

**City of Culver City, California
Agenda Item Report**

Meeting Date: 03/23/15		Item Number: <u>A-3</u>	
CITY COUNCIL AGENDA ITEM: Consideration of Presenting a Letter Signed by all City Council Members to the Metro Board of Directors Requesting the Addition of “Culver City” to all Expo Line Train Headsigns, Station Signs, Way-Finding Signs, and Marketing Materials.			
Contact Person/Dept.: Shelly Wolfberg		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒ Date: _____			
Public Notification: Rick Thorpe (Expo Construction Authority) (03/18/15); Arthur T. Leahy (Metro) (03/18/15); and Agenda and Meetings – City Council (E-Mail) (03/18/15)			
Department Approval: Martin R. Cole (03/16/15)		City Attorney Approval: Carol Schwab (by H. Baker) (03/16/15)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (03/17/15)		City Manager Approval: John M. Nachbar (03/18/15)	
<u>RECOMMENDATION:</u> Staff recommends City Council consider authorizing the City Manager to prepare a letter for the City Council’s signature recommending Metro include “Culver City” on all Expo Line train headsigns, station signs, way-finding signs, and marketing materials. <u>BACKGROUND/ DISCUSSION:</u> The Exposition Metro Line Construction Authority (Authority) is an independent transportation planning, design, and construction agency created by state legislation in 2003. The Authority was created for the purpose of awarding and overseeing final design and construction contracts for completion of the 15.2 mile, \$2.5 billion Exposition Light Rail Line from Downtown Los Angeles to Santa Monica. Construction on Phase 1 of the line, from downtown Los Angeles to Culver City, began in 2006 and the line opened to the public in 2012. Phase 2 of the project, which will extend the line out to Santa Monica, is now underway, and construction is expected to be completed by 2015. Once Phase 2 is completed, the line will be operated by the Los Angeles County Metropolitan Transportation Authority (Metro) as part of the county-wide rail network. (www.buildexpo.org) At the March 9, 2015 City Council meeting, the City Council provided direction to the City Manager to place on a future agenda a discussion of a letter to be signed by the full City Council requesting Metro include “via Culver City” on its Expo Light Rail Line trains headsigns once Phase 2 to Santa Monica is complete. The intent behind			

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this request is to promote Culver City as a separate and distinct City destination along the line in both east and west directions along the Expo route. To achieve this goal, Culver City could be identified through Expo headsigns, station signs, way-finding signs, and marketing materials.

Expo Light Rail Line's headsigns are most likely digital displays, which are relatively easy to change between routes/destinations and to update for changes to a transit system's route network. Therefore, it is anticipated that incorporating "Culver City" into digital headsigns would be feasible to implement. Upon the opening of the Expo Line Culver City station, staff worked with Metro marketing staff in the shared desire to market Culver City as a destination to transit users traveling on the Expo Line. Thus, regarding establishing Culver City as a distinct destination on the Expo Line, the City would also request Metro continue to promote Culver City in any way possible.

If the City Council so directs, the City Manager will prepare a letter to the Metro Board for the City Council Members' signatures indicating the City Council's support for the inclusion of "Culver City" in all Expo related communications and marketing materials, signage, and train messaging technology.

FISCAL ANALYSIS:

There is no fiscal impact to prepare a letter from the City Council to the Metro Board of Directors. Further promotion of Culver City in Expo's signage could result in a positive fiscal impact to Culver City.

ATTACHMENT:

None

MOTIONS:

That the City Council:

Direct the City Manager to prepare a letter for signature by all five City Council Members to the Metro Board of Directors requesting "Culver City" be included on all Expo Line train headsigns, station signs, way-finding signs, and marketing materials.