

Color Designations

Executive Management and Audit Committee

July 20, 2006



Metro

Objectives

- **Build awareness of transit options**
- **Increase ridership**
- **Improve customer wayfinding**

Purpose

- **Need to print materials for Expo project**
- **2 Metro Red Lines confuse customers**
- **Show extent of fixed guideway system**
 - Harbor busway 13K+ / day
 - El Monte busway 33K+ / day

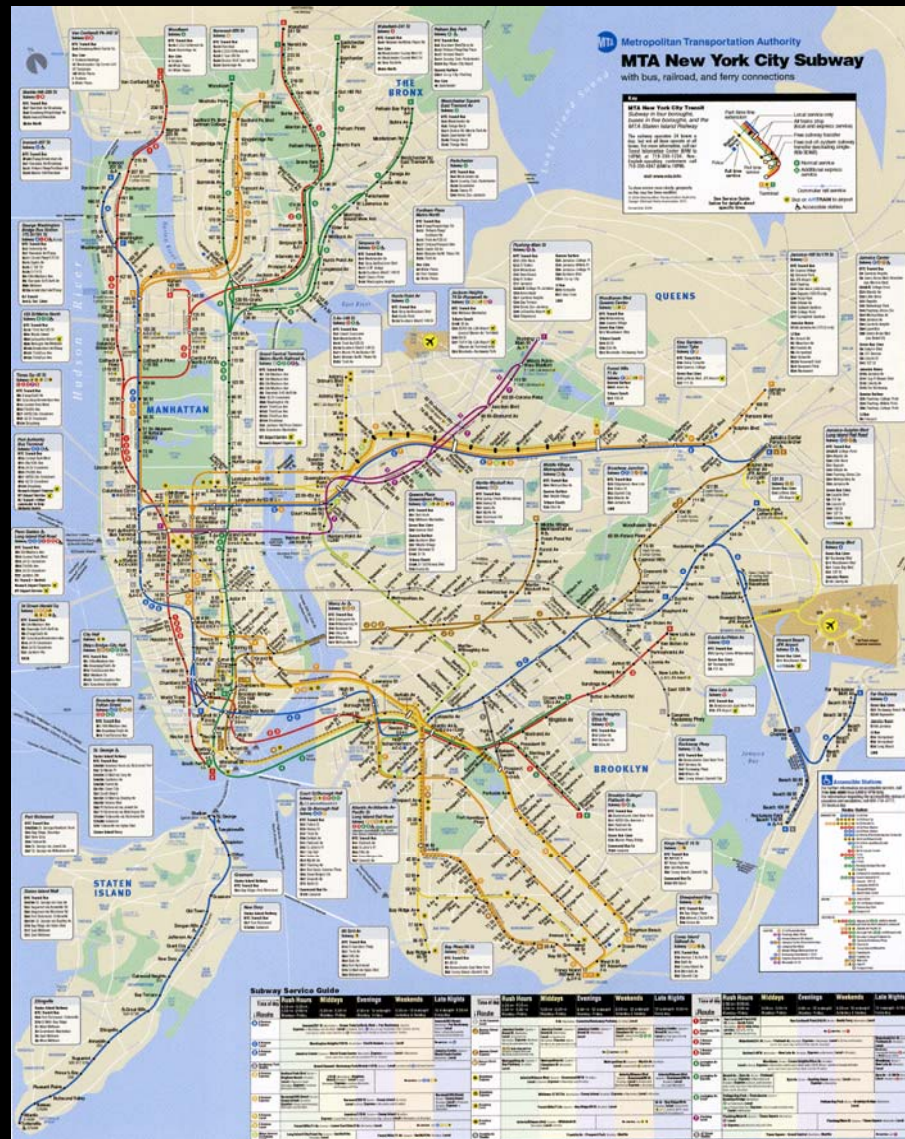
Criteria

- **Bright, legible**
- **Address broad range of operational requirements (visual and audible)**
- **Short, preferably <2 syllables**
- **Easy to print and produce**
- **Consider associations**

London Map



New York City Map



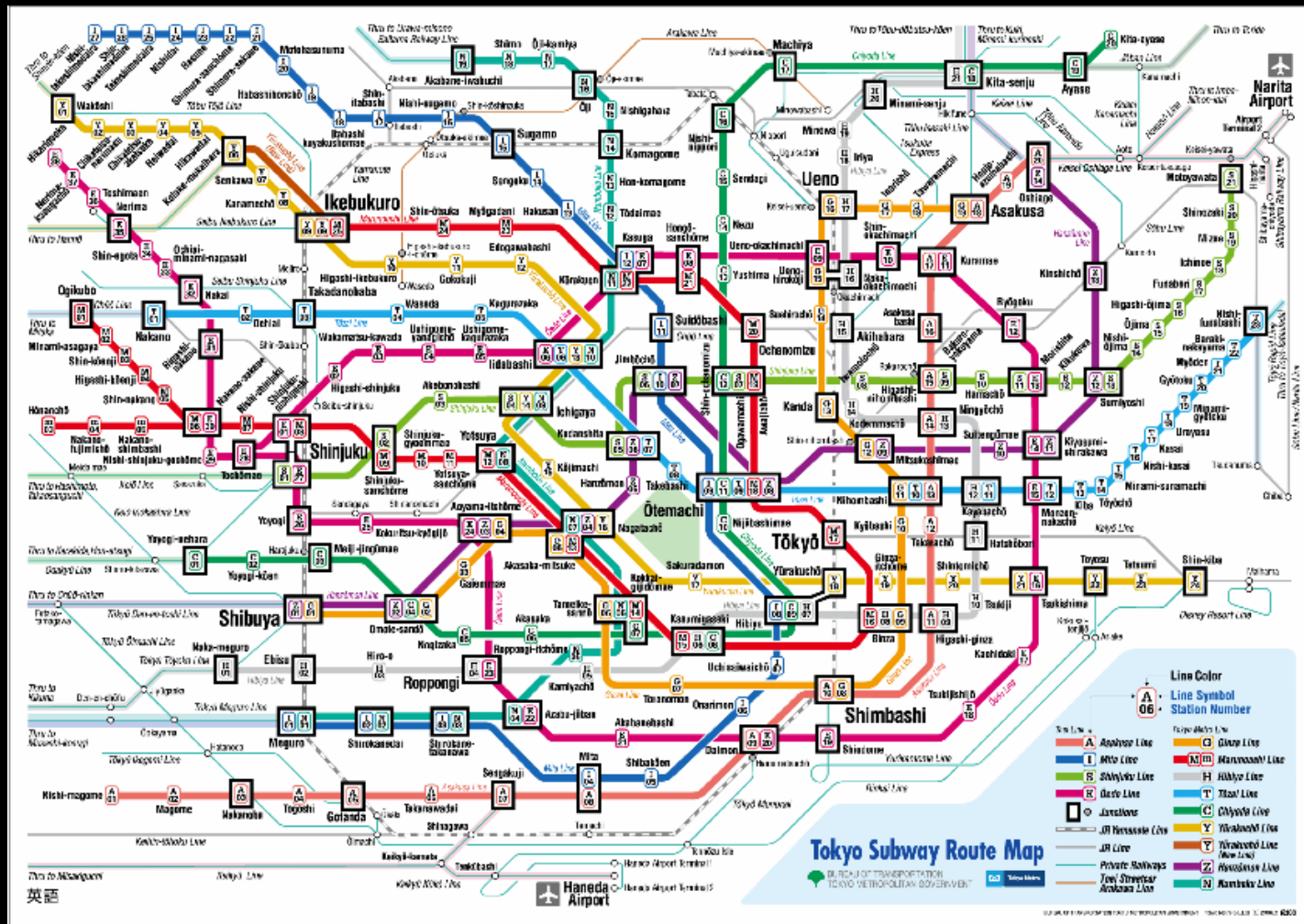
Washington Map



Mexico City Map



Tokyo Map

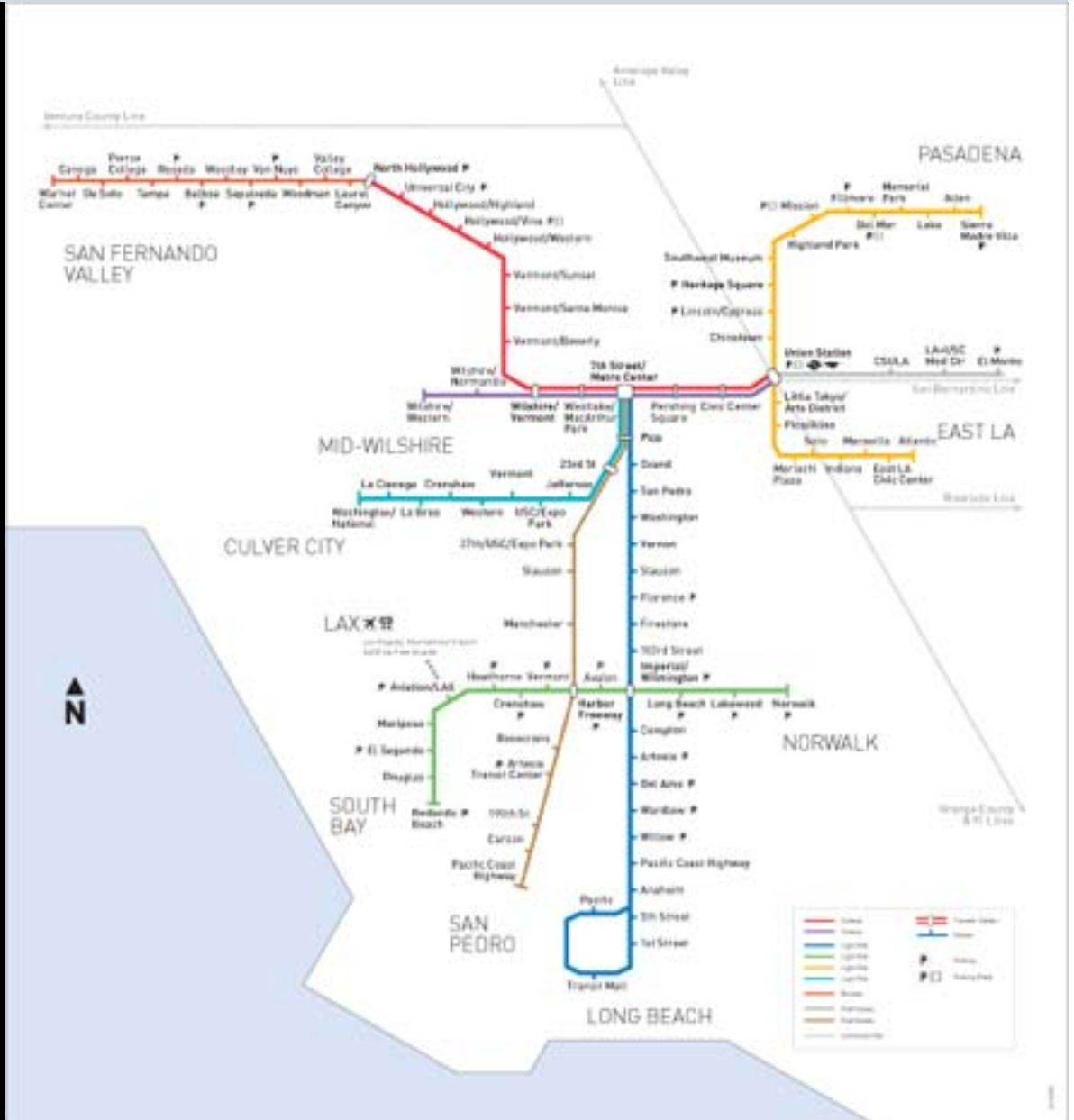


Current Map

Go Metro



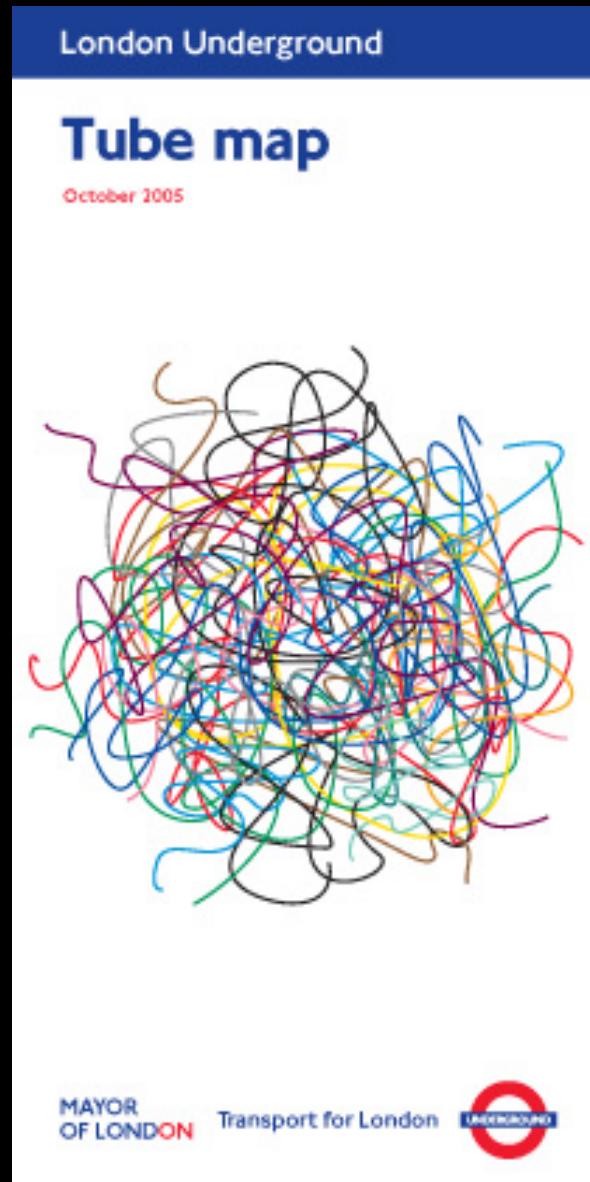
Proposed Color Designations



Alternative Color Designations



For fun



Mid-City/Exposition Line Community Input on Color Designation



Metro

EIR Phase Materials (example)



EIR Phase Summary

- **76 community meetings/events**
- **3 public workshops**
- **3 open houses**
- **2,100 comments received**
- **20 public comments at December 2005 Board meeting**

No comments/objections to aqua were voiced

EIR Phase Open House (1 of 3)



“Metro Aqua Line” Project 2000



Eastern Building



Metro

LA Convention Center



Figueroa Corridor BID Ambassadors



Figueroa Corridor BID Amenities



LA Coliseum



LA Memorial Sports Arena



Al Khattab Mosque



Dorsey High School



Ballona Creek



Pacific Ocean



Public Comment Summary

- **March/April Board Meetings:**
 - 8 supported aqua; 0 opposed aqua
- **Dorsey High School Community Mtng**
 - Approx 150 attendees; 0 opposed aqua proposal
- **Aqua “Endorsed” by Friends4Expo**
- **NBC Poll**
 - 66% “Aqua Line”; 34% “prefer different name”