



## Arterial Bus Rapid Transit System Name Process Update

January 14, 2013  
Metropolitan Council Transportation Committee

Bruce Howard  
Director  
Customer Services and Marketing  
612-349-7694

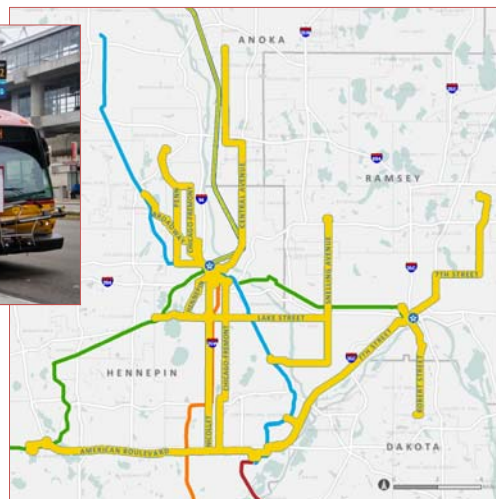
Charles Carlson  
Senior Manager  
BRT Small Starts Project Office  
612-349-7639



## Arterial Bus Rapid Transit



Seattle RapidRide



- BRT on urban arterial corridors
- Mixed traffic transitways
- BRT bus fleet, pre-pay boarding, limited stops, signal priority, BRT stations w/ NexTrip signage, unique branding and image



## Regional Transit Branding: Brand Position

Service Type	Name	Logo
LRT & Hwy BRT	METRO	
Local, Limited, Express Bus	Metro Transit	
Commuter Rail	Metro Transit Northstar	
Regional ADA	Metro Mobility	
Regional Dial-a-Ride	Transit Link	
Regional Vanpool	Metro Vanpool	

**ABRT System**

**Metro Transit**  
a service of the Metropolitan Council

## Internal Solicitation (49 respondents, 190 suggestions)

- Internal online survey with open-ended name input
- Branding committee narrowed ideas to 6 best candidates

**Metro Transit**  
a service of the Metropolitan Council

## Public Survey of Top Names

- Distributed survey link via Metro Transit Facebook and Twitter accounts (4,000 followers at time)
- Narrowed to top four candidate names
- Move and Select trailed and were not included in further testing

**300+ Responses**

Name	First Choice	Second Choice	Cumulative
Rapid	95	48	143
Connect	52	55	107
Swift	43	55	98
Max	50	40	90
Move	15	35	50
Select	10	35	45

Legend: ■ First Choice ■ Second Choice ■ Cumulative

5

## Consumer Research Testing

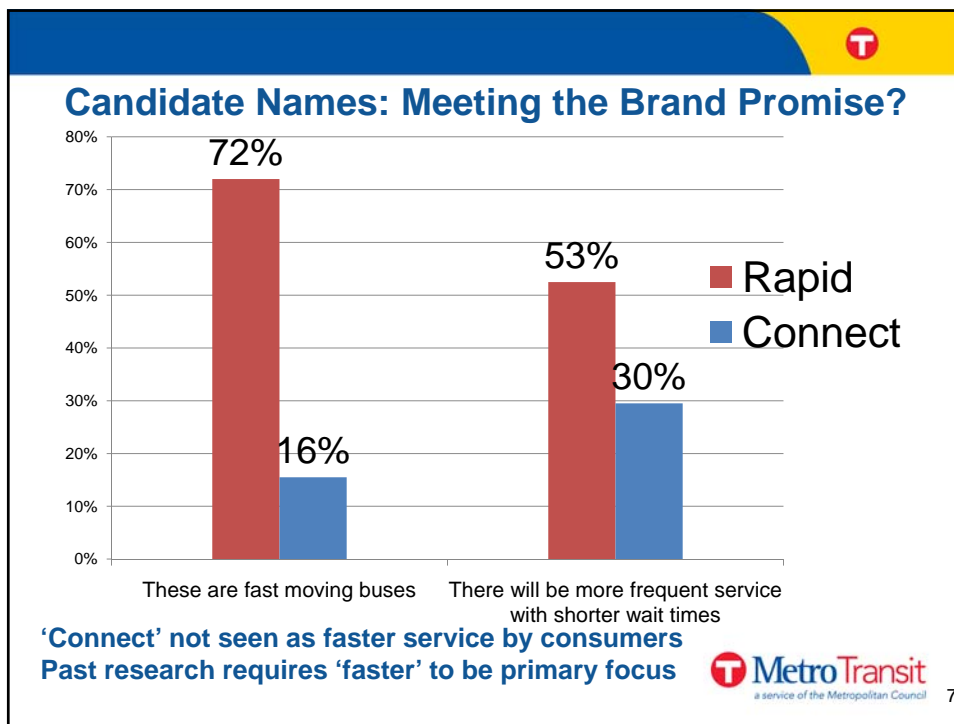
### Survey Zip Code

**200 Responses**

### Survey Questions

- Respondent information
- Reaction to each name
  - i.e. How well does name fit the new service?
- Select names that best fit a list of descriptors
- Rapid and Connect performed best
- Max and Swift performed poorly

6



- ### Stakeholder Input- Dakota County
- Staff presented branding process to Dakota County Board on November 27, 2012
  - Commissioners strongly opposed to 'Rapid' name
  - December letter reiterated concern
    - Cited confusion with METRO Red Line
    - Seeking to ensure differentiation from local bus
  - Staff and policymaker discussion January 11, 2013
- Metro Transit**  
 a service of the Metropolitan Council
- 8



## Approach to Finalize System Name

- Consider alternate names that carry 'faster' brand promise
- New names considered:

Dash	Direct	Go	Velo
Wave	Zip	Zoom	

- Input and outreach toward recommendation
  - Public input and additional research as needed
  - Share with external committees of partner agencies
- Future recommendation to Metropolitan Council

