

T Transportation Committee
For the Metropolitan Council meeting of July 22, 2009

Item: 2009_224
CONSENT

ADVISORY INFORMATION

Date Prepared: July 15, 2009

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

Proposed Action:

That the Metropolitan Council approve the new logos and exterior graphic designs for Metro Mobility and regional dial-a-ride vehicles. [Vehicle Graphics](#)

Summary of Committee Discussion / Questions:

Staff presented the new graphics for Metro Mobility and Transit Link (the new retail name for the regional dial-a-ride services) vehicles. Council member Leppik and Council member Bowels asked questions about the specifics of the logo design and names. Staff responded with answers that outlined the rationale behind the design development.

Council member Peterson commented that he felt the proposed Transit Link vehicle designs should be more bold and the vehicles more noticeable to help sell the service. Arlene McCarthy responded that staff had looked at a design that would have included larger areas of color and graphics over some of the windows for example, but decided against it because of the additional cost per vehicle it would add.

Item was approved with Council member Peterson casting the only dissenting vote.

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.