



Transit Line Naming Convention

Overview and Focus Group Results

Executive Management Committee
September 20, 2018



Metro

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



Metro

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



Metro

Industry Examples

New York City Subway

23 lines



Chicago CTA L

8 lines



Denver RTD

10 lines



Portland TriMet MAX

5 lines



Toronto TTC

7 lines



Washington Metro Metrorail

6 lines



Paris Metro

15 lines



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

Date	Location	Group Type
August 22	Sherman Oaks	English-Speaking Non-Riders
August 25	Downtown LA	English-Speaking Metro Riders
August 25	Downtown LA	Spanish-Speaking Metro Riders
August 28	Mid-City	English-Speaking Visually-Impaired Residents
August 28	Koreatown	Korean-Speaking Residents

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

Structure of Focus Groups

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

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



Metro Rail

- Blue Line** ● Downtown LA to Long Beach
- Red Line** ● North Hollywood to Union Station
- Green Line** ● Redondo Beach to Norwalk
- Purple Line** ● Wilshire/Western to Union Station
- Gold Line** ● East Los Angeles to Azusa
- Expo Line** ● Downtown LA to Santa Monica

Metro Busway

- Orange Line** ■ Chatsworth to North Hollywood
- Silver Line** ■ San Pedro to El Monte
- Street Service in Downtown LA and San Pedro

AUG 2018 Subject to Change

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



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
- 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
Street Service in Downtown LA
and San Pedro
- Arroyo Verdugo Line** ■
North Hollywood to Pasadena
- North San Fernando Valley Line** ■
Chatsworth to North Hollywood
- Vermont Line** ■
Los Feliz to West Athens

Some projects in study phase.

AUG 2028 Subject to Change

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

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

Some projects in study phase.

AUG 2028

Subject to Change

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

Numbers w/Colors Map – 2028



Conceptual



Names are not official – for testing purposes only

Metro Rail

- 1 Montclair to Long Beach
- 2 North Hollywood to Union Station
- 3 Expo/Crenshaw to Norwalk
- 4 Westwood/VA Hospital to Union Station
- 5 Santa Monica to Whittier
- 9 LAX to Torrance
- 12 Sylmar to West LA
- 14 Downtown LA to Artesia

Metro Busway

- 6 Chatsworth to North Hollywood
- 7 San Pedro to El Monte
Street Service in Downtown LA and San Pedro
- 10 North Hollywood to Pasadena
- 11 Chatsworth to North Hollywood
- 13 Los Feliz to West Athens

Some projects in study phase.

AUG 2028

Subject to Change

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

Letters w/Colors Map – 2028



Conceptual



Names are not official – for testing purposes only

- Metro Rail**
- A** Montclair to Long Beach
 - B** North Hollywood to Union Station
 - C** Expo/Crenshaw to Norwalk
 - D** Westwood/VA Hospital to Union Station
 - E** Santa Monica to Whittier
 - K** LAX to Torrance
 - Q** Sylmar to West LA
 - S** Downtown LA to Artesia
- Metro Busway**
- F** Chatsworth to North Hollywood
 - G** San Pedro to El Monte
Street Service in Downtown LA and San Pedro
 - L** North Hollywood to Pasadena
 - N** Chatsworth to North Hollywood
 - R** Los Feliz to West Athens

Some projects in study phase.

AUG 2028 Subject to Change

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





















































First Choice for Naming Convention after All Information

	Colors	Letters	Numbers	Combination
English-Speaking Non-Riders	2	3	5	0
English-Speaking Metro Riders	2	4	3	1
Spanish-Speaking Metro Riders	5	1	4	0
English-Speaking Visually-Impaired Riders	1	3	0	3
Korean-Speaking Residents	0	0	10	0
Total	10	11	22	4

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

Option 1 Colors	Option 2 Colors and Corridor Names	Option 3 Numbers	Option 4 Letters
1990 Blue Line 	1990 Blue Line 	1990 	1990 
1993 Red Line 	1993 Red Line 	1993 	1993 
1995 Green Line 	1995 Green Line 	1995 	1995 
1996 Purple Line 	1996 Purple Line 	1996 	1996 
2003 Gold Line 	2003 Gold Line 	2003 	2003 
2005 Orange Line 	2005 Orange Line 	2005 	2005 
2009 Silver Line 	2009 Silver Line 	2009 	2009 
2019 Olive Line 	2019 South Bay/LAX Line 	2019 	2019 
2022 Aqua Line 	2022 Arroyo Verdugo Line 	2022 	2022 
2023 Brown Line 	2023 North San Fernando Valley Line 	2023 	2023 
2027 Lime Line 	2027 East San Fernando Valley/Sepulveda Line 	2027 	2027 
2028 Lavender Line 	2028 Vermont Line 	2028 	2028 
2028 Pink Line 	2028 West Santa Ana Line 	2028 	2028 

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?**



Metro