Letter Designations for Fixed Guideway Lines

April, 2015
Overview

- Current designation system
- Upcoming challenges
- Recommended solution
- Focused outreach
- Implementation
- Discussion
What’s the situation now?
What’s the situation now?

> 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:

A  B  C  D  E  G  J  K  L

- 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
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
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 B
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/May 2015:
> Accessibility Advisory Committee
> Service Councils

Feedback to inform implementation plan
Implementation

> Phase 1: Blue, Green, Expo

> Phase 2: Orange, Red, Purple, Silver
Phase 3: Regional Connector, Crenshaw/LAX
Line changes (includes Gold, Blue, Expo, Green)
Discussion

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