

T Transportation Committee

Meeting date: May 23, 2011

Metropolitan Council meeting: June 8, 2011

ADVISORY INFORMATION

Date:	May 2, 2011
Subject:	Transitway Identity and Branding Framework Line Color Recommendations
District(s), Member(s):	All
Policy/Legal Reference:	None
Staff Prepared/Presented:	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
Division/Department:	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 in these transitway corridors:
 - Blue Line – Hiawatha LRT
 - Green Line – Central LRT/Southwest LRT
 - Red Line – Cedar Avenue BRT
 - Orange Line – I-35W BRT
2. Adopt a policy 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 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 requested the Red Line to link streetscape design elements in Apple Valley. The Dakota County Regional Railroad Authority supported this request.
- 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.
- Counties Transit Improvement Board, a funding partner in transitway implementation, supports the recommendations as proposed.
- TAAC expressed concern about similar colors being near each other on a map (blue/green, red/orange) noting attention to graphical design and presentation on maps is important.