

STAFF REPORT

SUBJECT: Rebranding Project
FROM: Corine Reed, Marketing Manager
DATE: October 24, 2016

Action Requested

The staff recommendation is that the P&S Committee receives a report on the FY2017 Rebranding Project and provides a recommendation to the LAVTA Board on the preferred agency name and accompanying logo concept.

Background

With major improvements made to the fixed routes in August to create an easier-to-use and more convenient bus system, and the near future introduction of premium improvements such as new buses, Wi-Fi on Rapid and Express routes, a new phone app, and an aggressive marketing plan, there has likely never been a more appropriate moment to contemplate a new brand for the agency.

LAVTA contracted with the marketing agency PAVLOV in April of 2016 to lead the rebranding efforts. PAVLOV has since conducted research and in June of 2016 presented to the LAVTA Board the findings for the Brand Discovery and Brand Strategy Development process. Through its research with the public, and inspired by the system changes that were launched in August, to include the concept of on-demand service and future driverless shuttles, PAVLOV recommended a guiding brand strategy built around the concept of the agency being a Rebel brand and Rider-Centric, meaning positive, ongoing improvement designed around people and their mobility needs.

Within the first two months of name explorations, PAVLOV provided the agency with 3 rounds of names attempting to better align with the LAVTA'S desired brand essence and strategy. Additionally, PAVLOV presented a list of 8 potential names, including Wheels, to two focus groups of which they were tasked to rank the list of names provided. Both focus groups and PAVLOV recommended the name of TRI-GO as the preferred name.

At the August 2016 Project & Services meeting, PAVLOV presented the short list of names to replace the Wheels brand. The Project & Services Committee expressed interest in a new name and directed staff to conduct a community survey to receive input. The community survey was conducted electronically and advertised thru several mediums, including Nextdoor, Facebook, Twitter, and surveying at Las Positas College.

There were a total of 391 surveys taken. A review of the survey showed that 44.2% voted in favor of keeping the Wheels brand, which is an understandable reaction given the Wheels brand has strong recognition in the Tri-Valley. When setting aside the current Wheels brand result in the survey and considering the other 14 names that were presented, names starting with TRI proved to have strong performance; over 67% of respondents resonated with names starting with TRI.

At the last Board meeting in October of 2016, an update to the rebranding project was provided. The decision of the Board was to eliminate the name TriGo from further consideration and to bring back names and multiple logo design concepts for three categories; a name that would reflect a transit agency, a name that contains the word Tri, and a name that represents a product such as Wheels.

Discussion

At the P&S Committee meeting, staff will provide a brief presentation based on the names and logos that have been developed over the past few weeks (See Attachment #1). The three names explored are Tri-Valley Transit, Tri-Link and Wheels. For each name two black and white logos have been developed and an example of what the logo might look like on a bus provided (for various reasons, adding color to the logo is a subsequent step once the preferred logo has been selected).

Although all three names are strong contenders, the consultant and staff are recommending the name Tri-Link as the replacement for Wheels. Staff also views the logo designs for Tri-Link as strong and attractive, but has asked the consultant for a few more options that eliminate weaknesses, which will be presented at the Committee meeting.

Recommendation

The staff recommendation is that the P&S Committee receives a report on the FY2017 Rebranding Project and provides a recommendation to the LAVTA Board on the preferred agency name and accompanying logo concept.

Attachment:

1. Wheels & alternative name logo designs

*FY 2017
REBRANDING
INITIATIVE*

Tri-Link

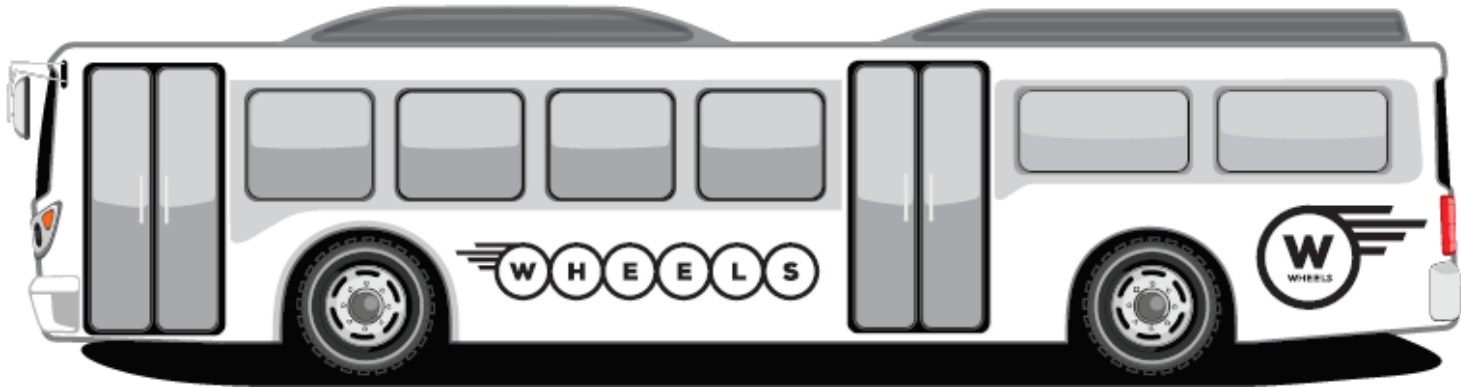
- *Timeless concept*
- *Logo represents connection with three cities or valleys*
- *Long logo and conflicting arrows need to be addressed*



TRILINK



- *Swift, fluid, eye-catching*
- *Potential to become dated or cliché.*



- *New take on current logo*
- *Can be viewed as retro.*

WHEELZ



- *Modern, speed inspired*
- *Arrows in Z signify options and are splashy*
- *Z as presented lends itself to juvenile crowd.*



- *Established, trustworthy name*
- *Arrows signify three valleys*
- *May skew to other generations*





Tri-Valley Transit

- *Connect destinations*
- *Three circles play nicely with Tri*
- *Lengthy logo*

