



# Transportation Committee

Meeting date: June 27, 2011

Metropolitan Council meeting: July 13, 2011

## ADVISORY INFORMATION

	<b>Date:</b> June 23, 2011
	<b>Subject:</b> Transitway Identity and Branding Framework Line Color Recommendations
<b>District(s), Member(s):</b>	All
<b>Policy/Legal Reference:</b>	None
<b>Staff Prepared/Presented:</b>	Arlene McCarthy, MTS Director, 651-602-1754 Brian J. Lamb, General Manager, 612-349-7510 Bruce Howard, Director of Customer Services and Marketing, 612-349-7694 Cole Hiniker, Planner, 651-602-1748
<b>Division/Department:</b>	Transportation

### Proposed Action

That the Metropolitan Council:

1. Adopt the following line names for the Light Rail Transit (LRT) and Highway Bus Rapid Transit (BRT) station-to-station services operating in these transitway corridors:
  - Blue Line – Hiawatha LRT
  - Green Line – Central LRT/Southwest LRT
  - Red Line – Cedar Avenue BRT
  - Orange Line – I-35W BRT

The attached map illustrates the application of these colors names.

2. Confirm that Northstar Commuter Rail retains its existing name and be represented on transitway maps, schedules, kiosks and other materials consistently using a blue and gold striped line.

The attached map illustrates this application. A transitway system map for use by the public will be developed at a later date with approval of the Council.

3. Adopt a procedure whereby future LRT and Highway BRT station-to-station lines will be assigned a color name upon Council selection of locally preferred alternative (LPA) and adoption into the Transportation Policy Plan.

### Background

On December 8, 2010, the Council approved a Station-to-Station Transitway Identity and Branding Framework that utilizes a color-coded approach to naming the region’s LRT and Highway BRT station-to-station services. Using color for the line names, as opposed to route numbers, will allow these services to be distinguished as unique from other services in the region, communicate service expectations more effectively, and establish consistency for naming those services that serve the broader region across multiple

jurisdictions. This approach is also flexible enough to accommodate system expansion through line extensions or new transitways coming online as LRT or Highway BRT.

Council staff initially developed proposed line colors for review and comment in January 2011 based on research of peer regions around the country and unique aspects of the Twin Cities region. Staff presented this proposal to the Council's Transportation Committee, the Counties Transit Improvement Board (CTIB), corridor policy groups representing the lines being named, and several other valuable stakeholder groups. This proposed action reflects feedback from the various stakeholder groups.

### **Rationale**

Council staff worked with regional implementation partners to develop a recommendation that best reflects their feedback and preferences. Staff also based the proposed recommendation on examples from comparable peer regions and important considerations coming out of the Draft Regional Transitway Guidelines.

### **Funding**

There is no direct funding required for this action.

### **Known Support / Opposition**

- Cedar Group expressed interested in the Red Line to link streetscape design elements in Apple Valley.
- Central Corridor Management Committee expressed interest in the Green Line because of energy initiatives in the corridor.
- Southwest Corridor Management Committee also expressed interest in the Southwest LRT being the Green Line.
- TAAC expressed concern about similar colors being near each other on a map (blue/green, red/orange).
- Counties Transit Improvement Board, a funding partner in transitway implementation, supports the recommendations as proposed.