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**November 8, 2019**

**TO: BOARD OF DIRECTORS**

**THROUGH: PHILLIP A. WASHINGTON** PAW  
**CHIEF EXECUTIVE OFFICER**

**FROM: YVETTE RAPOSE**  
**CHIEF COMMUNICATIONS OFFICER**

**SUBJECT: LETTER LINE ID PROJECT UPDATE**

**ISSUE:**

This report provides an update on the progress of the Letter Line ID Project, as of the week ending November 8, 2019.

**DISCUSSION:**

On December 6, 2018 the Board authorized the CEO to establish a Transit Line Operating Naming Convention to update the current naming convention to a color and letter designation for rail lines and bus rapid transit lines (Line Letter ID Project). The Board also approved a phased implementation plan.

Following Board directive, the Communications Department, working with other relevant Metro departments, is continuing to implement a Line Letter ID strategy that prioritizes project goals to: 1) deliver a clear and consistent naming convention for riders; 2) leverage cost efficiencies by implementing updates alongside existing capital projects where possible; and 3) deliver a world-class transportation system that supports Vision 2028 customer experience goals.

Customer information, such as Go Metro maps, trip planner feeds, headsigns and announcements will be updated to reflect updated letter line designations. This rollout has already begun on the A (Blue) and E (Expo) lines, with remaining line designations being implemented in print and digital formats in the coming months. Each phase of the rollout is accompanied by a robust employee and public education campaign to help riders understand the updated naming system.

Signage has also been implemented on the A (Blue) and E (Expo) lines (with exception of 7<sup>th</sup>/Metro Center Station where temporary wayfinding is being installed pending Regional Connector impacts) and remaining line designations will continue to occur through the capital program (Crenshaw/LAX, Regional Connector and future corridors). Funding to replace signage in locations not part of existing capital investments is currently being evaluated as part of a broader Systemwide Expansion Signage Impacts and Updates capital project for the FY21 budget.

**NEXT STEPS:**

The letter designations below will be added to remaining lines, including the letter “K” assigned to the Crenshaw/LAX Project, which is the next line to enter service. The Gold Line will be assigned the letter L until the service changes with the opening of the Regional Connector. This will preserve the overall system’s clarity, consistency and accessibility while service plans are being developed.

Once Regional Connector service plans are implemented, the L Line will merge with other Metro Rail lines. After this change occurs, the letter L will be dropped from the sequence, allowing the letter to be re-used for future line openings without disrupting the alphabetical order.

The Communications department will launch a Line Letter ID educational campaign in the coming months.

