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**EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE  
FEBRUARY 16, 2006**

**SUBJECT: CONSIDER COLOR DESIGNATION FOR METRO RAIL PROJECT**

**ACTION: APPROVE AQUA AS THE METRO RAIL MID-CITY/EXPOSITION LIGHT  
RAIL TRANSIT PROJECT LINE COLOR**

**RECOMMENDATION**

Adopt the color aqua to designate the Metro Rail Mid-City/Exposition Light Rail Transit Project in printed and electronic communications materials and refer to the project as the Metro Aqua Line.

**ISSUE**

Each of the existing Metro Rail lines is identified by a color for operational and customer communications purposes. While the Mid-City/Expo Line has been represented in various maps over the years in different colors, no official color has been adopted by the Board. Designating a color now will improve recognition of the line as an integral part of the Metro Rail system and build an identity that will help generate ridership in the future. Aqua meets important customer-oriented operational factors while also evoking the image of one of Southern California's most beloved attributes—and the ultimate planned destination for this line—the Pacific Ocean.

**POLICY IMPLICATIONS**

The purpose of designating a color for the Mid-City/Exposition Light Rail Transit Project is to create an identity for the project and help reinforce awareness that this future line is part of the overall Metro Rail system. This will provide consistency on how the project is referred to in all printed and electronic communications materials.

**OPTIONS**

The Board may choose to designate a different color for the line. Color options are infinite; however, staff research shows that the most common mapping colors used for transit lines are Dark Blue, Red, Orange, Dark Green, Yellow, Light Green, Purple, Light Blue, Brown,

Gray, Gold, Aqua, Black, Pink and White. Of all these alternative options to aqua, staff would recommend purple.

**FINANCIAL IMPACT**

None.

**DISCUSSION**

A map color needs to be identified for the Mid-City/Expo Line in order to ensure seamless integration into system maps, signage, and other communications materials.

Key factors considered in suggesting a color were 1) maximum benefit and convenience of our customers, 2) ability to address a broad range of operational requirements, 3) visual contrast from existing colors and 4) connotation or associations of the color.

Color designations already in use by Metro include red, blue, green, gold and orange.

Staff research shows that the most common colors used for transit lines are Dark Blue, Red, Orange, Dark Green, Yellow, Light Green, Purple, Light Blue, Brown, Gray, Gold, Aqua, Black, Pink and White.

In addition to aqua, other colors that have been suggested by the community include the cardinal, tan, purple, silver, gold (suggestion was to use gold for all light rail lines and red for all subway lines), bronze, and maroon.

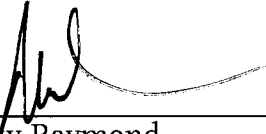
Aqua was first used in 2000 by a group of artists, architects and designers in a project about transit needs to/from the Westside and Mid-City areas. The Friends4Expo and West L.A. Online websites show the line in aqua.

Staff recommends using aqua as the color as it is associated with the ocean (the dictionary definition of aqua is “water”); aqua is bright, pleasant and easy to produce; aqua will work well on maps and other printed materials because the color provides sufficient contrast to black, white and other designated line colors already in use; is short and easily pronounced; works in both English and Spanish; and has no cultural sensitivities.

**NEXT STEPS**

Staff will update metro.net and printed communications materials to reflect the adopted color designation for the Metro Rail Mid-City/Exposition Light Rail Transit Project and will refer to the project as the Metro Aqua Line. Staff will work with the Exposition Metro Line Construction Authority to ensure that communications materials produced by that agency use the designated color.

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