Item 24

Letter Designations for Fixed Guideway Lines A B C D E G J K L

Board Staff Briefing July 9, 2015

What's the challenge?

- Coordinating with new operating plans beginning with Regional Connector (2021)
- > Identifying new and distinct colors
- > Avoiding inconsistent naming system
- > Maintaining flexibility for operational changes
- > Meeting Americans with Disabilities Act (ADA) requirements
- > Addressing requirements for Limited English Proficiency (LEP) customers



What's the solution?

Rename lines with letters in chronological order by opening date:

A B C D E G J K L

- > Letters become primary designation
 - "A" Line, "B" Line
- > Colors remain a secondary identifier
- > H, I and P not used, similar to universal symbols for Hospital, Information and Parking

Draft Concept Map



Draft Concept Map



Outreach

March 2015:

> Two focus groups conducted: English and Spanish

- Overall support of transition to letters
- Need time for adjustment: start now
- Primarily use web/cell phones for trip planning

April/June 2015:

- > Accessibility Advisory Committee
- > Citizens Advisory Committee
- > Metro Service Councils

Feedback to inform implementation plan

Phased Project Schedule

Total cost estimate: \$6-8 million over life of project.

