

**Metro****EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
NOVEMBER 18, 2004****SUBJECT: AGENCY NOMENCLATURE****ACTION: RECEIVE AND FILE****RECOMMENDATION**

Receive and file updated nomenclature guidelines to ensure unified and consistent identification of the agency (Attachment A).

ISSUE

At the August 2004 Board meeting, Director Fasana requested that the Board receive clarification and guidelines on the use of the agency's legal and popular names.

DISCUSSION

The attached guidelines are intended to clarify and update the initial agency nomenclature guidelines presented at the June 2003 and July 2003 Board meetings. The initial nomenclature guidelines were presented as part of the new agency identity program that also included a modified logo and bus and rail fleet color scheme. The program was developed in response to an extensive staff audit of products (i.e. brochures, published plans and reports, signage, customer information, rolling stock interiors and exteriors, timetables, uniforms, facilities, advertising, website, etc.) that revealed that the agency was referred to by a multitude of inconsistent names and logos.

The purpose of the guidelines is to establish a unified and consistent identification system that will improve public awareness of the agency, and strengthen the perceived connection between the agency and its multiple functions and initiatives. Multiple logos and names for the agency creates a confusing picture to the consumer that hinders efforts to increase use of Metro services and programs. Therefore, consistent application of both the logo and these nomenclature guidelines to all printed materials, website, projects, signage, and vehicles will improve public understanding of how to utilize the transportation system as a whole.

The guidelines provide direction on when to use the legal and popular names of the agency. The legal name of the agency is, and remains, the "Los Angeles County Metropolitan Transportation Authority" as established by legislation. In general, the legal name should be used for all Board resolutions, finance documents, contracts,

checks, legal documents, grant applications, etc. The popular name of the agency, “Metro” is reflected in the logo and should be used for external communications.

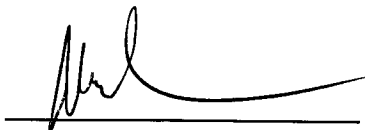
“Metro” is found on virtually everything the agency produces from Board agendas to employment recruitment bulletins, from Annual Reports to the Long Range Transportation Plan, from bus and rail signage to business cards. More than two-thirds of County residents are familiar with the agency’s logo and associate it with Metro (2003 General Public Opinion Survey). Staff surveyed a number of strong and well-recognized organizations and found that they all had consistent nomenclature and one single consistent logo—which most commonly paralleled the name of the organization. Most had informal guidelines as to the use of legal versus popular names. The revised guidelines are based on the results of this research.

NEXT STEPS

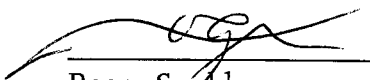
The revised guidelines, which include clarification of the use of legal and popular names, will be available to staff throughout the organization as well as to outside organizations. Staff will continue to work to ensure that the guidelines are followed as part of efforts to strengthen the overall identity of the agency.

Attachment A: Updated Agency Nomenclature Guidelines

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AGENCY NOMENCLATURE GUIDELINES

The purpose of these guidelines is to establish a unified and consistent identification system that will improve public awareness of the agency, and strengthen the perceived connection between the agency and its multiple functions and initiatives.

Using 'Los Angeles County Metropolitan Transportation Authority' and 'Metro'

- The legal name of the agency is the “Los Angeles County Metropolitan Transportation Authority”. The popular name of the agency is ‘Metro’.
- Any and all official and/or public documents (excluding promotional materials) should refer to the agency as “Los Angeles County Metropolitan Transportation Authority”.
- Documents in which the name of the agency is to appear more than once shall use the legal name of the agency followed by the popular name in parentheses with the popular name used thereafter in the document. Example: “Los Angeles County Metropolitan Transportation Authority (Metro) is responsible for improving mobility in the Los Angeles County region.”
- ‘LACMTA’, while not preferred, is an acceptable alternative where space is limited, such as citations and other appropriate postings.
- The popular name of the agency is ‘Metro’ which appears in the agency’s logo and shall be used in any and all internal and external communications. ‘Metro’ should be used any place ‘MTA’ was used in the past.
- Where geographic clarification is required, a modifier of ‘Los Angeles’, ‘Los Angeles County’ or ‘L.A.’ is acceptable. Example: ‘L.A. Metro’
- ‘MTA’ may be used for casual, spoken use but shall not appear in any printed materials, presentations or electronic communications.

