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
Industry Examples

New York City Subway
23 lines
A C E B D F M G L J Z S N Q R W 1 2 3 4 5 6 7

Portland TriMet MAX
5 lines

Paris Metro
15 lines
1 2 3 3 4 5 6 7 7 8 9 10 11 12 13 14

Chicago CTA L
8 lines
Red Line Blue Line Green Line
Orange Line Brown Line Yellow Line
Purple Line Pink Line

Toronto TTC
7 lines
1 2 3 4 5 6 7

Denver RTD
10 lines
University of Colorado A Line B C D E F G H R W

Washington Metro Metrorail
6 lines
RD OR BL GR YL SV
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>
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<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>
</tr>
<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
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

Names are not official – for testing purposes only

- **Blue Line**: Montclair to Long Beach
- **Red Line**: North Hollywood to Union Station
- **Green Line**: Expo/Crenshaw to Norwalk
- **Purple Line**: Westwood/VA Hospital to Union Station
- **Gold Line**: Santa Monica to Whittier
- **South Bay/LAX Line**: LAX to Torrance
- **East San Fernando Valley/ Sepulveda Line**: Sylmar to West LA
- **West Santa Ana Line**: Downtown LA to Artesia

- **Metro Busway**
  - **Orange Line**: Chatsworth to North Hollywood
  - **Silver Line**: San Pedro to El Monte
  - **Arroyo Verdugo Line**: North Hollywood to Pasadena
  - **North San Fernando Valley Line**: Chatsworth to North Hollywood
  - **Vermont Line**: Los Feliz to North Hollywood

Some projects in study phase.
Combination Signage
**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
Colors Only Map – 2028

Conceptual

Names are not official – for testing purposes only

Metro Rail

Blue Line
Montclair to Long Beach

Red Line
North Hollywood to Union Station

Green Line
Expo/Crenshaw to Norwalk

Purple Line
Westwood/VA Hospital to Union Station

Gold Line
Santa Monica to Whittier

Olive Line
LAX to Torrance

Lime Line
Sylmar to West LA

Pink Line
Downtown LA to Artesia

Metro Busway

Orange Line
Chatsworth to North Hollywood

Silver Line
San Pedro to El Monte
Street Service in Downtown LA and San Pedro

Aqua Line
North Hollywood to Pasadena

Brown Line
Chatsworth to North Hollywood

Lavender Line
Los Feliz to West Athens

AUG 2028 Subject to Change

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></th>
<th>Colors</th>
<th>Letters</th>
<th>Numbers</th>
<th>Combination</th>
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<td>3</td>
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<td>4</td>
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<tr>
<td><strong>English-Speaking Visually-Impaired Riders</strong></td>
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<td><strong>Korean-Speaking Residents</strong></td>
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<td><strong>Total</strong></td>
<td>10</td>
<td>11</td>
<td>22</td>
<td>4</td>
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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
<table>
<thead>
<tr>
<th>Year</th>
<th>Option 1 Colors</th>
<th>Option 2 Colors and Corridor Names</th>
<th>Option 3 Numbers</th>
<th>Option 4 Letters</th>
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<tr>
<td>1990</td>
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<td>2009</td>
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<td>Olive Line</td>
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<td>Aqua Line</td>
<td>Arroyo Verdugo Line</td>
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<td>2028</td>
<td>Pink Line</td>
<td>West Santa Ana Line</td>
<td>14</td>
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</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?