

## Transportation Committee

For the Metropolitan Council meeting of December 12, 2018

**Subject:** Arterial Bus Rapid Transit Branding Framework

### Proposed Action

That the Regional Transitway Guidelines be amended to include the following recommendations to guide and ensure consistent branding of arterial bus rapid transit (ABRT) in the region:

1. Position, brand and identify arterial bus rapid transit (ABRT) as part of the existing METRO system of light rail transit (LRT), dedicated bus rapid transit (DBRT) and highway bus rapid transit (HBRT) services.
2. Name ABRT lines using a letter designation.
3. Apply the regional transit color scheme to ABRT vehicles, stations, and signage.

### Summary of Committee Discussion/Questions

Bruce Howard, Director of Customer Services and Marketing, presented this item. Munt stated the branding makes sense but asked about why the Orange Line is using a color instead of a letter, as it seems to confuse customers. Howard answered that we've asked our customers and most state it doesn't matter much to them if it is a color or letter line name and our marketing tries to make it clear that those with a 'color' have dedicated transitway lanes whether bus or rail and lettered BRT lines operate in mixed traffic. Commers said he supports this approach as it's consistent and one of the strengths of Metro Transit is management a brand and package of services with a customer driven approach. Commers continued that as we continue to build out this rapid network, we need to maintain similar focus on the brand of the local network. Chair Rodriguez agreed with Commers statement, as the local bus services fulfills critical needs. General Manager Lamb concurred that it is important to stay focused on local bus services and throughout the next several years there will be focus of frequency on high productive routes in addition to improvement to core local routes. Lamb added that we will also work to partner with new types of shared mobility.

Motion by Munt, seconded by Letofsky. Motion carried. CONSENT to Council.

## Transportation Committee

Meeting date: November 26, 2018

For the Metropolitan Council meeting of December 12, 2018

**Subject:** Arterial Bus Rapid Transit Branding Framework

**District(s), Member(s):** All

**Policy/Legal Reference:** Regional Transitway Guidelines

**Staff Prepared/Presented:** Brian Lamb, General Manager (612-349-7510)  
Bruce Howard, Director Customer Services and Marketing (612-349-7694)  
Sharon Feiner, Manager Creative Services (612-349-7671)

**Division/Department:** Metro Transit Marketing

### Proposed Action

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3. Apply the regional transit color scheme to ABRT vehicles, stations, and signage.

### Background

The Metropolitan Council previously approved a branding framework and strategies for the growing network of LRT and BRT services by creating the METRO brand and adopting the Regional Transitway Guidelines. However, ABRT branding specifics were not addressed at that time.

The METRO brand allows these significant LRT and BRT improvements to be highlighted, differentiated and marketed to riders, potential riders and the communities being served while at the same time being recognized as part of the regional transit system.

### Rationale

Integrating ABRT lines with the existing METRO brand going forward puts all the premium service – service that is both fast and frequent – under one easy to understand brand. It extends the reach of the METRO brand from just 5 LRT, DBRT and HBRT lines to potentially 15 lines or more creating a stronger METRO network of rapid transit services. Additionally, ABRT corridors are high potential ridership areas and need equal branding importance with LRT and Highway BRT services. This approach also simplifies the marketing and is less costly than creating a new separate brand for ABRT.

### Thrive Lens Analysis

This action advances the Thrive Outcomes by enhancing access to and use of current and future significant transit investments which in turn create a more prosperous, equitable, sustainable and livable region for today and tomorrow.

**Funding**

No significant new funding is necessary to implement the proposed Council action. Modification of some existing branding elements will be necessary to obtain consistency throughout the expanded METRO network, but those costs will be covered from existing marketing budgets.

**Known Support / Opposition**

There is no known opposition.



# Arterial Bus Rapid Transit (ABRT) Branding Recommendations

Transportation Committee November 26, 2018

Bruce Howard, Director, Customer Services and Marketing  
Sharon Feiner, Manager, Creative Services

# Benefits of Branding Transitways







- Clearly differentiates transit service types and distinguishes from local or express buses.
- Communicate consistency for services that extend beyond one county/area and could be operated by multiple providers.
- Increases ease of use for customers.
- Creates loyal customers with consistent delivery of branded services.

# Previously Approved Regional Transitway Guidelines Branding Framework

- Position, brand, and identify LRT and Highway BRT (HBRT) service as one system.
- Unify the LRT and HBRT services brand using a distinct system name – METRO.
- Name LRT and HBRT lines using colors.
- Apply regional transit color scheme to the LRT and HBRT services.
- Delayed ABRT branding decisions to a later date.

# Arterial Bus Rapid Transit (ABRT) Branding Recommendations

1. Position, brand and identify arterial bus rapid transit (ABRT) as part of the existing METRO system of light rail transit (LRT), dedicated BRT (DBRT) and highway bus rapid transit (HBRT) services.
2. Name ABRT lines using a letter designation.
3. Apply the regional transit color scheme to ABRT vehicles, stations, and signage.

Service Type	Name	Logo
<p>Light Rail Train</p> <p>Highway Bus Rapid Transit, Arterial Bus Rapid Transit, Dedicated Bus Rapid Transit</p>	<p>METRO Light Rail</p> <p>METRO Bus Rapid Transit</p>	
<p>Local, Limited, Express Bus</p> <p>Commuter Rail</p>	<p>Metro Transit</p> <p>Metro Transit Northstar</p>	 
<p>Regional ADA</p>	<p>Metro Mobility</p>	
<p>Regional Dial-a-Ride</p>	<p>Transit Link</p>	
<p>Regional Vanpool</p>	<p>Metro Vanpool</p>	



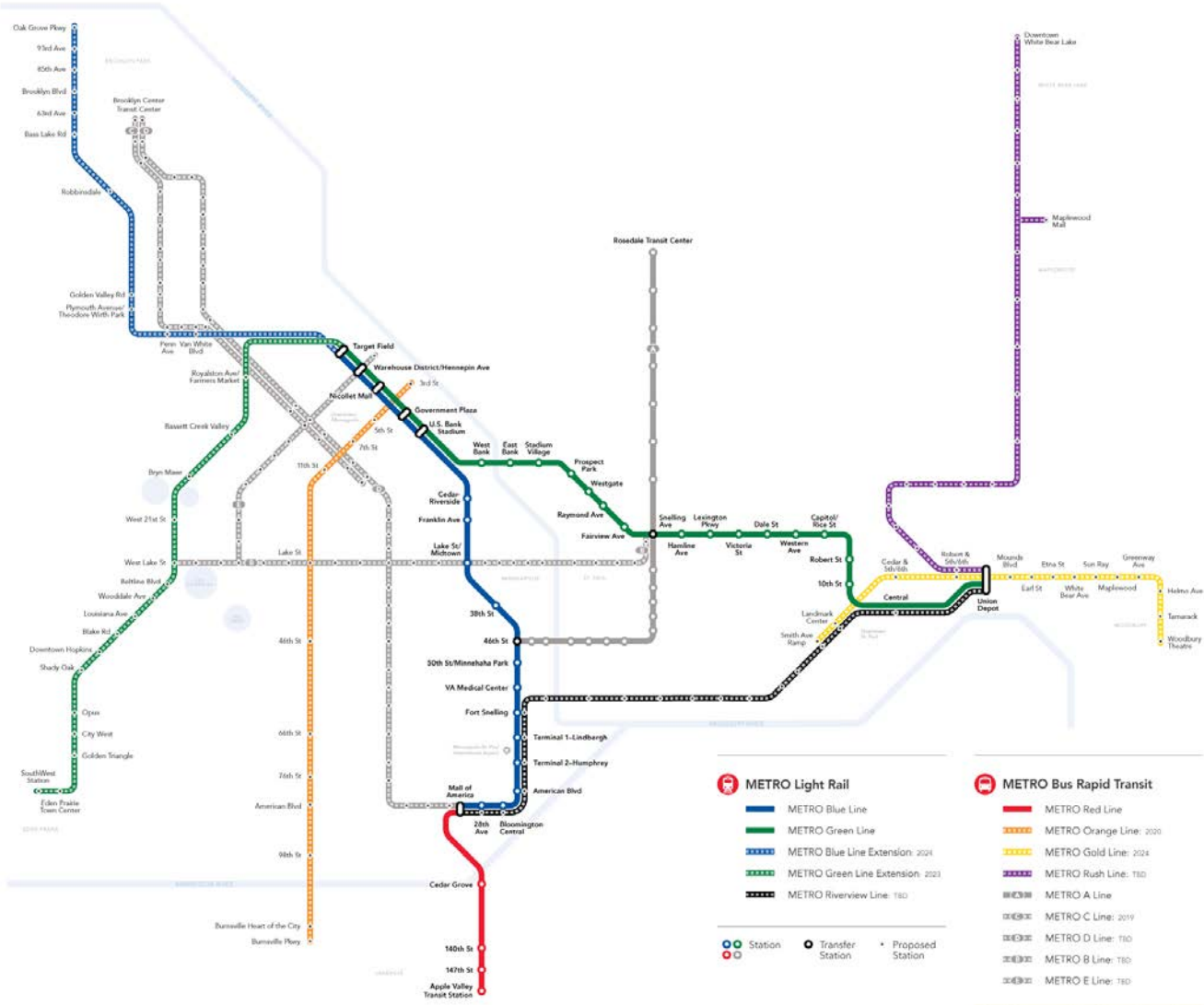


**Fast. Frequent.  
All Day. All Yours.**



Fast. Frequent. All Day. All Yours.

Future Rapid Transit Network



**METRO Light Rail**

- METRO Blue Line
- METRO Green Line
- METRO Blue Line Extension: 2024
- METRO Green Line Extension: 2023
- METRO Riverview Line: 180

Station   
 Transfer Station   
 Proposed Station

**METRO Bus Rapid Transit**

- METRO Red Line
- METRO Orange Line: 2020
- METRO Gold Line: 2024
- METRO Rush Line: 110
- METRO A Line
- METRO C Line: 2019
- METRO D Line: 110
- METRO B Line: 110
- METRO E Line: 110

Colored BRT Lines operate on dedicated roadways and lanes with transit advantages.  
 Lettered BRT Lines operate as mixed traffic with signal priority.  
 Both offer speed improvements of up to 25% over regular transit modes.