



# Metro

## CONSTRUCTION COMMITTEE February 17, 2005

**SUBJECT: ORANGE LINE STATION NAMES**

**ACTION: RECEIVE AND FILE**

### RECOMMENDATION

Receive and file the following report regarding proposed station names on the Metro Orange Line.

### ISSUE

Staff is developing customer information and public awareness materials (i.e. signs, maps, press kits and rider information) for the Metro Orange Line. These project-specific, as well as system-wide materials will reflect final station names of the Metro Orange Line. The station names have been developed in accordance with the Property Naming Policy adopted by the Board in August 2003.

### DISCUSSION

The Board approved a Property Naming Policy in August 2003 to ensure timely, cost-effective naming efforts and to make certain that the names attached to Metro properties are meaningful to customers attempting to navigate the transportation system. Per the policy, stations are to be given a board-adopted official name as well as a shorter operational name. Based on community input, staff developed the following names for Metro Orange Line stations, keeping in mind criteria such as what would fit on maps and other public information materials where space is a consideration. The following names were submitted to the communities for comments but none responded:

<u>Official Name</u>	<u>Operational Name</u>
1. Warner Center	Warner Center
2. De Soto	De Soto
3. Pierce College	Pierce College
4. Tampa	Tampa
5. Reseda	Reseda
6. Balboa	Balboa
7. Woodley	Woodley
8. Sepulveda	Sepulveda
9. Van Nuys	Van Nuys
10. Woodman/Valley Glen	Woodman
11. Valley College	Valley College
12. Laurel Canyon/Valley Village	Laurel Canyon
13. North Hollywood	North Hollywood

**NEXT STEPS**

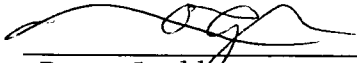
Staff will begin conversion of existing appropriate customer and public information materials to reflect operational Metro Orange Line station names.

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Matt Raymond  
Chief Communications Officer



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Roger Snoble  
Chief Executive Officer