

T Transportation Committee
Metropolitan Council meeting of January 11, 2012

Date January 10, 2012
Prepared:
Subject: Metropolitan Council Vanpool Service Re-branding

Proposed Action:

That the Metropolitan Council (Council):

- 1) Approve "Metro Vanpool" as the new name for the Council subsidized vanpool program.
- 2) Approve the recommended logo and vehicle branding designs, attached.

Summary of Committee Discussion / Questions:

Anj Olsen, Market Development Specialist for Metro Transit presented the reasoning behind the decision to rename and rebrand the vanpool product. The former vanpool name, *Van-GO!*, was ambiguous and had no apparent connection to the rest of the regional transit system. By changing the name, the Council has an opportunity to create a product that is exactly as its name entails – a vanpool serving the region.

Charles Decker, Senior Graphic Designer for Metro Transit, presented how the proposed logo for Metro Vanpool blends with current regional transportation branding and how the vehicle graphics will help the vehicles stand out against the former design. The presented Metro Vanpool graphics fit within the Metropolitan Council regional transit services branding approach and reinforces a family of transportation options including commuter rail, light-rail, bus (bus rapid transit, local, limited, and express), regional ADA transportation, regional dial-a-ride, and vanpool.

Randy Rosvold, Vanpool Manager for the Metropolitan Council, was available to answer any questions that the Metropolitan Council may have had regarding the vanpool program.

The Chair of the Transportation Committee had no additional questions or concerns regarding the vanpool re-branding initiative. The proposed re-branding passed unanimously.

T Transportation Committee

Meeting date: January 9, 2012

Same Week

Metropolitan Council meeting: January 11, 2012

ADVISORY INFORMATION

Date:	January 3, 2012
Subject:	Metropolitan Council Vanpool Service Re-branding
District(s), Member(s):	All
Policy/Legal Reference:	None
Staff Prepared/Presented:	Brian Lamb, General Manager, 612-349-7510 Bruce Howard, Director of Customer Services and Marketing, 612-349-7694 Anjila Olsen, Market Development Specialist, 612-349-7751 Charles Decker, Senior Graphic Designer, 612-349-7795 Arlene McCarthy, MTS Director, 651-602-1754 Gerri Sutton, MTS Asst. Director, 651-602-1672
Division/Department:	Metro Transit/Metropolitan Transportation Services

Proposed Action

That the Metropolitan Council (Council):

- 3) Approve "Metro Vanpool" as the new name for the Council subsidized vanpool program.
- 4) Approve the recommended logo and vehicle branding designs, attached.

Background

Vanpools consist of 5 to 15 commuters who live and work in a similar area and share the costs of commuting in a leased van. Except for 20 grandfathered vanpools, vanpool trips do not duplicate regular route transit.

The subsidized vanpool program has monthly ridership reporting requirements and a specific billing procedure to which participants must adhere. Vans are leased from a private vendor (Enterprise, Inc. effective March 1, 2012) under a contract with the Council, and drivers are screened for good credit and driving record. Vanpoolers may choose from three vehicle sizes. The lease includes a vehicle maintenance and replacement program with insurance coverage. The Council subsidizes each lease at 55%, except for those vanpools traveling outside the seven-county metro area, the subsidy is 50%. The Council's 2012 operating budget for the vanpool program is \$1,369,969. In 2011, there were 64 active vanpools which provided an estimated 190,000 rides and saved an estimated 3,670,000 vehicle miles traveled.

As part of the Council's transit system branding effort, it is recommended that the subsidized vanpool program be re-branded for easy identification by area consumers. The first recommendation is to change the name from Van-*GO!* to Metro Vanpool as it easily designates the product as a vanpool, identifies the region it serves and ties it to the regional public transit system. The second recommendation is to implement new logo and vehicle branding graphics.

Rationale

The name, *Van-GO!*, was ambiguous and had no apparent connection to the rest of the regional transit system. By changing the name, the Council has an opportunity to create a product that is exactly as its name entails – a vanpool serving the region.

The purpose of this project is to implement a new name - Metro Vanpool - and new graphics on vans used for the Council's vanpool program. The timing of this project coincides with start-up of the new vanpool provider contract with Enterprise, Inc. on March 1, 2012. Same week action is requested to allow for the graphics to be procured and installed on the new vans with the new vendor.

The recommended graphics for Metro Vanpool fit within the Council regional transit services branding approach and reinforces a family of transportation options including commuter rail, light-rail, bus (bus rapid transit, local, limited, and express), regional ADA transportation, regional dial-a-ride, and vanpool.

Vanpool vehicles include:

- 34 seven-passenger Dodge Caravan mini vans or Chevrolet Traverse crossover vehicles
- 12 nine-passenger full-size window vans
- 22 twelve-to fifteen-passenger full-size extended window vans

Funding

The funding for the Metro Vanpool vehicle graphics will be provided by a federal Congestion Mitigation Air Quality (CMAQ) grant, which is intended to promote ridesharing options for commuters.

Known Support / Opposition

No known opposition.