6,875	\$ 15,875
SUBTOTAL						\$ 108,650	SUBTOTAL						\$ 108,650
Web Updates													
(Types)													
Web Maps & Guides													
	System Maps	9			18	\$ 2,250	\$ 2,250	17			38	\$ 4,750	\$ 4,750
	Line-specific Maps	16			32	\$ 4,000	\$ 4,000	32			64	\$ 8,000	\$ 8,000
	Connections Maps	27			54	\$ 6,750	\$ 6,750	54			108	\$ 13,500	\$ 13,500
†	Timetables	21			42	\$ 5,250	\$ 5,250	200			400	\$ 50,000	\$ 50,000
	Bike Map				16	\$ 2,000	\$ 2,000	16			34	\$ 4,250	\$ 4,250
	Airport Map	8											
	Destination Guides	9			18	\$ 2,250	\$ 2,250	18			36	\$ 4,500	\$ 4,500
	College Guides	5			10	\$ 1,250	\$ 1,250	11			22	\$ 2,750	\$ 2,750
	Park/Ride Lots							3			6	\$ 750	\$ 750
Web Data & Applications													
	Service Advisories				8	\$ 1,000	\$ 1,000				8	\$ 1,000	\$ 1,000
	Lines and Stations App				8	\$ 1,000	\$ 1,000				8	\$ 1,000	\$ 1,000
	Online Art Guide				20	\$ 2,500	\$ 2,500				20	\$ 2,500	\$ 2,500
	Trip Planner				20	\$ 2,500	\$ 2,500				20	\$ 2,500	\$ 2,500
	Google Transit				20	\$ 2,500	\$ 2,500				20	\$ 2,500	\$ 2,500
	Transit and GIS Data				20	\$ 2,500	\$ 2,500				20	\$ 2,500	\$ 2,500
Web Scrub													
	Rename: search & replace				4	\$ 500	\$ 500				4	\$ 500	\$ 500
SUBTOTAL						\$ 36,250	SUBTOTAL						\$ 101,000

ITEM	SAMPLE 1 Light Rail: MISSION STATION						SAMPLE 2 Heavy Rail: 7th ST/METRO CENTER STATION						
	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST	
Consolidated Costs													
* Design signage					\$ 10,000	\$ 10,000					\$ 10,000	\$ 10,000	
† Design print material updates					\$ 3,000	\$ 3,000					\$ 3,000	\$ 3,000	
Miscellaneous costs					\$ 10,000	\$ 10,000					\$ 10,000	\$ 10,000	
** Cartography/Maps													
System Map		\$ 9,000	\$ 9,000			\$ 9,000		\$ 9,000	\$ 9,000			\$ 9,000	
Every 15 Minutes (or Less) Map		\$ 7,000	\$ 7,000			\$ 7,000		\$ 7,000	\$ 7,000			\$ 7,000	
Bike Map		\$ 7,000	\$ 7,000			\$ 7,000		\$ 7,000	\$ 7,000			\$ 7,000	
Go Metro Map				60	\$ 7,500	\$ 7,500				60	\$ 7,500	\$ 7,500	
Metro / Metrolink Map				45	\$ 5,625	\$ 5,625				45	\$ 5,625	\$ 5,625	
SUBTOTAL						\$ 59,125						\$ 59,125	
						TOTAL						TOTAL	\$ 581,825

Per Board policy, all costs associated with changing a property name will be paid for by the requestor unless otherwise determined by the Board.

* Design cost included in Consolidated Costs; overall station design work addressed; includes spec & production drawings, shop drawing reviews, punch lists

** Cartography cost included in Consolidated Costs; includes work applied to multiple versions of maps

† Potential to minimize costs when produced at normal print or update cycle

Additional Considerations

ITEM	QTY	COST	Subtotal	Staff Resources	COST	TOTAL COST	
Contingency/cost escalation 10%						\$ 30,110	(Mission Station)
Contingency/cost escalation 10%						\$ 58,183	(7th Street/Metro Center Station)
Expo Line Displays	80	\$ 75	\$ 6,000	75	\$ 9,375	\$ 15,375	(Projected additional cost for Expo Line displays)
Grand Pylon Flare		\$ 500	\$ 500	4	\$ 500	\$ 1,000	
Bus headsign				650	\$ 81,250	\$ 81,250	(Fleet)
Outreach - options & costs will vary							

Summary of Policy

The purpose of the Property Naming Policy is to make certain that the names attached to properties are meaningful to customers attempting to navigate the transit system. The policy rationalizes disparate property naming policies into a single, coherent one, and supersedes them.

The following principles will guide the naming of all property:

- Names will reflect the property's location, relative to the entire transit system. They must be distinct and not duplicated elsewhere in the system.
- They will provide specific information about the property's location relative to the surrounding street system.
- Where appropriate, property names will acknowledge the communities and neighborhoods that the system's stations and stops serve.
- Names will be short, easily recognizable and fit within the technical parameters for signage and mapping.

The policy offers guidance to Board members, staff and stakeholders in naming property. First, transit facilities, which include rail stations, bus rapidway stations, transit centers, bus stops, and other properties frequented by the public must use names that refer to a nearby street or freeway, a well-known destination or landmark, a community or district name, or a city name—if only one property is located within that city.

If space permits, and there is a clear customer benefit, a combination of a street name and well-known destination may be used. Business, product or personal names are prohibited, unless the

name is part of a street name or well-known destination, or part of a corporate sponsorship or cooperative advertising revenue contract.

Second, property names should be kept simple. A single name is preferable to multiple names. A maximum of two distinct names separated by a slash is permissible. The length of the name should be minimized to ensure readability by the visually disabled and general public. Twenty-four characters or less are preferred. And unnecessary words—such as words that are inherently understood—should be avoided, if possible.

Third, properties may have a Board-adopted official name and a shorter, more commonly known operational name. The Board-adopted official name will be used for Board documents, contracts, and legal notices, while the operational name will be used for maps and other printed operational materials, and station and stop announcements, as well as other operational uses, such as vehicle head signs and fare media.

Fourth, the process for naming properties must follow a specific procedure. Properties names will be initially identified during the planning process and should primarily reflect geographic location. When the project advances to the preliminary engineering phase, staff will initiate a formal naming process. They will solicit suggestions from cities, communities, and other stakeholders. A focus group of transit system users and non-users will review the suggestions to help identify recognizable names. Staff will submit its findings to the appropriate Board committee, and then to the full Board, for the final adoption of property names. The adopted official property names will be included in final engineering bid documents and other

agency materials. The Board may change the names with a two-thirds vote. All the costs associated with the name change must be borne by the persons requesting the change, unless the Board decides otherwise.

Finally, the Board continued its practice of honoring deceased persons by dedicating sites to them through a Board motion. The policy states that the honor should be reserved for those who, according to the Board, have demonstrated unique and extraordinary service to public transportation in Los Angeles County.

Historical Perspective

Each of the predecessor agencies had adopted naming policies. In June 1989 the Southern California Rapid Transit District Board adopted names for the first five stations of the Metro Red Line. During the planning phase of the project, Metro Red Line stations were named after adjacent streets. Later, during the construction stage, four of the first five stations were named for well-known station area destinations—Union Station, Civic Center, Pershing Square, and Westlake/MacArthur Park. Since there was no major landmark nearby, the fifth station was named 7th Street/Metro Center, after an adjacent street and a new transit facility.

The Los Angeles County Transportation Commission (LACTC) developed a naming policy for the Blue Line Stations. According to the LACTC policy, stations could have two names separated by a slash. The first, which was the operational name, identified the adjacent street, while the second could refer to a community point of interest. The policy also encouraged suggestions for station names from communities, cities and public groups before the Commission adopted the names.

Rail Station Naming

In June 1993 the Board adopted the LACTC's naming policy, which was used for the names of the Green Line, and remaining Red Line stations. Four years later, in March 1997, the Board approved a separate policy to honor individuals who made significant contributions to transportation in Los Angeles County by naming properties after them.

Recently, the Board decided to review its policy for opportunities to improve the property naming process. Shortly thereafter, the Board adopted its new policy.

Last Board Action

August 28, 2003 – Property Naming

The Board approved a consolidated and enhanced policy for the naming of all properties that will supersede several existing policies, and ensure that properties are named in a timely, cost-effective manner for the maximum benefit and convenience of our customers.

Attachment

Property Naming Policy