

T Transportation Committee

Meeting date: October 8, 2007

For the Metropolitan Council meeting – October 24, 2007

ADVISORY INFORMATION

Date:	October 2, 2007
Subject:	Northstar Locomotive Graphic Design
District(s), Member(s)	All
Policy/Legal Reference:	Northstar Master Cooperation and Delegation Agreement
Staff Prepared/Presented	Brian J. Lamb, General Manager, 612.349.7510 Mark W. Fuhrmann, Deputy General Manager, 651.602.1942 Bruce Howard, Director of Marketing, 612.349.7694 Sharon Feiner, Supervisor of Creative Services, 612.349.7671 Charles Decker, Graphic Designer, 612.349.7795
Division/Department:	Metro Transit

Proposed Action/Motion:

Staff recommends that the Metropolitan Council approve the Northstar locomotives' exterior graphic design as presented in the attachment.

Issue(s):

The locomotive vendor is slated to begin the production run of four remanufactured locomotives ordered by the Council in the near future. The vendor is requesting final direction related to graphic design and paint for the locomotives.

Overview and Funding:

A senior staff group representing the Northstar Corridor Development Authority (NCDA), Minnesota Department of Transportation and Metropolitan Council engaged Metro Transit's Graphics staff to develop the exterior locomotive design. They were challenged with developing a forward looking design that would be visually appealing, build on the successful Hiawatha Light Rail brand and provide continuity with the recognized iconic star of the current Northstar graphic.

The attached design was presented to the NCDA last month for their information and unveiled to the Transportation Committee at its last meeting.

Funding for exterior graphic design is included in the locomotive budget as part of the overall Northstar project budget.