

Agenda Report

November 4, 2013

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: REBRANDING OF PASADENA AREA RAPID TRANSIT SYSTEM (ARTS)

RECOMMENDATION:

This report on the rebranding of the *Pasadena Area Rapid Transit System (ARTS)* as *Pasadena Transit*, is provided for the City Council's information.

BACKGROUND:

In November 2011, the Department of Transportation, Transit Division staff worked with the City Manager's Office to have the Art Center College of Design devote one of their classes, using the City's transit system as a template, to develop a new transit brand and the various modes in which that brand could be applied. Transit staff worked with the Art Center to develop the course guidelines and provided key objectives and considerations for the students to incorporate into their projects. By the end of the course there were about a dozen projects created, including design concepts, logos, key concepts that shaped their approach, and design standards that provided the brand concept's image, typography, colors and applications. The final class included studio presentations of each of the projects to a number of stakeholders, including Mayor Bogaard, representatives of the Transportation Advisory Commission (TAC), the Director of Transportation, Transit Division staff, among others.

In July 2012, staff proposed to the Municipal Services Committee (MSC) that a blue ribbon panel be established to revisit the brand identity for the ARTS. Per MSC's support of this recommendation, the Pasadena Transit Brand Identity Panel was formed to evaluate concepts developed by the Art Center students and to provide feedback. In addition to the Chair of MSC, Councilmember McAustin, and the Chair of TAC, Commissioner Higginbotham, this panel included representatives from the City Manager's office, Economic Development, Department of Transportation, the Public Information Officer, the City's Graphic Artist, as well as current ARTS bus users. The professor of this course also attended each of the panel meetings and has served as a liaison between City staff and the students. Meetings were held with this panel between July and December 2012.

In December 2012, focus groups and an on-line survey were conducted to solicit feedback on the three project finalists. The subsequent findings were brought back to the panel and

a final selection of a preferred brand concept was made, per a consensus that certain modifications would need to be made to adjust the logo. The preferred concept included renaming the system, "Pasadena Transit," with a theme of representing iconic places in Pasadena (e.g., City Hall, Colorado Bridge, etc.) and a proposed tagline of "Connecting the Dots."

In May 2013, staff presented for MSC's approval the recommendation of rebranding the Pasadena Area Rapid Transit System (ARTS) as Pasadena Transit, including a new designed look and theme. MSC approved this item and asked that staff present the new brand as an information item to the Design Commission and to the full City Council. Staff presented this item to the Design Commission on October 8, 2013. The Design Commission received the information and expressed support of the rebranding effort.

Subsequent to the May 2013 MSC meeting, staff arranged for full scale mock ups of elements of the new brand logo to be temporarily applied on two buses in order to make a final decision between the two colors provided by the graphic artist to be used for the brand logo. Representatives from Brand Identity Panel were present at this mock up, as well as the bus wrap production company. Agreement was reached on the color, which is the teal color identified below and in the attachment.

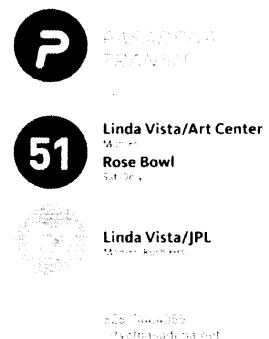
The artist, Ms. Julie Yeow, has been working with staff to finalize the artwork for the applied graphics associated with the new brand concept. In addition to the name and logo, the components of the applied graphics include the bus wraps, bus schedules, bus stop signage, maps, various marketing materials, and how graphics will be used in digital applications and in special advertising (e.g., bus shelter advertising).

Concept:



The proposed new name and look is clear, recognizable, simple and legible. The name, "Pasadena Transit," along with the logo, directly represents the service that is provided. The need for a system name and logo that is straightforward and clear resonated strongly during all aspects of the rebranding process. The name and logo shown here accomplishes this.

The conceptual bus stop design represents the new theme and look, while still providing a transition for customers from the current route numbering and colors. The new bus stop sign will generally retain the same dimensions and provide the same information as the current signage thus meeting all applicable public fixed-route sign standards, including the Americans with Disabilities Act (ADA) requirements for public bus stop signs.



An essential component of this proposed brand is the theme of *Connecting the dots*. The artist described this theme as retaining a “friendly energy” and communicating the primary goal of connecting people and places in Pasadena, using thematic iconic images of Pasadena, such as the Colorado Bridge and City Hall, as part of the look. Please see Attachment 1 for a conceptual design of how the buses will look using the proposed new name, logo, and theme.



Next Steps:

Per MSC’s support of the recommendation to move forward with this preferred concept, staff is proceeding with the following next steps:

- Graphics will be finalized for production in coordination with the City’s graphic artist.
- Staff will work with a marketing consultant on the preparation of a *Pasadena Transit* marketing program.
- Installation phasing of new graphics will occur on the buses, at bus stops, on the system’s website, etc.
- Public marketing/advertising campaign will be launched.

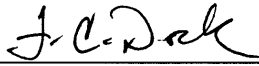
FISCAL IMPACT:

The cost of the rebranding work is estimated to be approximately \$150,000 to be expended during Fiscal Years 2014 and 2015 and funded through Proposition A Sales Tax (Fund 208) and Proposition C Sales Tax (Fund 209). The rebranding involves updating and replacing bus stop signs, bus wraps, printed schedules, bus stop information panels and shelter maps, in addition to preparation of marketing materials and updating of the website. All of these activities/materials are elements that are scheduled to be updated or replaced in the normal course of business for the fixed route transit system, if not annually, then at least once every five years depending upon the nature and scale of system operations changes and the durability of the materials involved. The rebranding effectively accelerates the expenditure of maintenance funds already allocated or to be allocated in future budgets for the fixed route transit system. Updating of the communications media and messaging for transit in the City is a regularly recurring activity for staff in the Transit Division of the Department of Transportation.

In anticipation of a potential rebranding, staff has worked to align the purchase of new buses, the rollout of the Transit Vehicle Arrival Information System (which will affect every bus stop panel) and the marketing campaign for the Jobs Access and Reverse Commute grant with the normal maintenance schedule for updating and replacing materials to minimize the overall cost of materials and services. Accordingly, the FY 2014 Operating and Capital Budgets include the portion of the costs that were anticipated to occur in FY 2014 and the FY 2015 Operating Budget is being prepared to incorporate the costs anticipated to occur in FY 2015. As components of the system are replaced by the rebranding, the maintenance schedules for those components will be reset and future budgets will be adjusted to reflect the revised replacement schedules.

The work associated with the production of materials and marketing effort may occur in both Fiscal Years 2014 and 2015 and will be funded through Proposition A Sales Tax, Fund 208 and Proposition C Sales Tax, Fund 209.

Respectfully submitted,



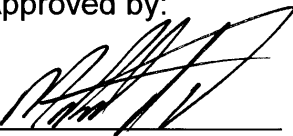
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Attachment 1: Conceptual Bus Design