Naming for the Future

• Metro is growing and the system is changing
• Time to establish the naming convention of the future
  ➢ Clarity and Consistency
    – Need a clear, consistent, uniform navigation system
    – Reflects Strategic Plan goals (customer-focus and satisfaction)
  ➢ Metro’s Magic Moment
    – New Blue is an opportunity to launch a new naming convention
    – Regional Connector will unite Gold and Blue Lines, and Gold and Expo Lines
    – Crenshaw opening will mean changes for Green Line
  ➢ World-Class System
    – Always ready to welcome the world – especially in 2028
Current Transit Line Name Factors

• Metro’s naming convention is 28 years old and riders have learned how to navigate the system
• Current naming is inconsistent – colors and Expo
• Future corridor names aren’t clear (West Santa Ana)
• Current naming is a challenge for those who are color-blind
• Shades of colors can sometimes be difficult to decipher on a map or sign
Our System is Growing

- Crenshaw/LAX
- Sepulveda Transit Corridor
- Transit Extension from Westwood to LAX Metro Connector
- West Santa Ana Transit Light Rail Corridor
- LAX BRT Connector
- Vermont BRT Connector
- BRT Connector Orange/Red Line to Gold Line
- North San Fernando Valley BRT

*Anticipated by 2028
Focus Groups Methodology

- 5 focus groups with current and future riders
- Focus groups were two hours each
- 47 total participants
Methodology

- Various locations and recruitment criteria to reflect some of the diversity of current and potential Metro riders

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Group Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 22</td>
<td>Sherman Oaks</td>
<td>English-Speaking Non-Riders</td>
</tr>
<tr>
<td>August 25</td>
<td>Downtown LA</td>
<td>English-Speaking Metro Riders</td>
</tr>
<tr>
<td>August 25</td>
<td>Downtown LA</td>
<td>Spanish-Speaking Metro Riders</td>
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<tr>
<td>August 28</td>
<td>Mid-City</td>
<td>English-Speaking Visually-Impaired Residents</td>
</tr>
<tr>
<td>August 28</td>
<td>Koreatown</td>
<td>Korean-Speaking Residents</td>
</tr>
</tbody>
</table>
Focus Group Perspectives

• Participants were recruited to represent diverse backgrounds and perspectives, but are not statistically precise
• Provided an opportunity to collect qualitative feedback, i.e., the rationale for their preferences
• Allowed for testing visual collateral in real time and see people’s expressions, verbal and non-verbal cues, and how they talk about this question with others
Discussions were designed to assess preferences among four different transit line naming convention options:

- Combination of colors and geography (approximating the current system)
- Colors only
- Colors with numbers assigned in chronological order
- Colors with letters assigned in chronological order

Structure of Focus Groups

- Familiarity with Current System
- Initial Comparison of 2028 Maps
- Preferences for Station/Platform Signage
- Ease of Trip Planning
- Reactions to “Transition” Flyer
- Final Re-Review of 2028 Maps
Current System Map

• Current riders are mostly comfortable with the existing map and mostly understand it.
• For some riders, particularly Spanish-speakers and visually-impaired, it took a significant amount of work to learn the system.
• None of the non-riders had even seen the map in the past and they were surprised by the number of lines.
• Some found it hard to distinguish between colors of Red and Orange lines and some thought gold looked yellow.
• Several people (including some who ride often) are confused by the “E” on the light blue dot for the Expo line and think it stands for “East,” “Express” or “Extension.”
• Some mentioned concerns about the inconsistency of having one line not named for a color.
Combination Map – 2028

Some projects in study phase.
Combination Signage
**Combination**

**PRO**
- Continuation of current system
- For some lines, gives a sense of where the line goes

**CON**
- Lack of internal consistency
- Some names are too long to say
- Hard for quick references when catching a train/bus
Some projects in study phase.
Colors Only Signage
Colors Only

**PRO**

- Consistent across system
- Similar to current system
- Simple
- Preferred by Spanish-dominant speakers

**CON**

- Can be hard to distinguish between similar colors; color blindness
- Only one point of reference
- Hard for quick references when catching a train/bus
- Multiple terms for the same color (i.e., aqua, sky blue, light blue, turquoise, etc.)
- Colors are “just words” to those born blind
Some projects in study phase.
Numbers w/Colors Signage
Numbers w/Colors

**PRO**
- Consistent across system
- Simple
- Intuitive to many
- Second point of reference
- Makes map clearer at end points of lines and the transfer points

**CON**
- Different from current system
- Conflicts with bus numbering
- Conflicts with platform numbers
Some projects in study phase.
Letters w/Colors Signages
Letters w/Colors

**PRO**
- Consistent across system
- Second point of reference
- Makes map clearer at end points of lines and the transfer points
- Intuitive to many

**CON**
- Some people try to associate letters with places or color names
- Letters often have meaning (H=hospital, E=East, etc.)
- Skipped letters were confusing to some
- Different from current system
- Difficult for people whose languages don’t include the Roman alphabet/lack English literacy
<table>
<thead>
<tr>
<th>First Choice for Naming Convention after All Information</th>
<th>Colors</th>
<th>Letters</th>
<th>Numbers</th>
<th>Combination</th>
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</thead>
<tbody>
<tr>
<td>English-Speaking Non-Riders</td>
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<td>English-Speaking Metro Riders</td>
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<td>Spanish-Speaking Metro Riders</td>
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<tr>
<td>English-Speaking Visually-Impaired Riders</td>
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<td>3</td>
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<td>Korean-Speaking Residents</td>
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<tr>
<td>Total</td>
<td>10</td>
<td>11</td>
<td>22</td>
<td>4</td>
</tr>
</tbody>
</table>
Other Findings

• Consistency across the system is one of the most important factors

• Riders and non-riders think the way the lines are named is important
  – For non-riders, simplicity and expanded system makes them more likely to try Metro

• Most could be satisfied with either numbers or letters

• Riders and non-riders alike want more help figuring out how to go where they want to go
  – Which lines to take
  – How to get to the right platform inside each station

• Readability matters to many
  – Contrast of colors with each other
  – Contrast of text to colors
## Transit Line Naming Options 2028

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
<th>Option 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colors</td>
<td>Colors and Corridor Names</td>
<td>Numbers</td>
<td>Letters</td>
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<tr>
<td>1990 Blue Line</td>
<td>1990 Blue Line</td>
<td>1990 1</td>
<td>1990 A</td>
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<td>2009 Silver Line</td>
<td>2009 Silver Line</td>
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<td>2009 G</td>
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<td>2022 Aqua Line</td>
<td>2022 Arroyo Verdugo Line</td>
<td>2022 10</td>
<td>2022 L</td>
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<tr>
<td>2023 Brown Line</td>
<td>2023 North San Fernando Valley Line</td>
<td>2023 11</td>
<td>2023 N</td>
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<td>2027 Lime Line</td>
<td>2027 East San Fernando Valley/Sepulveda Line</td>
<td>2027 12</td>
<td>2027 Q</td>
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<td>2028 Lavender Line</td>
<td>2028 Vermont Line</td>
<td>2028 13</td>
<td>2028 R</td>
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<tr>
<td>2028 Pink Line</td>
<td>2028 West Santa Ana Line</td>
<td>2028 14</td>
<td>2028 S</td>
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</tbody>
</table>
Keeping it in Perspective

• A consistent, clear, uniform system enhances customer experience and makes riding Metro less intimidating

• Legacy names and operational names can live in harmony

• No naming convention is perfect; there are benefits and challenges with all of them

• A decision should take into account all of the following:
  – Research – what do “the people” think?
  – Knowledge and expertise
  – Industry lessons learned
  – What is best for Metro and LA County
Next Steps

• Conduct additional research with diverse groups to test alternatives, signage and trip planner
  – Online Survey
  – Field Research Pop-Ups at Metro Stations if necessary
  – Additional focus groups if necessary

• Present overview and Recommended Action at September Board meeting
  – Action to return to the Board at Nov./Dec. meeting with staff recommendation, cost estimation and schedule

• Provide staff recommendation to Board at Nov./Dec. meeting including cost estimate and schedule
Thank you.
Questions?