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# Simpler Design Takes System Map in **New Direction**

 New version offers easier access to first-time riders

# By NED RACINE, Editor

(Aug. 26, 2008) Illustrating that less may be more, the new System Map being distributed system-wide this week employs a simpler design to provide more key information to first-time Metro riders.

Yvonne Price, senior marketing and communications officer, said the goal was to make the map less formidable and more welcoming. One way this was accomplished was to tie the map less closely to county geography.

"There is more useful information," Price explained. "[Although] there is actually a little less information in that the geography of the map isn't precise as a roadmap would be."

By focusing on street information that pertains to transit routes and destinations, for example, Price said Metro's cartography vendors were able to reduce the visual confusion of the previous version.

Concentrating on key information brought other benefits. "We were able to get more information in less room," Price said, noting

Available online: The new System Map. Copies are available from the schedule room at 2-7023.

How this map was printed resulted in other savings. This is the first System Map printed on the Print Shop's new four-color Heidelberg Press, cutting the printing significantly. (See myMetro.net report: June 18, 2008)

that the new map is printed on a smaller sheet of paper. This results in

using 33 percent less paper for the more than 100,000 maps printed.

Compact though it may be, the map still highlights the rail system, the high-speed network (including the Metro Rapid system and transitways), Metro's local lines and the municipal carrier lines.

To concentrate on key information, the cartographers cropped the old System Map a bit. On the north, for example, the map extends to the 210 (Foothill) Freeway and stops slightly west of Pacific Palisades.



On the east, the map stops at the east side of the 605 (San Gabriel River) Freeway, although Price is quick to note the map "shows the El Monte Station and the lines that travel beyond that area."

Gained in this abbreviation is the room to offer more detail of the congested Hollywood area and the inset map of Downtown Los Angeles.

"By squeezing one area and opening another, we actually make it easier to read," said Price. For map readers with older eyes, the map is also printed in larger text.

The design of the map is based on Metro's 12-Minute Map and city maps for New York City and London.

To roll out the new map, Metro is distributing 70,000 copies to the bus and rail divisions, which allows 25 copies of the map to be placed in each coach or rail car.

For Price, who has worked on 10 System Maps, the best feature of the new map is its simplicity. "You can clearly see how much coverage Metro System offers and where the other municipal lines provide service."

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