

T Transportation Committee

Meeting date: January 23, 2012

REVISED

Metropolitan Council meeting: February 22, 2012

ADVISORY INFORMATION

Date:	February 21, 2012
Subject:	Light Rail Transit/Bus Rapid Transit System Name and Identity Recommendations
District(s), Member(s):	All
Policy/Legal Reference:	None
Staff Prepared/Presented:	Brian J. Lamb, General Manager, 612-349-7510 Bruce Howard, Director of Customer Services and Marketing, 612-349-7694 Charles Decker, Senior Graphic Designer, 612-349-7795 Arlene McCarthy, MTS Director, 651-602-1754 Michelle Fure, Outreach Coordinator, 651-602-1545
Division/Department:	Metro Transit/Metropolitan Transportation Services

Proposed Action

That the Metropolitan Council:

- 1) Approve "METRO" as the new name for the region's system of light rail and highway bus rapid transit services.
- 2) Approve the new METRO logo, vehicle designs and station signage concepts as recommended in the attached drawings.

Background

The Metropolitan Council previously approved a branding framework for the developing system of light rail transit (LRT) and highway station to station bus rapid transit (BRT) lines. Elements of that branding approach include naming LRT and BRT lines using colors and branding the system with a unique name and identity. In 2011, specific colors were approved as names for the region's LRT/BRT lines that are in operation or have a locally preferred alternative selected.

Over the past few months, staff has conducted significant outreach with regional stakeholders gathering input on the development of the METRO identity and listening to feedback regarding key identity design questions.

The recommended METRO name and identity use the existing regional public transit colors and design elements. METRO fits into the overall Metropolitan Council transit branding approach for consistency and ease of recognition as part of the family of public transit options that include local and express bus service, general public dial-a-ride, ADA paratransit, vanpools, commuter rail and the LRT and highway BRT services.

The proposed logo combines the well recognized "T" logo with the name METRO to provide a strong brand extension from which to market the new METRO system. Associating the T logo with the METRO name provides immediate recognition as part of the region's public transit system, a well-know operational reputation and a more intuitively understood approach of integrating and providing customer information for the Transitway services and other regional transit services.

Rationale

Timing for development and approval of the new METRO brand coincides with construction of the region's second light rail line opening in 2014 and the projected opening of the region's first highway BRT line in late 2012 or early 2013.

These significant regional transit improvements must be marketed so the new services mean something different to riders, potential riders and the communities being served, while at the same time being recognized as part of a regional system. Best practices from around the country indicate the intangible perception of rail transit as a mode of choice for those who have choice in the way they commute has enjoyed an advantage over regular bus service in attracting new riders. This "bias" often times cannot be explained by traditional factors such as time savings, frequency, or span of service. Capitalizing on this rail bias to help introduce BRT as "rail-like" and to attract new riders is part of the rationale for developing the new METRO system brand.

Using colors to name the lines and the METRO name and identity 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.

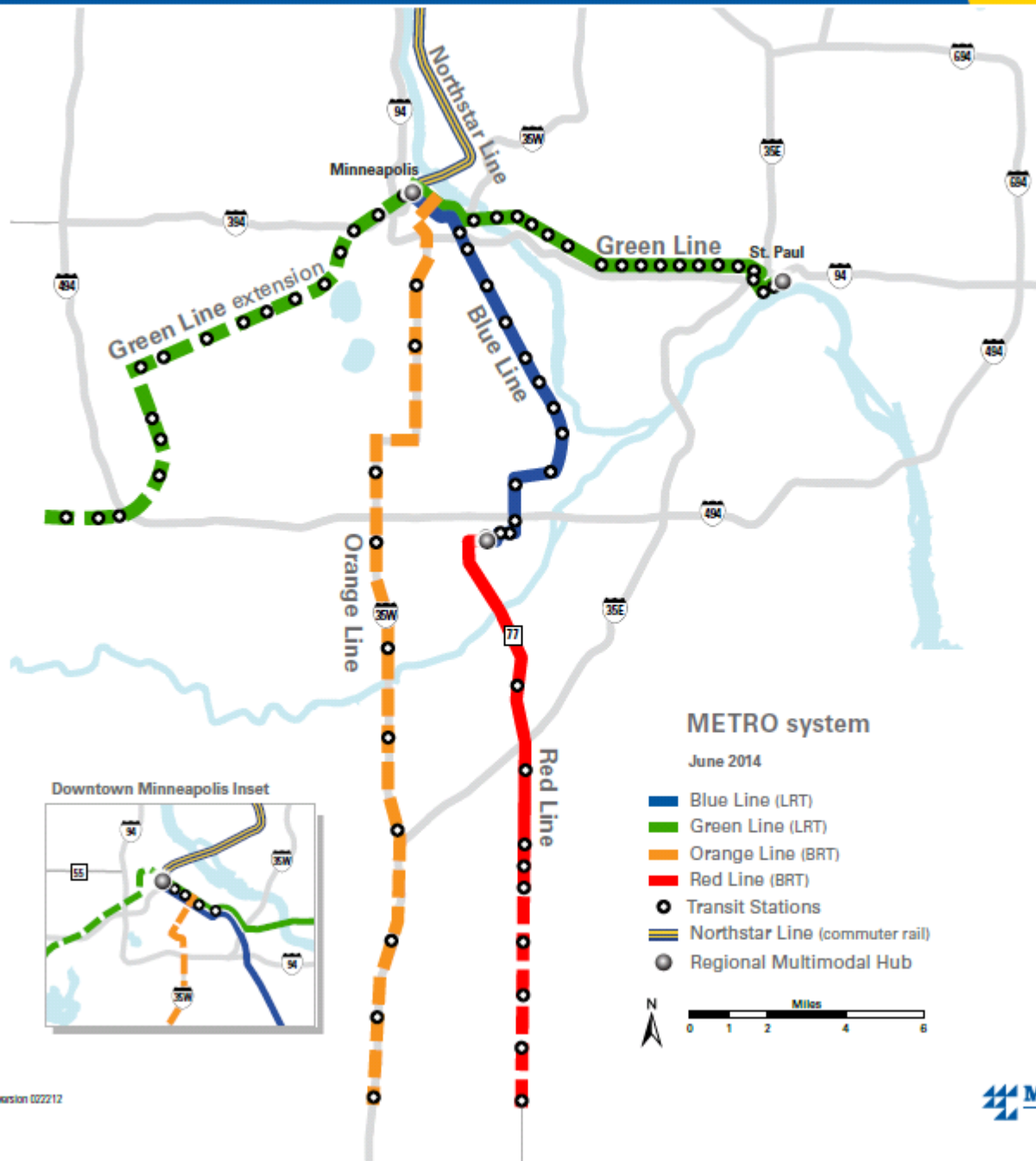
Funding

There is no direct funding being requested with this action.

Known Support / Opposition

Significant stakeholder outreach was conducted in the development of the METRO name and identity. Staff considered and incorporated input received from CTIB board and staff, Dakota County, MVTA, Cedar Avenue Group and the City of Minneapolis.

Following the approval of this business item by the Transportation Committee in January, Dakota County Commissioners expressed concern with the BRT bus design and system logo. Subsequent meetings between Dakota County and Council member and staff representatives resulted in a slight modification to the BRT bus design that is supported by both Dakota County and the Council representatives. In addition, after consultation with Dakota County the Council representatives recommended replacing the "M" logo with the "T" logo. This change was suggested in response to lack of strong support for the "M" logo and the significant branding benefits of using the established "T" with the METRO name. Following Council action today, the Council representatives recommend that Council members and staff meet with all stakeholder groups that provided input to the branding/logo process to explain the final branding/logo concept adopted.









Original proposal



Recommendation

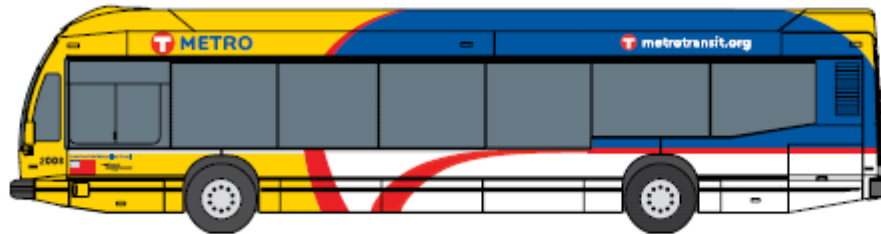


Metropolitan Council Regional Transit Services Branding

<i>Service Type</i>	<i>Name</i>	<i>Logo</i>
LRT & Hwy BRT	METRO	
Local, Limited, Express Bus	Metro Transit	
Commuter Rail	Metro Transit Northstar	
Regional ADA	Metro Mobility	
Regional Dial-a-Ride	Transit Link	
Regional Vanpool	Metro Vanpool	



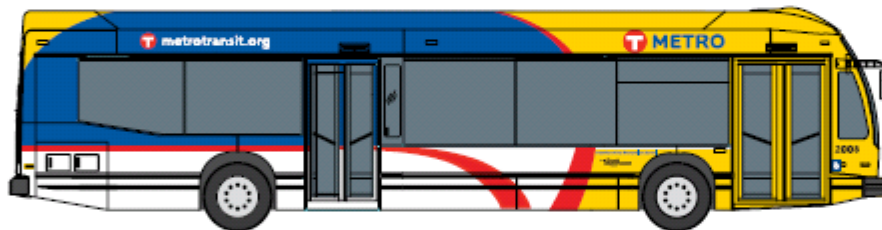
Vehicle paint scheme — Circle T METRO



Street side



back



Curb side



front



Signage — Circle T METRO

