

# T Transportation Committee

**Meeting date: July 13, 2009**

**For Metropolitan Council meeting: July 22, 2009**

## ADVISORY INFORMATION

**Date:** July 7, 2009

**Subject:** New Metro Mobility and Regional Dial-a-Ride Vehicle Graphics

**District(s), Member(s):** All

**Policy/Legal Reference:** Transportation Policy Plan, Policy 13a Coordination Among Services and Policy 13c Marketing Transit

**Staff Prepared/Presented** Brian J. Lamb, General Manager, Metro Transit (612-349-7510)  
Arlene McCarthy, Director, MTS (651-602-1754)  
Bruce Howard, Director of Marketing, Metro Transit (612-349-7694)  
Gerri Sutton, Assistant Director, MTS (651-602-1672)

**Division/Department:** Metro Transit & Metropolitan Transportation Services (MTS)

### Proposed Action

That the Metropolitan Council approve the new logos and exterior graphic designs for Metro Mobility and regional dial-a-ride vehicles.

### Background

In March of 2008, the Metropolitan Council approved a new unified branding approach for all Council operated transit vehicles. Included were Metro Transit buses, Hiawatha light rail trains, Northstar Commuter Rail trains, MTS contracted fixed route buses, Metro Mobility and dial-a-ride vehicles. At that time, staff indicated that specific logos and vehicle graphics for Metro Mobility and the restructured regional dial-a-ride services would be approved later.

A new Metro Mobility logo has been created, reviewed by the Transportation Accessibility Advisory Committee (TAAC), and is proposed for use on Metro Mobility vehicles, the web site and other communications. The new logo and vehicle graphics would be incorporated as new vehicles are acquired and put into service.

Dial-a-ride services funded by the Metropolitan Council will be restructured beginning January 2010. At that time both a new name – “Transit Link” – and logo would be introduced. The new name, logo and vehicle graphics would support the goal of providing more consistent dial-a-ride service throughout the region.

### Rationale

A coordinated transit vehicle identity strategy supports the Council’s policy of creating and promoting a seamless and user-friendly transit network between service types. It builds stronger awareness, meaning and equity in the Council’s transit services and makes it easier for customers and potential customers to understand and choose transit for their travel needs.

### Funding

No incremental funds will be used to implement the new Metro Mobility logo and vehicle graphics. They would be incorporated as new vehicles are acquired and put into service. Implementing the new Transit Link name and logo to support the January 2010 dial-a-ride restructuring would require striping about 30 existing vehicles at a cost of \$15,000. Going forward, as new dial-a-ride vehicles are acquired no incremental costs would be required to implement the new vehicle graphics.

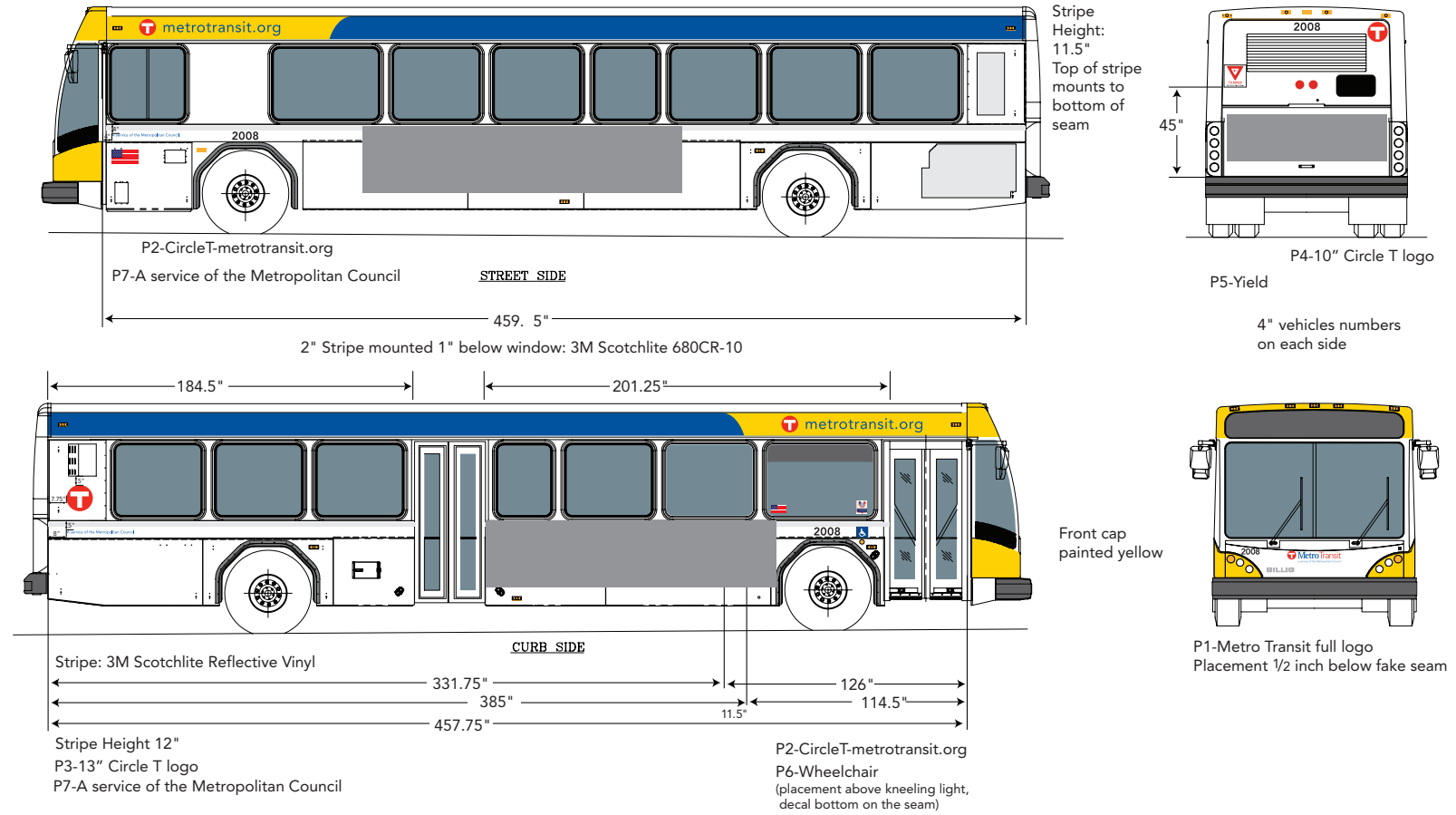
## **Known Support / Opposition**

The Metro Mobility logo and vehicle graphics were reviewed and endorsed by TAAC. The Transit Link name and logo were reviewed and endorsed by the Coordination Advisory Committee, a workgroup made up of representatives from the seven counties advising Council staff on the dial-a-ride restructuring.

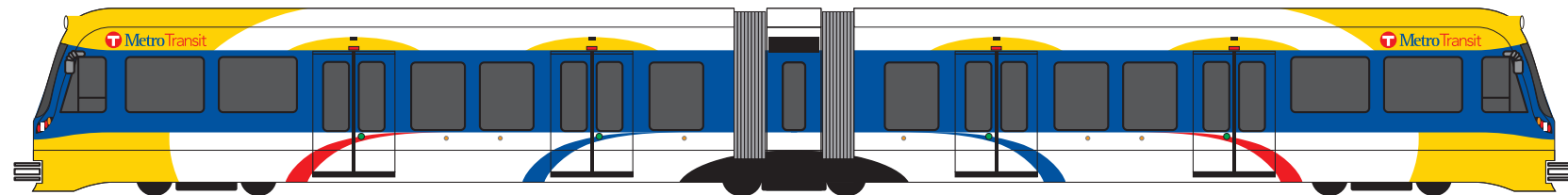
# Metropolitan Council regional transit brand

## Fleet branding

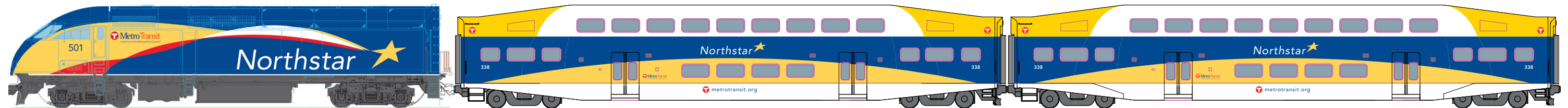
### Metro Transit — Low floor



### Metro Transit — Light rail service



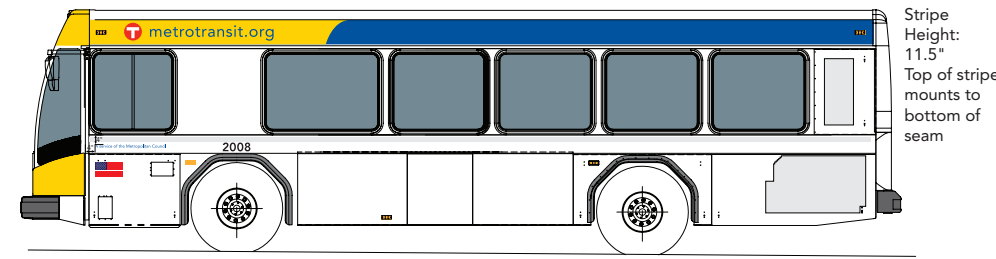
### Metro Transit — Regional commuter rail service



# Metropolitan Council regional transit brand

## Fleet branding

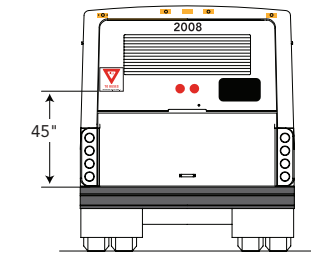
### MTS — Low floor



Stripe Height: 11.5"  
Top of stripe mounts to bottom of seam

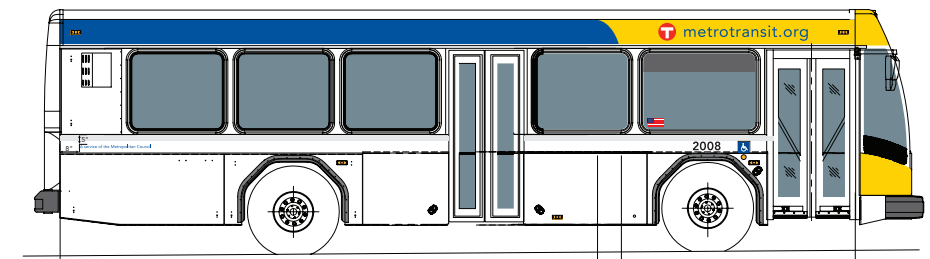
P2-CircleT-metrotransit.org  
P7-A service of the Metropolitan Council  
Does the operator need markings on driver side?

2" Stripe mounted 1" below window: 3M Scotchlite 680CR-10



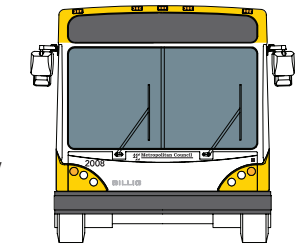
P5-Yield

4" vehicles numbers on each side



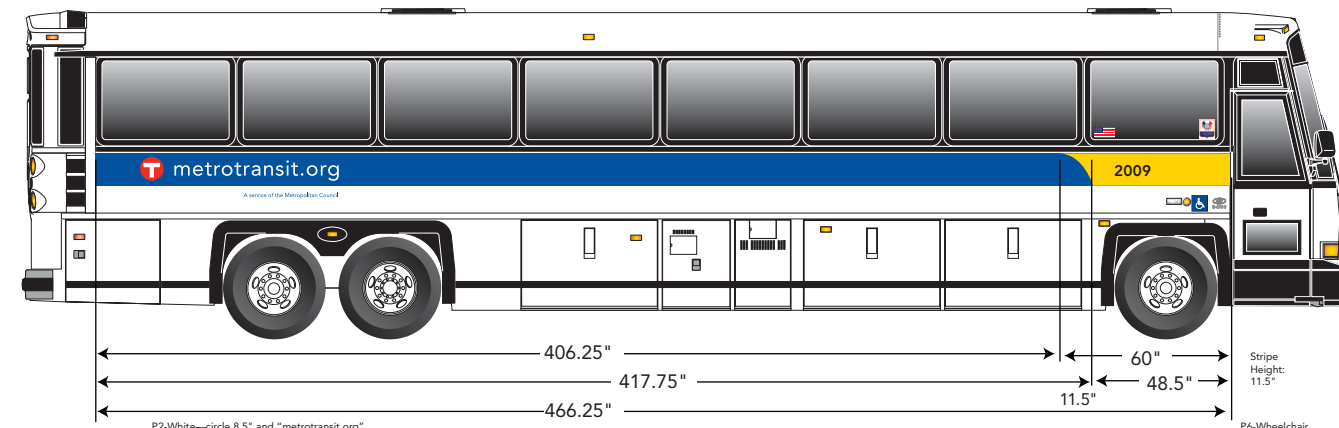
Stripe: 3M Scotchlite Reflective Vinyl  
Stripe Height 12"  
P2-CircleT-metrotransit.org  
P6-Wheelchair (placement above kneeling light, decal bottom on the seam)

Front cap painted yellow



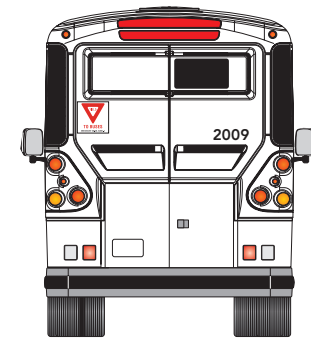
PX-Metropolitan Council full logo  
Placement 1/2 inch above fake seam

### MTS — High Floor

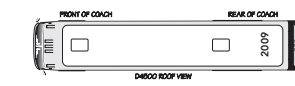


P2-White—circle 8.5" and "metrotransit.org" 12" from end of stripe  
P7— A service of the Metropolitan Council, 2" down from stripe to top of letters

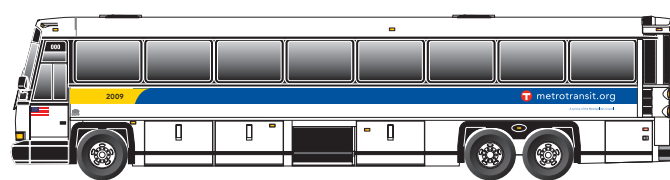
Stripe Height: 11.5"  
P6-Wheelchair



P5-Yield

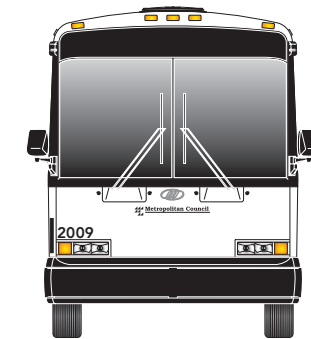


All numbers 4" height except roof



Does the operator need markings on driver side?

P2-White—circle 8.5" and "metrotransit.org" 12" from end of stripe



PX-Metropolitan Council full logo

# Metro Mobility rebranding

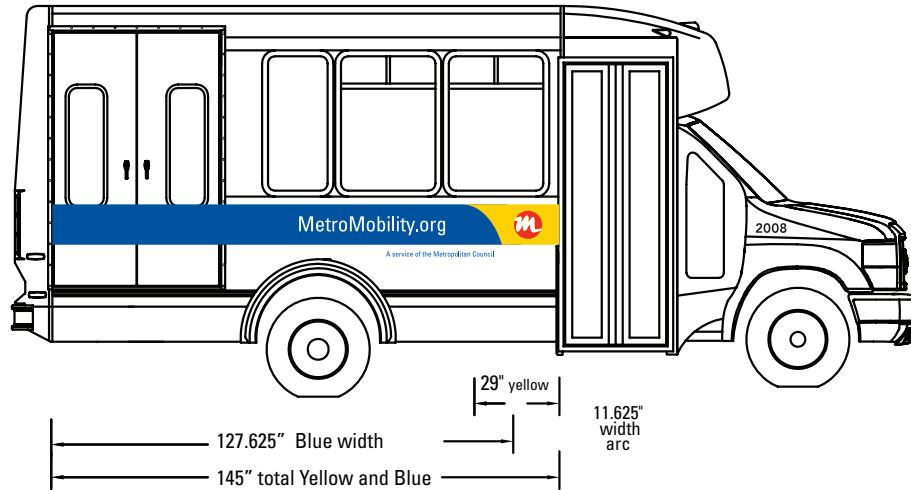
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Proposed logo



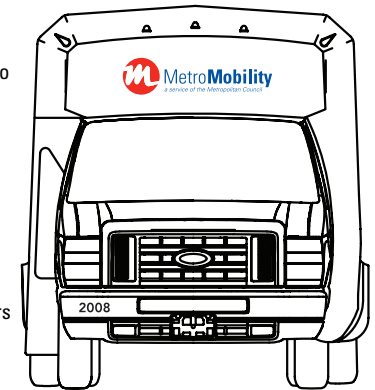
# Metro Mobility rebranding

## Vehicle with regional stripe and Metro Mobility identity

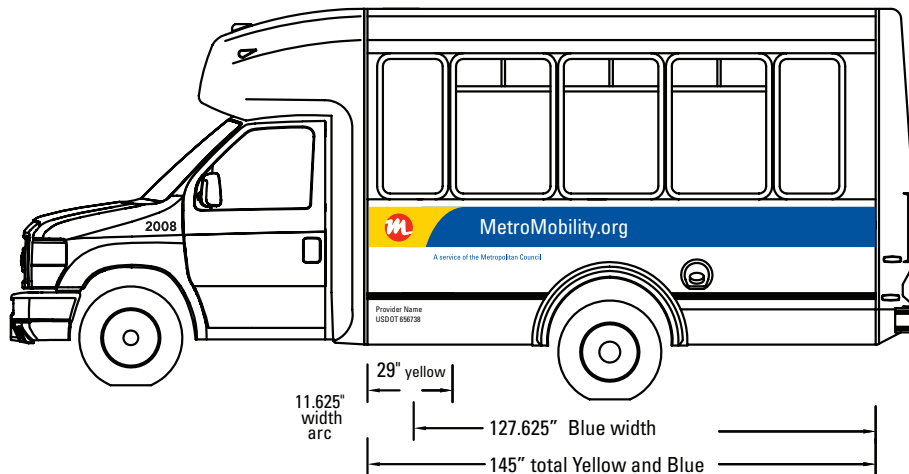


- 11.5" stripe height
- 8" circle M logo
- 4.25" letter M MetroMobility.org
- 1.5" letter M A service of the Met C
- 3" letter numbers

10.5" circle with full logo



3" letter numbers on bumper

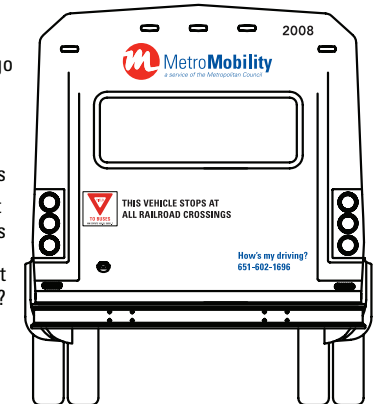


- 11.5" stripe height
- 8" circle M logo
- 4.25" letter M MetroMobility.org
- 1.5" letter M A service of the Met C
- 3" letter numbers
- USDOT markings

10.5" circle with full logo

- 10" Yield to Buses
- 2" capital height Railroad Crossings
- 2" capital height How's my driving?

3" letter numbers



## Dial-a-Ride rebranding

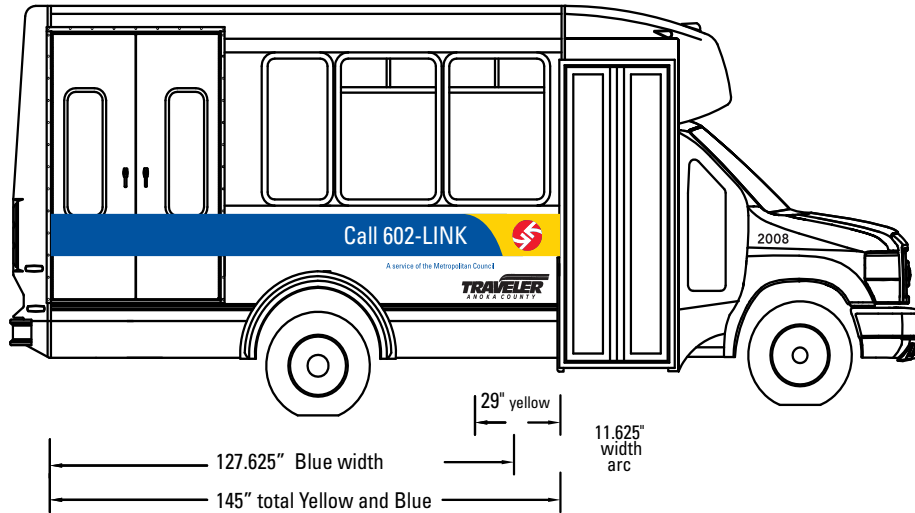
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Proposed Transit Link logo

Transit  Link

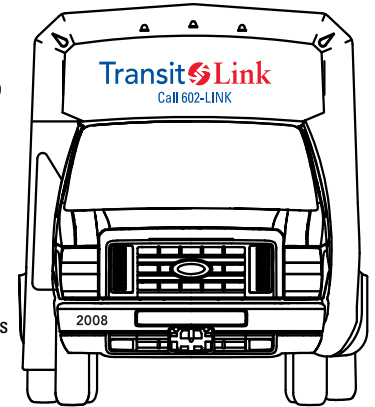
# Dial-a-Ride rebranding

## Vehicle with regional stripe and Transit Link identity

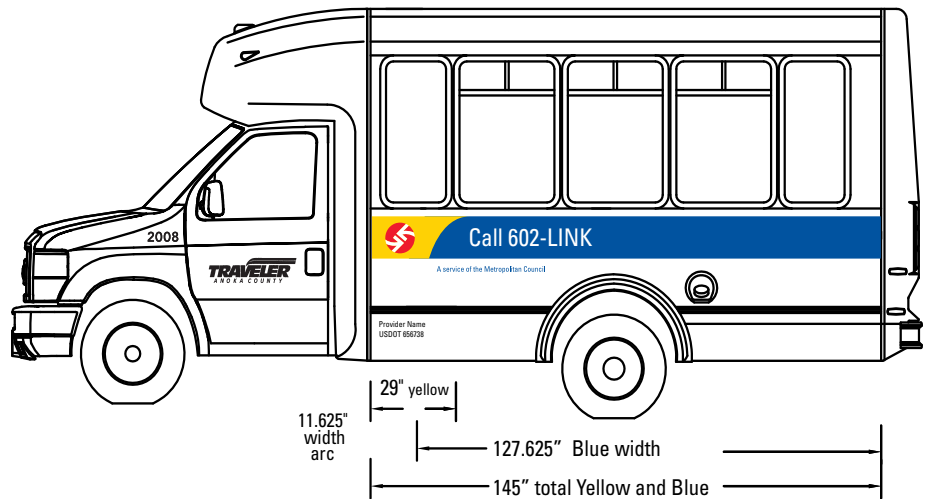


- PX-54" Transit Link circle logo
- 11.5" stripe height
- PX-Transit Link circle logo
- PX-Transit Link phone number
- 1.5" letter M — A service of the Met C
- 3" letter numbers

PX-Link  
Transit Link full logo



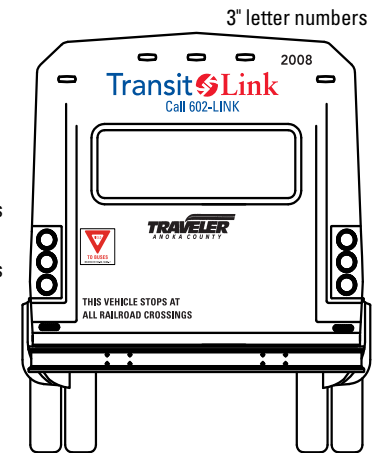
3" letter numbers  
on bumper



- PX-54" Transit Link circle logo
- 11.5" stripe height
- PX-Transit Link circle logo
- PX-Transit Link phone number
- 1.5" letter M — A service of the Met C
- 3" letter numbers
- USDOT markings

PX-Link  
Transit Link full logo  
PX-54" Transit Link circle logo

10" Yield to Buses  
2" capital height  
Railroad Crossings



3" letter numbers