

**T** Transportation Committee  
Metropolitan Council meeting of July 13, 2011

**Date**

**Prepared:** July 6, 2011

**Subject:** Transitway Identity and Branding Framework Line Color Recommendations

**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 operating in these transitway corridors:

- Blue Line – Hiawatha LRT
- Green Line – Central LRT/Southwest LRT
- Red Line – Cedar Avenue BRT
- Orange Line – I-35W BRT

The attached map illustrates the application of these colors names.

2. Confirm that Northstar Commuter Rail retains its existing name and be represented on transitway maps, schedules, kiosks and other materials consistently using a blue and gold striped line.

The attached map illustrates this application. A transitway system map for use by the public will be developed at a later date with approval of the Council.

3. Adopt a procedure 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.

**Summary of Committee Discussion / Questions:**

Bruce Howard, Director of Customer Services and Marketing at Metro Transit presented.

Howard explained that this item was previously reviewed and approved by the Transportation Committee in May, but prior to being considered by the full Council was removed from the agenda and sent back to the Transportation Committee per the request of Council member Schreiber.

Howard said staff had met with Council members Schreiber, Reynoso and Elkins to discuss their concerns prior to the item returning to the Transportation Committee. The main concern was that the Northstar Commuter Rail line be given the same level of visibility and importance as the LRT and BRT transitway lines being named using colors.

Howard explained as a result of meeting with Council members the proposed action was being amended to include specifically spelling out that Northstar would retain its existing

name but would now be consistently represented on maps, schedules and kiosks using a blue and gold striped line of equal thickness as the LRT and BRT lines. Howard said the goal was to present Northstar Commuter Rail as a different type of service from LRT and BRT to help customers understand the service, but yet show it equal in importance.

Howard pointed out that the proposed action was not approving a specific transitway system map design, but rather the colors for the line names for LRT and BRT services and Northstar's blue and gold striped line. Staff will return to both the TAAC and Transportation Committee for review of the final version of a transitway system map developed for the public.

Council member Schreiber thanked staff for accommodating her concerns and the concerns of the other Council members and voiced her support for using the blue and gold striped line to represent Northstar. The item was approved unanimously with no further discussion.

**T** Transportation Committee  
Meeting date: June 27, 2011

Metropolitan Council meeting: July 13, 2011

**ADVISORY INFORMATION**

<b>Date:</b>	June 23, 2011
<b>Subject:</b>	Transitway Identity and Branding Framework Line Color Recommendations
<b>District(s), Member(s):</b>	All
<b>Policy/Legal Reference:</b>	None
<b>Staff Prepared/Presented:</b>	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
<b>Division/Department:</b>	Transportation

**Proposed Action**

That the Metropolitan Council:

4. Adopt the following line names for the Light Rail Transit (LRT) and Highway Bus Rapid Transit (BRT) station-to-station services operating in these transitway corridors:
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6. Adopt a procedure 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, as opposed to route numbers, 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.

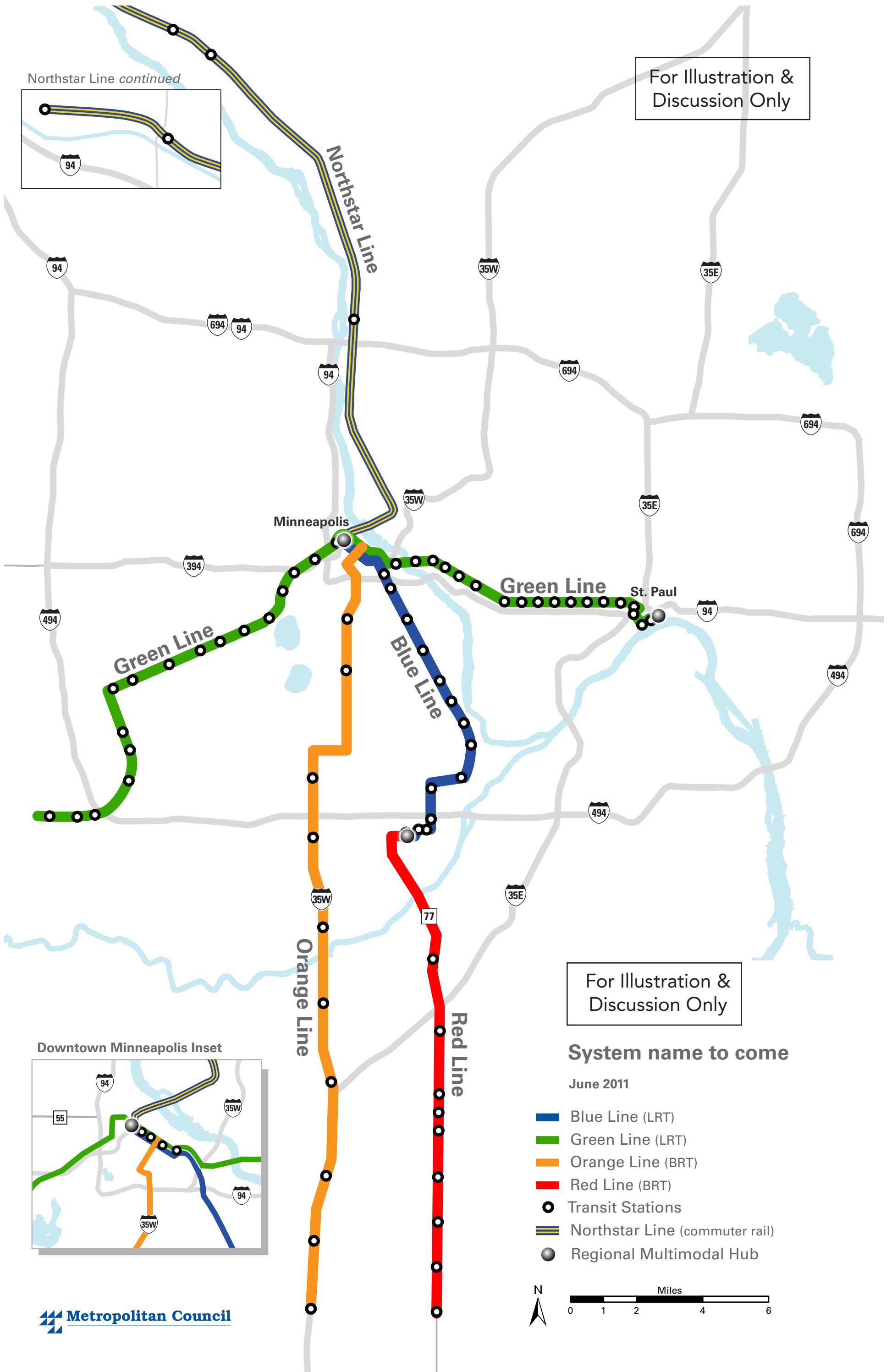
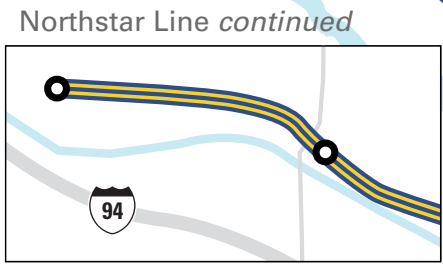
### **Funding**

There is no direct funding required for this action.

### **Known Support / Opposition**

- Cedar Group expressed interested in the Red Line to link streetscape design elements in Apple Valley.
- 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.
- TAAC expressed concern about similar colors being near each other on a map (blue/green, red/orange).
- Counties Transit Improvement Board, a funding partner in transitway implementation, supports the recommendations as proposed.








For Illustration & Discussion Only



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**System name to come**

June 2011

-  Blue Line (LRT)
-  Green Line (LRT)
-  Orange Line (BRT)
-  Red Line (BRT)
-  Transit Stations
-  Northstar Line (commuter rail)
-  Regional Multimodal Hub

