

T Transportation Committee

Meeting date: November 8, 2010

Metropolitan Council Meeting: December 8, 2010

ADVISORY INFORMATION

Date:	October 25, 2010
Subject:	Approval of Station-to-Station Transitway Identity and Branding Framework
District(s), Member(s):	All
Policy/Legal Reference:	None
Staff Prepared/Presented:	Brian Lamb, General Manager, Metro Transit (612-349-7510) Arlene McCarthy, Director, MTS (612-602-1754) Bruce Howard, Director of Marketing, Metro Transit (612-349-7694) Cole Hiniker, Planner, MTS (651-602-1748)
Division/Department:	Transportation Division

Proposed Action

That the Metropolitan Council approve four recommendations that form a Station-to-Station Transitway Identity and Branding Framework:

1. Position, brand, and identify Light Rail Transit (LRT) and Highway Bus Rapid Transit (BRT) station-to-station services in the region as one system.
2. Name LRT and Highway BRT station-to-station lines using a color-coded scheme.
3. Unify the LRT and Highway BRT station-to-station services brand using a distinct system name.
4. Apply regional transit color scheme to the LRT and Highway BRT station-to-station services in a consistent manner across the region.

Background

As part of the Regional Transitway Guidelines process, the Identity and Branding Technical Committee has been working to develop guidance that will assist in answering questions about how a regional transitway system is identified and branded. To date, transitway services have been branded using corridor-specific approaches (Hiawatha LRT and Northstar commuter rail). With the forthcoming openings of I-35W BRT, Cedar BRT, and Central Corridor LRT, the region is faced with additional challenges and opportunities to shift transitway branding to an approach that is convenient for customers and demonstrates the enhanced connectivity of the *system*.

Separate, but resulting, from Transitway Guidelines development discussions, Council staff are proposing four policy recommendations that collectively establish a framework for branding station-to-station transitways in the region. The approval of this framework will allow the Technical Committee to recommend branding and identity guidelines that apply to more specific elements, such as vehicles, stations, and signage. The approval

will also allow Council staff to begin developing concepts for these elements and the overall station-to-station transitway identity and branding scheme.

Rationale

- Council action is needed because this is a regional transit policy decision of system-wide importance, separate from the Transitway Guidelines process.
- This action will unite LRT and Highway BRT station-to-station services recognizing they are premium services that will operate similarly. This is important because the roles of these services should be defined to the public prior to implementing BRT and expanding LRT beyond one corridor.
- The regional transit color scheme will build brand recognition for the regional transitway system, clearly communicate system connectivity to transit users, and emphasize a consistent system approach to transitways.
- Recommendations apply to LRT and highway BRT station-to-station services only. They do not apply to express bus or local, connecting public transit services in LRT or BRT corridors.

Funding

There is no direct funding required for this action.

Operating funding for station-to-station transitway services will be shared equally by the Metropolitan Council and Counties Transit Improvement Board (CTIB).

Known Support / Opposition

The Transitway Guidelines Advisory Committee includes representation from CTIB, Minnesota Department of Transportation (Mn/DOT), Transportation Advisory Board (TAB), Suburban Transit Association (STA), and Metropolitan Council. The Advisory Committee was supportive of all four recommendations with the exception of the STA representative, who was not supportive of Recommendation 4 because it may result in a loss of transit provider identity for Highway BRT station-to-station transitway services, if operated by a suburban transit provider.

The recommendations were presented to CTIB on October 29, 2010 with Chair Bell sharing the Council's planned adoption schedule. CTIB had no concerns with the planned action.