

# **Foothill Phase 2A Station Names**

**San Gabriel Valley Service Council**

**March 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
- Preferred max. 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

# Foothill Phase 2A – Six New Stations



# Names Under Consideration

<b>Original Proposed Official Name</b>	<b>Original Proposed Operational Name</b>	<i>Alt. Proposed Official Name</i>	<i>Alt. Proposed Operational Name</i>
Arcadia	Arcadia	-	-
Monrovia	Monrovia	-	-
Duarte	Duarte	-	-
Irwindale	Irwindale	-	-
Azusa/Alameda	Azusa/Alameda	Azusa	Azusa
Azusa/Citrus	Azusa/Citrus	Citrus College	Citrus College

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Azusa/Citrus	Azusa/Citrus		Citrus College	Citrus College

# Naming Alternatives

## Azuza/Alameda vs Azusa

- Alternative more closely follows with naming policy
- Alternative is more consistent with other names in the line

## Azusa/Citrus vs Citrus College

- Alternative more closely follows with naming policy
- Less confusion with other station in Azusa
- Consistent with other station names in the system
  - Pierce College, Valley College

# Next Steps

- Community Input
- Finalization of staff recommendations
- Recommendations submitted for Board approval
  - Planned for April 2013