

# Letter Designations for Fixed Guideway Lines



June 2015

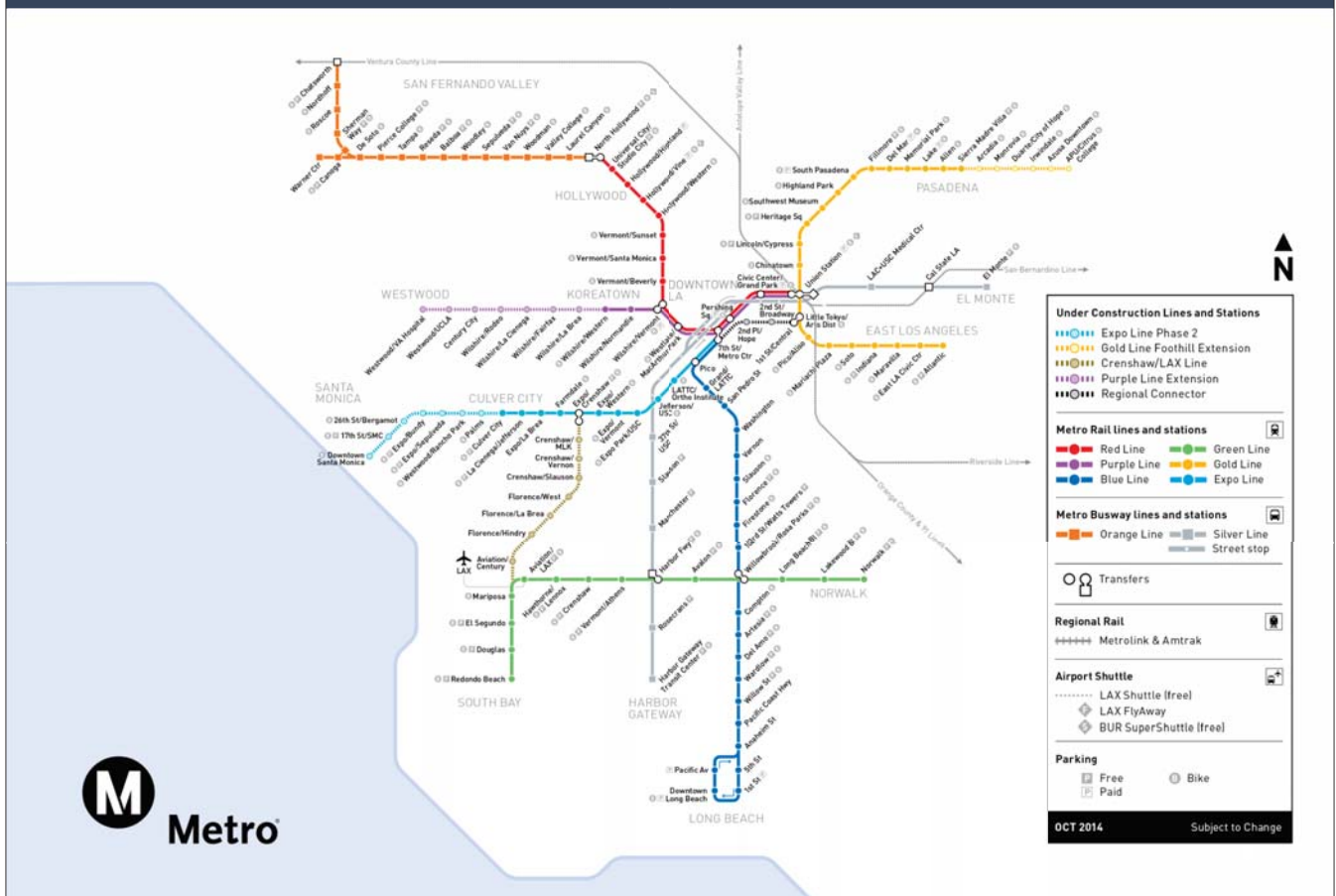


## Overview

- > Current designation system
- > Upcoming challenges
- > Recommended solution
- > Focused outreach
- > Implementation
- > Discussion



# What's the situation now?



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- > Lines are identified in multiple ways:
  - Spelled-out color (i.e. Blue, Orange)
  - Name (i.e. Expo)

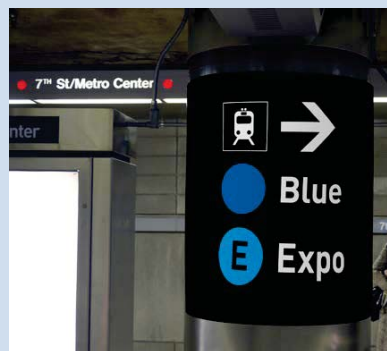


# What's the situation now?



# What's the challenge?

- > Avoiding inconsistent naming system
- > Identifying new and distinct color names and hues
- > Maintaining flexibility for operational changes
- > Addressing requirements for Limited English Proficiency (LEP) customers



## What's the solution?

Rename lines with letters ordered by opening date:



- > Letters become primary designation
  - “A” Line, “B” Line”
- > Colors remain a secondary identifier
- > H, I and P not used, similar to universal symbols for Hospital, Information and Parking



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## When should this transition happen? **Now**

Benefits:

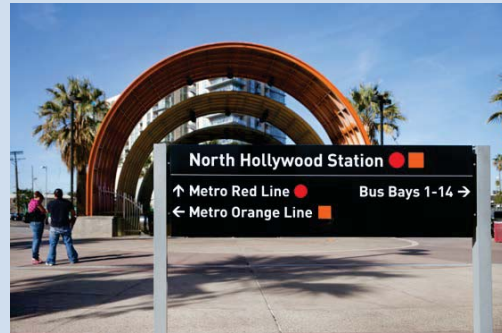
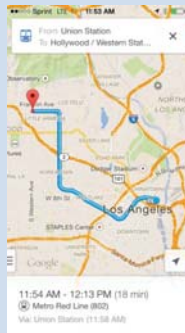
- > Customers get used to letter designations
- > Avoids reinforcing designations that will change
- > Cost effective
  - Leverages capital project funding
  - Simplifies adjustments when routes change
  - Reduces need for signage retrofits



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# What needs to be changed?

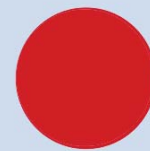
- > Maps
  - > Customer information
    - print
    - electronic
  - > Audio Announcements
  - > Signage



# What do customers see?

Current:

# Metro Red Line



## What will customers see?

Future:

**Metro Rail** 



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## Focused Outreach

March 2015:

- > Two focus groups conducted: English and Spanish
  - Overall support of transition to letters
  - Need time for adjustment: start now
  - Primarily use web and mobile for trip planning

April-June 2015:

- > Accessibility Advisory Committee
- > Service Councils

Feedback to inform implementation plan



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# Implementation

> Phase 1: Blue, Green, Expo

> Phase 2: Orange, Red, Purple, Silver



# Implementation

> Phase 3: Regional Connector, Crenshaw/LAX Line changes (includes Gold, Blue, Expo, Green)



Regional Connector



Crenshaw/LAX



# Discussion



## DRAFT CONCEPT MAP

\*Future operating plan based on Metro Board approved environmental documents