



Metro

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TO: BOARD OF DIRECTORS

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CHIEF EXECUTIVE OFFICER

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SUBJECT: LETTER DESIGNATIONS FOR FIXED GUIDEWAY
TRANSIT LINES

ISSUE

Metro's Rail and Bus Rapid Transit (BRT) system is rapidly growing in size and complexity. With the opening of the Regional Connector, different rail lines will be joined, bringing significant change to our system. As part of this change, we have the opportunity to introduce a new designation system for our rail and BRT lines. The new system will include letter designations (i.e., A, B, C, etc.) that will improve passenger understanding and use of the system. This report provides an overview of the new Line Designations for Fixed Guideway Transit Lines and the proposed transition plan and estimated cost.

DISCUSSION

The current basic color designation system has limitations. This was made evident with the opening of Expo Phase 1 wherein the light blue color assigned to this line is too similar to the existing Blue Line and ultimately required the letter "E" to be added to signage to reduce rider confusion.

The new Line Designation initiative will transition all Metro Rail and BRT lines from a color system (Blue, Red, Purple, etc.) to a letter designation system (A, B, C, etc.). Letters will be assigned based on opening year, oldest to newest, with the commonly recognized letters such as H (Hospital) and I (Information) eliminated to avoid confusion. This new designation system will expand available line names beyond the basic colors Metro currently uses. Although colors will no longer be the primary designation for each line, color will remain as a secondary identifier used on signage and most print materials, especially the system map. Attachment A illustrates the Metro system with the new letter designations.

Another impact of the opening of the Regional Connector will be changes in the operation of our light rail system. The new operating approach will provide a one-seat ride from North to South and a one-seat ride from East to West. These routes reflect historic and current travel patterns through the county. The letter designations and background colors will be used for the full length of these through-routes.

By transitioning to a letter designation system, Metro will be able to communicate more effectively with the riding public. Line names will no longer depend on English language proficiency, meeting Federal Transit Administration (FTA) guidelines and Title VI requirements for serving Limited English Proficiency (LEP) populations. Letter-based line designations will better clarify information for riders with color blindness and/or color vision deficiencies, as the current system depends on riders being able to distinguish between various colors. The letter designation transition also will address the needs of the visually impaired, facilitating compliance with the Americans with Disabilities Act (ADA). Attachment B explains the chosen letter designation system.

The estimated total life of project cost is approximately \$19.8 million over 11 years, of which \$8 million is work that would be required, regardless of the letter designation project, to update customer information and signage associated with future line extensions (Expo 2, Foothill) and to introduce revisions to service patterns when the Regional Connector and Crenshaw/LAX Lines are placed into service. The project cost also begins to establish a refurbishment program for signs that are due for replacement.

The transition will involve all materials and built elements which indicate line designation including, station identifying signage, wayfinding signage, bus stop blades, bus wraps, print materials, vehicle and station announcements, and on-board vehicle materials. To transition all of the built elements, the Plan calls for the use of sign decals and new ADA plaques, initially, followed by new permanent signage that coincides with new line openings and changes in service patterns. For all lines, the letters being introduced will be added to the existing "color dot" currently used at most stations. The current Expo Line ("E") is a good example of how the letter system will work in tandem with the underlying color. By keeping the existing colors as a secondary designation, passengers can continue identifying lines by their underlying color during the transition.

To ease riders into the transition, the project will include a public outreach program that introduces the new line designation system prior to the letters being installed at our stations. See Attachment C for the anticipated project schedule.

NEXT STEPS

We will continue to coordinate with internal Metro departments necessary to implement the transition. As currently scheduled, we plan to launch our public outreach program in early 2014.

ATTACHMENTS

- A. New Line Designation Concept Map
- B. Letter Designation System
- C. Phased Project Schedule



DRAFT CONCEPT MAP

Alpha-Chronological Line ID Concepts

12/20/13

Set:

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

- F: potential negative connotations
- H: similar to hospital or helipad symbol
- I: similar to number 1
- M: similar to our logo
- O: similar to number 0
- P: similar to parking symbol
- X: looks like 'closed' or 'close window'

Rules:

- Lines are given unique letter designations in alphabetical order based on chronology of the first phase of the line groundbreaking.
- Every letter has a unique color associated with it.

-  **Solid Circle - Letter**
Heavy Rail
Light Rail
-  **Solid Square - Letter**
Bus w/ dedicated ROW

Today

-Lines are assigned letters based on chronology with the exception of the Gold Line which gets an interim letter designation, Line T.

- [A] Downtown LA - Long Beach
- [E] Culver City - Downtown LA
- [B] North Hollywood - Downtown LA
- [T] Pasadena - East Los Angeles
- [C] Koreatown - Downtown LA
- [G] Chatsworth - North Hollywood
- [D] Redondo Beach - Norwalk
- [J] Harbor Gateway - El Monte



2020 & Beyond

- Regional Connector opens.
- The current Line A and the Pasadena Line T are combined to form Line A.
- The current Line E and Eastside Line T are combined to form Line E. Cyan is dropped.
- Crenshaw Line opens as Line K in light purple.
- Line T is retired from use.

- [A] Azusa - Long Beach
- [E] Santa Monica - East Los Angeles
- [B] North Hollywood - Downtown LA
- [G] Chatsworth - North Hollywood
- [C] Beverly Hills - Downtown LA
- [J] Harbor Gateway - El Monte
- [D] Redondo Beach - Norwalk
- [K] Crenshaw - South Bay



Note: Based on current operating plans; letter assignments could change if operating plans change.

