

City of Long Beach
Many Unique Neighborhoods
One Great City



Dr. Suja Lowenthal
Councilmember

Memorandum

To: Mayor and City Council

May 21, 2013

From: Suja Lowenthal, Second District 

Subject: Naming of Metro Rail Station & Facilities – “Downtown Long Beach Station”

REQUESTED ACTION:

Request to forward to the Metropolitan Transportation Authority (MTA) the recommendation of “Downtown Long Beach Station” following a community survey conducted by the Second District to name the Metro rail station and facilities located on First Street, between Pine and Pacific avenues.

BACKGROUND:

City Council supported my original request to work with stakeholders in the Downtown to reach consensus on a new name for the Blue Line transit mall platform and forward the name to MTA for approval.

According to MTA’s policy for naming transit centers and facilities, names must refer to: a nearby street or freeway; a well-known destination or landmark; a community or district name; or a city name. The policy also states that it is preferable to use one name but multiple names can be used separated by a slash.

Using social media, community partners and press coverage, we encouraged residents and businesses to participate in an online community survey over a one-month period of time from March 12th to April 12th. We offered four potential names based on MTA policy and an open field for additional suggestions. The suggested names were 1st Street Station, Downtown Long Beach Station, Pine Avenue Station and Transit Mall Station. I have attached an example of the online letter and survey for your review.

Based on the input of over 400 unique responses, “Downtown Long Beach Station” received the overwhelming amount of votes with 169; followed by “Transit Mall Station” with 61 votes, “Pine Avenue Station” with 49, “First Street Station” with 48 and then dozens of other suggestions from residents such as Long Beach Promenade Station, Civic Center Station and Seaside Station.

HISTORY OF THE STATION:

Construction on the Blue Line platform began in 1985 on the Metro Blue Line, which starts in downtown L.A. and runs south for 30 km (22 miles) to Long Beach. At the southern end, the Blue Line turns in a single-track loop through downtown Long Beach, with short street-running sections. All stations have high platforms, which allow easy access into the LRT vehicles (3-unit trains manufactured by Sumitomo-Nippon Sharyo, Japan - overhead power supply). Journey time for the entire route is 53 minutes. Opened in 1990, the Blue Line is the oldest and second busiest line in the system with an estimated 26.26 million boardings per year.

FISCAL IMPACT:

There is no significant fiscal impact to the General Fund. Any changes to the actual transit facility will be funded through the MTA.