

MOTION BY DIRECTOR ZEV YAROSLAVSKY**1/22/04**

The MTA has identified all of its mass transit lines by assigning each line a different color. This has made it easier for our transit riders to identify the geographical areas served by these lines, making our system more user-friendly.

Furthermore, naming each transit line by color helps in the marketing and promotion of the line as evidenced by the recent marketing campaign for the Pasadena Gold Line. Naming the transit line by color helps communities and neighborhoods identify with the line and fosters the linkage between the line and the rest of the transit network.

The San Fernando Valley used to be home to many orange groves and, to this day, most San Fernando Valley neighborhoods still have them and other citrus trees. Accordingly, it is appropriate to rename the San Fernando Valley Metro Rapidway Project the "Orange Line." This will benefit our riders and will make it easier for the MTA to promote and publicize.

I therefore move that the San Fernando Valley Metro Rapidway be renamed the Orange Line and that all future references to the project reflect this name change.