

# Color Designations

**Full Board**

**August 24, 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

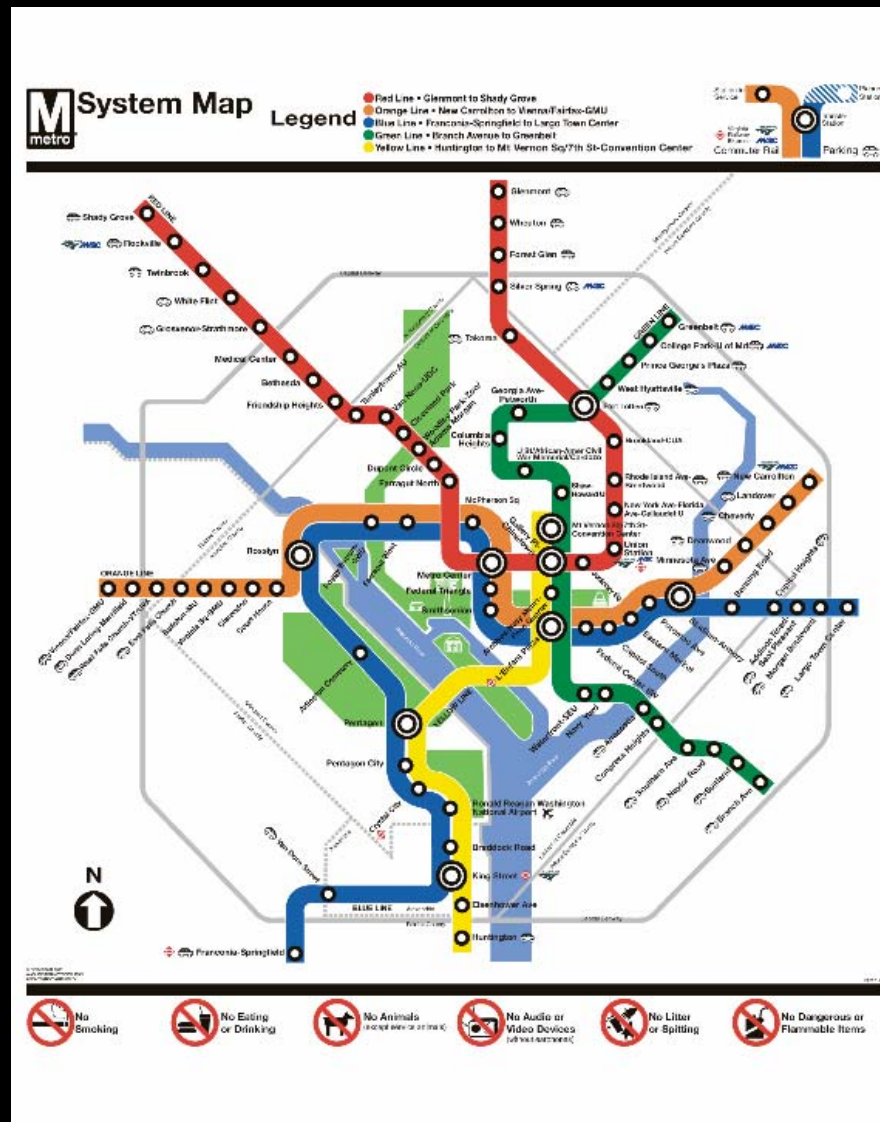
# Criteria

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

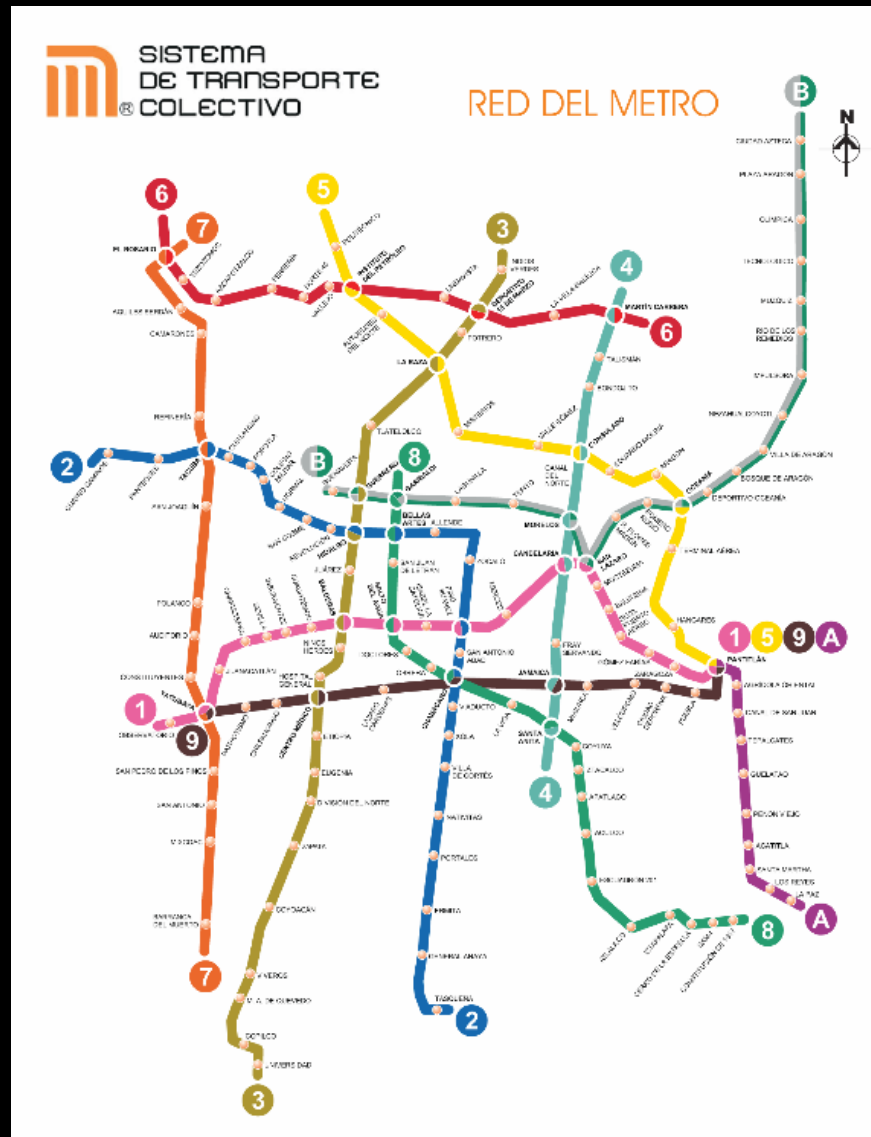
# London Map



# Washington Map

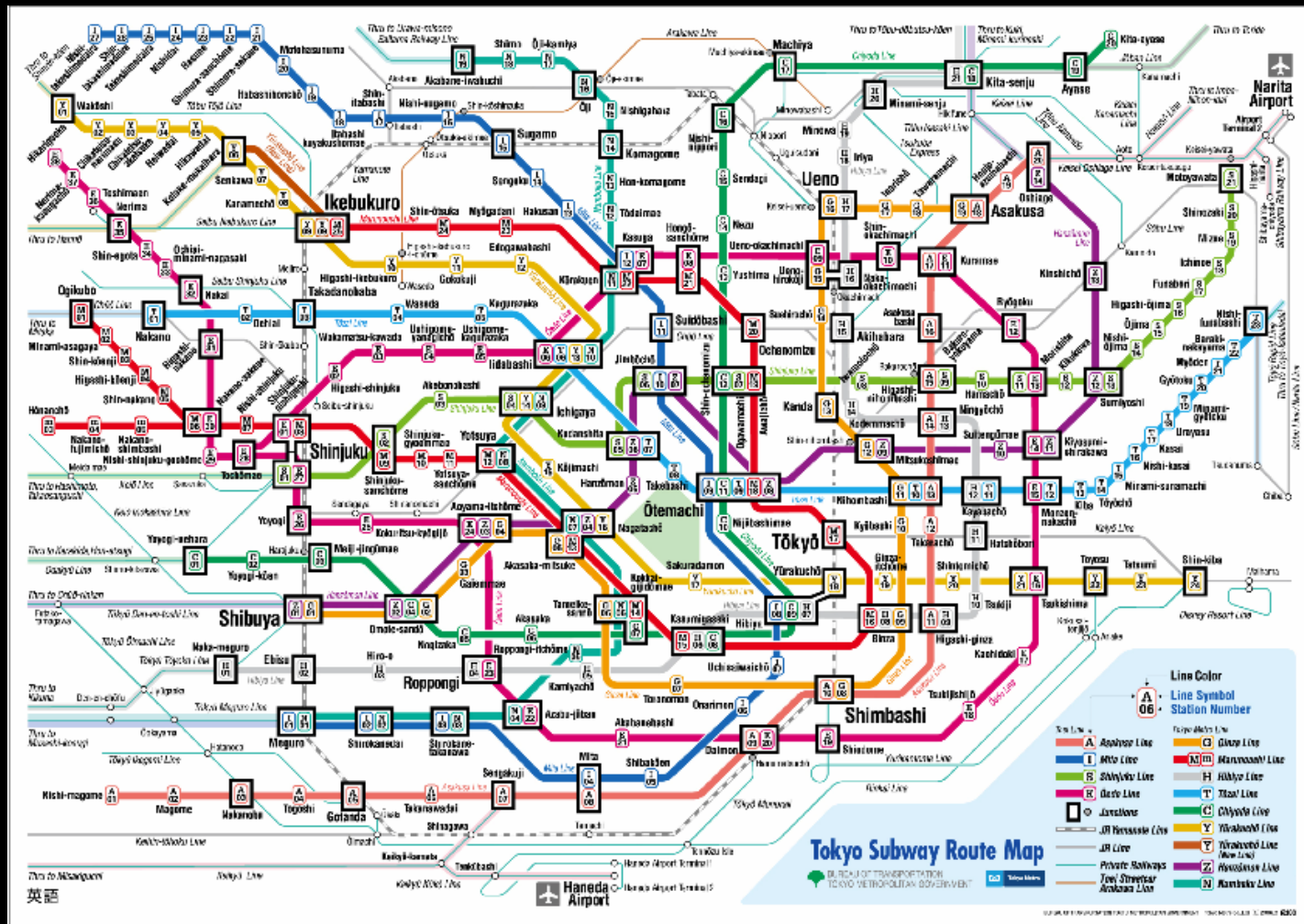


# Mexico City Map





# Tokyo Map

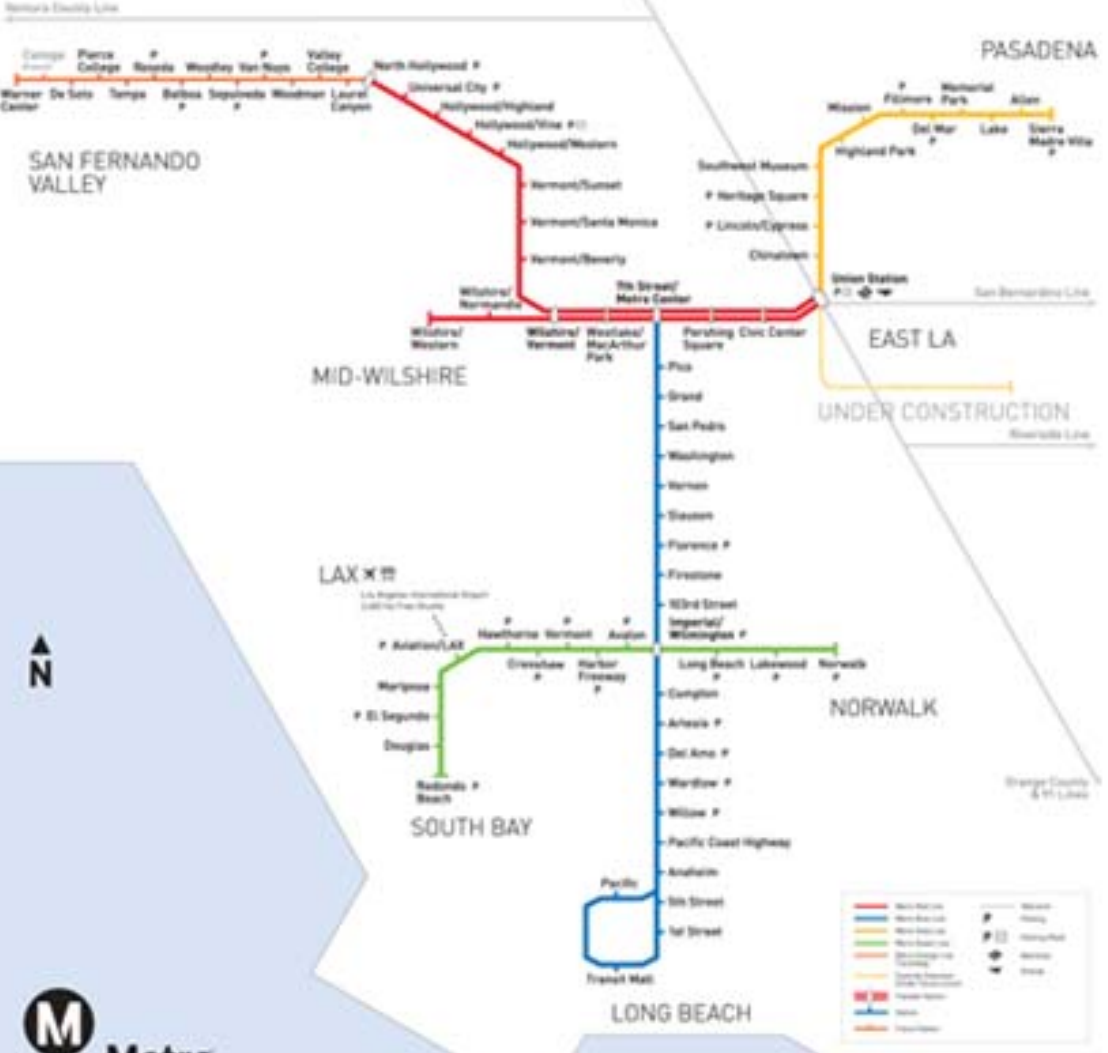




# Current Map

Go Metro

[800.COMMUTE  
metro.net](http://800.COMMUTE.metro.net)

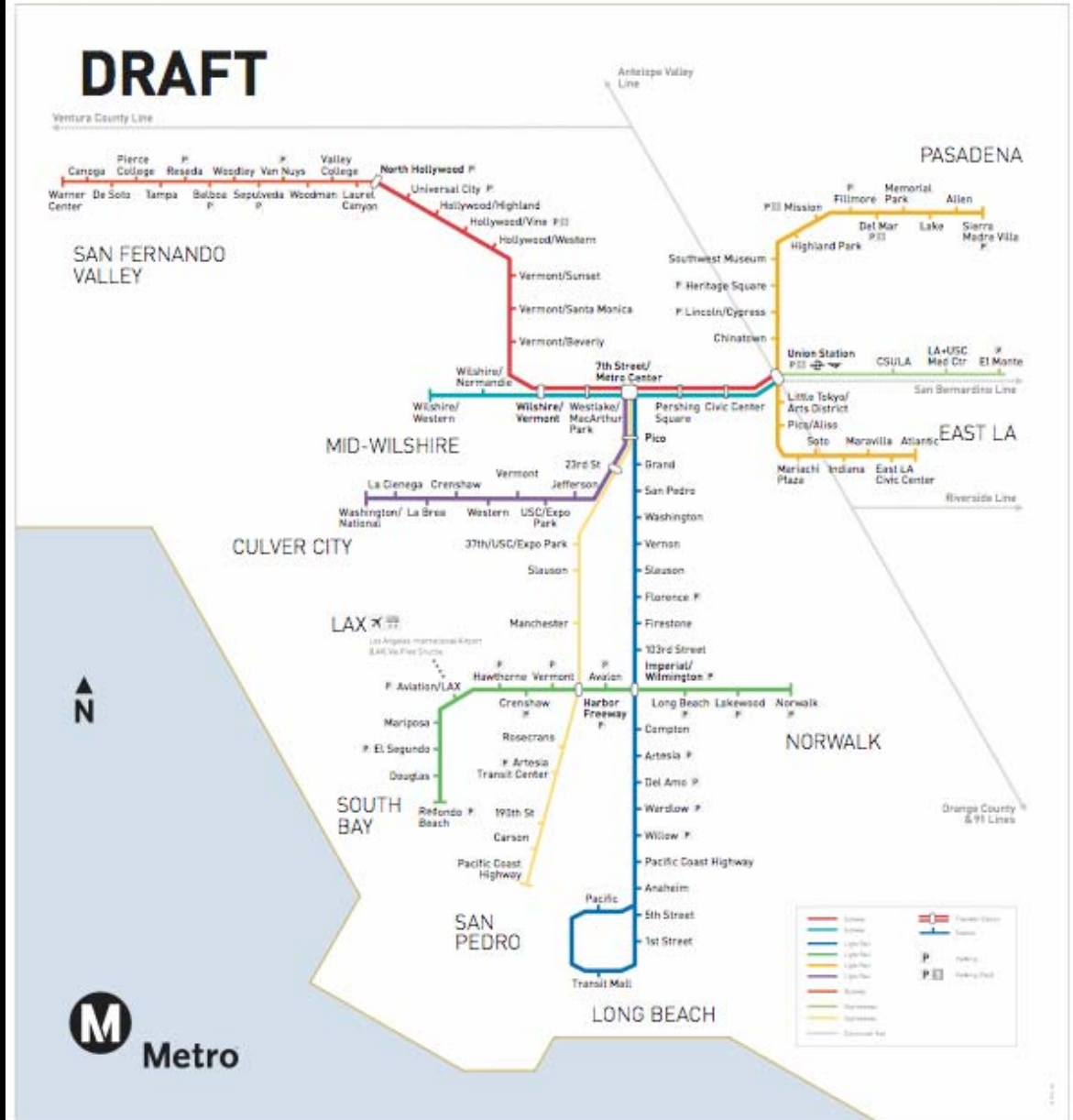


# Proposed Color Designations



# Alternative Color Designations

**DRAFT**



# 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**



# “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





# Ballona Creek



# Pacific Ocean



# Public Comment Summary

- **March/April/July 2006 Board Meetings:**
  - 14 comments supported aqua; 0 opposed aqua
- **Dorsey High School Community Mtng**
  - Approx 150 attendees; 0 opposed aqua
- **Aqua endorsed by**
  - Metro Citizens Advisory Council
  - The Transit Coalition
  - Friends4Expo
  - 2 Neighborhood Associations
  - Greater West LA Chamber of Commerce
  - City of Santa Monica
  - 125 letters supporting aqua, 8 suggested other colors/names
- **NBC Poll**
  - 66% “Aqua Line”; 34% “prefer different name”



**Metro**