

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)
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Division/Department: Metro Transit Marketing

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.

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.