

# Station Renaming

Westside/Central Service Council

April 9, 2014



**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

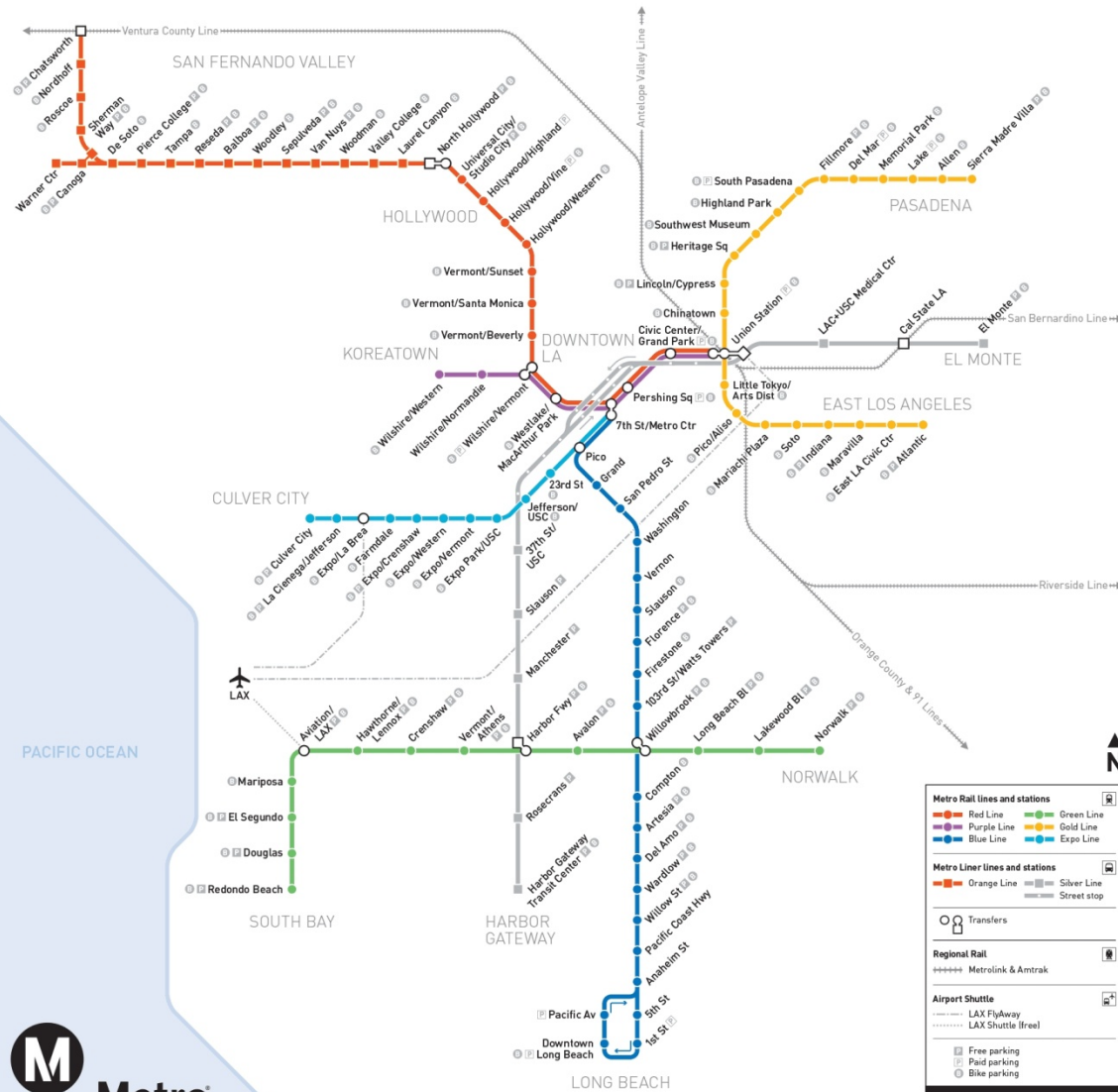
# Station Naming Policy (continued)

## 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

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# Grand Station



# Revised Name Recommendations

## Grand/L.A. Trade Tech Station

- Requested by Directors Garcetti, Molina & Ridley-Thomas
- Metro Blue Line station
- Current name: Grand Station
- Station is located across the street (north) of LA Trade Tech
- Consistent with naming policy & other station names
  - 23<sup>rd</sup> Street/USC, 17<sup>th</sup> Street/Santa Monica College

# Renaming Costs – Short Term

## Grand/L.A. Trade Tech Station

• Overhead Entrance Signs (decals) - 3@ \$500:	\$ 1,500
• Platform Signs (decals) - 16@ \$300:	\$ 4,800
• Mapcase Headers (decals)- 8@ \$50:	\$ 400
• Onboard Recorded Announcements:	\$ 1,000
<b>Total Estimated Cost:</b>	<b>\$ 7,700</b>

Updates to systemwide printed materials when reprinted, only if space allows; no other changes to bus stop signs, headsigns, etc.

# 23<sup>rd</sup> Street Station



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# Revised Name Recommendations

## 23<sup>rd</sup> Street/L.A. Trade Tech Station

- Requested by Directors Garcetti, Molina & Ridley-Thomas
- Metro Expo Line station
- Current name: 23<sup>rd</sup> Street Station
- Station is located ½ block South of LA Trade Tech
- Consistent with naming policy & other station names
  - 23<sup>rd</sup> Street/USC, 17<sup>th</sup> Street/Santa Monica College

# Renaming Costs – Short Term

## 23<sup>rd</sup> Street/L.A. Trade Tech Station

• Grand Pylon Flare – 1 @\$6,000:	\$ 6,000
• Overhead Entrance Signs (decals) - 2@\$500:	\$ 1,000
• Trackside ID (decals-alternate) - 7@ \$300:	\$ 2,100
• Mapcase Headers (decals)- 8@ \$50:	\$ 400
• Onboard Recorded Announcements:	\$ 1,000
<b>Total Estimated Cost:</b>	<b>\$10,500</b>

Updates to systemwide printed materials when reprinted only if space allows; no other changes to bus stop signs, headsigs, etc.

# Expo/La Brea Station



# Revised Name Recommendations

## Expo/La Brea/Ethel Bradley Station

- Requested by Directors Ridley-Thomas, Garcetti and Dupont-Walker
- Metro Expo Line station
- Current name: Expo/La Brea Station
- Policy states stations may be dedicated to individuals
- Official name is revised, operating name remains
- Consistent with naming policy & other station names
  - Wilshire/Western/Alfred Hoyun Song

# Renaming Costs – Short Term

## Expo/La Brea/Ethel Bradley Station

- Commemorative Plaque: 1 @ \$5,000 \$ 5,000

No other changes to station signage, announcements or printed materials.

# Next Steps

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