

T Transportation Committee

Meeting date: March 10, 2008

For Metropolitan Council meeting: March 12, 2008

ADVISORY INFORMATION

Date: March 4, 2008

Subject: Transit Vehicle Graphics

District(s), Member(s): All

Policy/Legal Reference: Transportation Policy Plan Policy 6, Marketing Transit Services

Staff Prepared/Presented Brian J. Lamb, General Manager, Metro Transit (612-349-7510)
 Arlene McCarthy, Director, MTS (651-602-1754)
 Vince Pellegrin, Chief Operating Officer, Metro Transit (612-341-5612)
 Julie Johanson, Assistant Gen'l Manager, Metro Transit (612-349-7514)
 Bruce Howard, Director of Marketing, Metro Transit (612-349-7694)

Division/Department: Metro Transit & Metropolitan Transportation Services

Proposed Action

That the Metropolitan Council approve the new exterior graphic designs for transit vehicles including those for Metro Transit and Metropolitan Transportation Services (MTS) fixed-route buses, Hiawatha light-rail vehicles (LRVs), Northstar commuter rail coach cars, Metro Mobility vehicles and community-based (dial-a-ride) buses. The Northstar locomotive design was previously approved.

Background

Currently Metro Transit buses have a different color and design scheme than other vehicles: Hiawatha Line trains, MTS buses, Metro Mobility vehicles and dial-a-ride vehicles. With the addition of Northstar Commuter rail in 2009 and the arrival of more than 300 new low-floor buses in the next few years, there is a unique opportunity to unify Metro Transit's brand with consistent vehicle graphics, reinforcing the idea of a seamless regional transit system.

Updated graphics will be incorporated into the fleet as new vehicles are acquired.

Rationale

A coordinated transit vehicle identity will build stronger awareness, meaning and equity in a regional network of bus, light-rail and commuter rail services. In turn, this will make it easier for customers and potential customers to understand and choose transit for their travel needs.

Funding

There is no funding implication for new Metro Transit and MTS buses arriving this year and thereafter; vehicle graphics are specified as part of new vehicle procurement. Funding for Northstar Commuter Rail graphics is included in the Northstar project budget. Staff will review the feasibility of retrofitting the existing bus and light-rail fleet with matching graphics in the coming year.

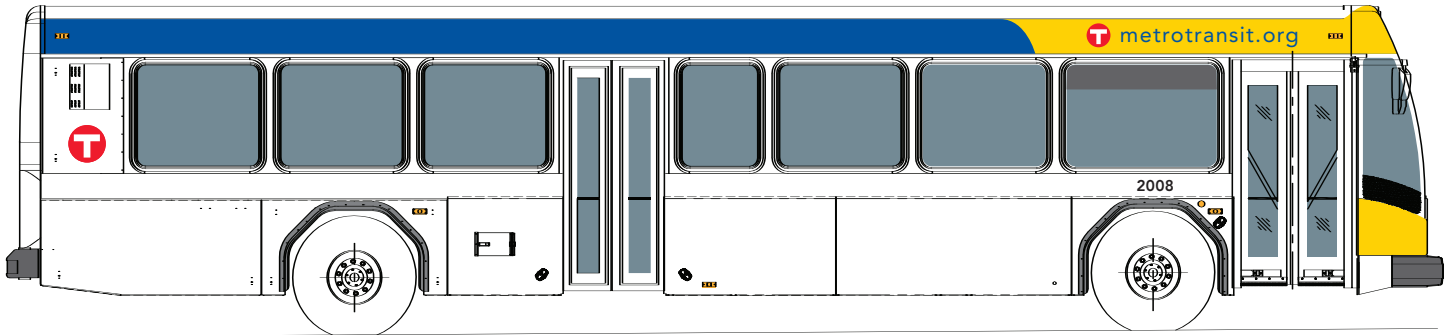
Known Support / Opposition

The design for Northstar locomotives was previously approved by the Transportation Committee and the Northstar Corridor Development Authority (NCDA) Executive Board. Proposed Northstar coach car designs have been endorsed by NCDA staff and the NCDA Executive Board. All of the proposed new transit vehicle graphics designs were reviewed and endorsed by a workgroup consisting of Metro Transit and MTS staff and four Council members.

TRANSIT VEHICLE BRANDING



New Gillig low floor bus



Hiawatha Line



Northstar Line
Commuter coach

