

STAFF REPORT

SUBJECT: Rebranding Project

FROM: Michael Tree, Executive Director

DATE: August 22, 2016

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**Action Requested**

This is an informational item.

**Background**

In April 2016, LAVTA contracted with PAVLOV Agency to develop and implement rebranding for the transit agency. 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. Partially inspired by the system changes that LAVTA would launch on August 13, 2016, PAVLOV recommended a guiding brand strategy built around the concept of a rider-centric culture—positive, ongoing improvement designed around people and mobility needs.

**Discussion**

Based on input from staff and the Board, PAVLOV has continued to work on the naming phase of the rebranding project. On Saturday, August 20, 2016, PAVLOV will be in the Tri-Valley to conduct two focus groups with residents for input on a short list of names for the agency's bus system. A review of PAVLOV's work, along with the input received from the focus groups, will be provided to the LAVTA Board at the Project & Services Committee meeting for input and direction.