

STAFF REPORT

SUBJECT: Rebranding Project
FROM: Corine Reed, Marketing Manager
DATE: October 3, 2016

Action Requested

The staff recommendation is that the Board receives a report on the FY2017 Rebranding Project and provides direction to staff.

Background

With the major improvements made to the fixed routes in August to make the system easier-to-use and more convenient, 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, 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 has provided the agency with 3 rounds of names that 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 the name TRI-GO 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 (survey and results available in Attachment 1 to this staff report). A review of the survey shows 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. Further, looking into participant feedback, TRI-GO took the lead out of all other names that were suggested.

The Project & Services Committee felt that the survey information had helped them narrow down the decision to two possibilities—keeping the current name Wheels and working on an updated logo and messaging, or going with Tri-GO and moving forward to final logo and messaging. The direction of the Project & Services Committee was to forward the information to the LAVTA Board for discussion.

Discussion

The consultant recommendation is to replace the current Wheels brand with TRI-GO. Although Wheels has leverage able assets such as the name being easy to remember, strong name recognition, and associations with transportation, it does carry undesirable barriers—mainly the perception by many residents that it is inconvenient. Additionally, the name triggers to many residents images of a cartoon nursery song, or organizations that have a similar brand, such as Meals On Wheels. Re-immersing in the Tri-Valley with a new name gives LAVTA the opportunity to start fresh with messaging about new convenience with additional 15-minute frequency, speed in its express runs, etc.

At the Board meeting staff will provide a brief presentation and anticipates a robust discussion on the rebranding project. Additionally, attached to this staff report is a sample TRI-GO logo to facilitate discussion. The goal is to have a name selected at the latest in November so that marketing efforts are not delayed.

Recommendation

The staff recommendation is that the Board receives a report on the FY2017 Rebranding Project and provides direction to staff.

Attachment:

1. Marketing Survey
2. Sample TRI-GO logo

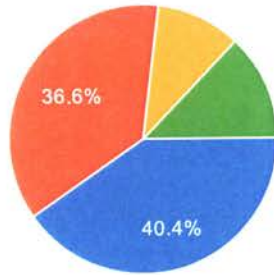
Approved: _____

391 responses

[View all responses](#) [Publish analytics](#)

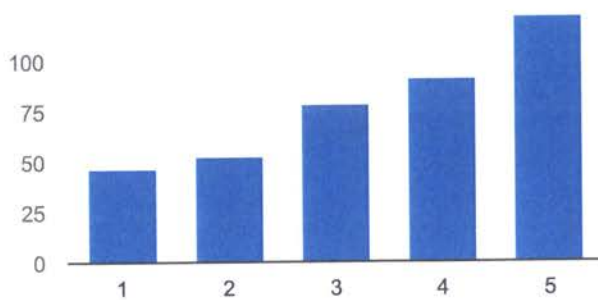
Summary

What does the name "WHEELS" mean to you?



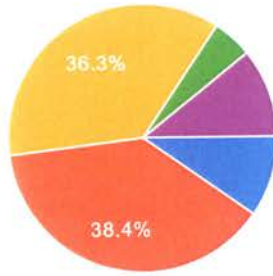
Bus service	158	40.4%
A way of transportation	143	36.6%
Constantly moving	40	10.2%
Other	50	12.8%

How memorable is the name "WHEELS" to you?



Not memorable: 1	47	12%
2	53	13.6%
3	78	19.9%
4	91	23.3%
Very memorable: 5	122	31.2%

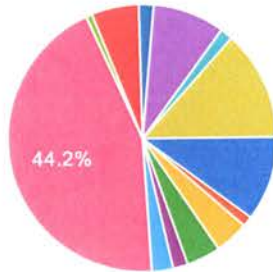
What factor matters to you the most when making mass transit a fit with your life?



Prompt – quick service once I’m on the bus	38	9.7%
Frequent – short time waiting for a bus to pick me up	150	38.4%
Easy to ride – I know where to catch, how to pay, where the routes are	142	36.3%
Saves money – I save on gas, car payments, auto insurance	19	4.9%
App-enabled – I can check status, routes etc. on an app	42	10.7%

Almost there!

Thinking of the factor for mass transit that mattered most to you in the previous question, which of these possible brand names feels like the best fit?



TRI-GO – it’s how people in the Tri-Valley get going	40	10.2%
OTRO – Optimized Transit Options, the alternative way to get around	5	1.3%
TRIO – TRI-valley optimized, offering smart solutions for getting around	16	4.1%
PULSE - Connects riders to what’s going on around them	16	4.1%
ZAG - When everyone else is stuck in their cars and traffic, our riders can Zag	7	1.8%
MY RIDE - My choice on how I travel	10	2.6%
WHEELS - Keeping the tri-valley in motion	173	44.2%
ARRIVE - A premium service that gets you to where you need to be	3	0.8%
TRI-RIDE - Tri-valley’s ride share service	22	5.6%
PEDAL - Service dedicated to Pleasanton, Dublin, and Livermore	7	1.8%
TRI-BUS - The official bus of the tri-valley	34	8.7%
ROUTER - Transportation the best way possible	6	1.5%
None of the above	52	13.3%

If you chose "None of the above" in the previous question OR if you were to rename "WHEELS" to something better that was not listed above, what would it be?"

Tri-Valley Transit

Options

iRIDE Transit

TRI Link

ECO RIDE

Town Bus

Any "TRI-***" not being native make me feel it's an acronym. Applies to

Eco Bus

Tri-Trans: modern, reliable, and affordable Public Valley Transport

TRI-TRANS : Tri-valley Transportation

DPL-TRANSIT

Keep it "Wheels". If it's not broke, don't fix it. The name is fine, it's what everyone is already familiar with.

Wheels always reminds me of "the wheels on the bus" song. But the other names sound contrived and weird.

WAVE - Wine Area Valley Express

Name doesn't matter so much to me. Keep up the good work.

Tri-valley Transit (keep it simple)

TART Tri valley Area Rapid Transit

Tri-Valley Trolley

Why not Tri-Valley Transit in keeping with other places like AC Transit Just use a TLA like VTA in the south bay.

Stick with Wheels, it's already well-established. If you must rebrand, modernize the logo and advertising!

TVT - Tri-Valley Transit

TRANSIT

People Mover, or PEDAL

Trip Valley Transit Authority

Tri-Valley Transit (TVT)

Livermore Municipal Bus ("muni")

Tri Valley Easy Ride

UBERBUS

Keep WHEELS. There is no need for a change, and you all have better uses for your time and energy than messing with the name. Wes Nelson

My vote is to keep WHEELS

Tri-valley transit

The branding of Wheels is not an issue and would be quite expensive to change (a big waste of money in my opinion). I live in an unserved area of Pleasanton so no way to use the service.

Wheels!

Something memorable. I'm terrible with ideas, but - TV2 - Tri-Valley Transportation Vehicles.

Router, pulse, and zag are ok.

TVT - TriValley Transit

Motion

WHEELS - Keep it

TriValley Metro

Tri-Connect or Tri-Shuttle

NIZE -

Rideo

"THE BUS"

Something more along the lines of environmentally friendly- like Green Machine..

MOVE IT!

Ride

TRI-TRANS - Tri-Valley's Transportation Service

Wheels feels like an "old" name to me as it's been called that since I was a child. However pretty much all the names listed here sound horrible. Honestly I thought you guys already changed your name to "rapid" which sounds like a great name to me, it's already written on a lot of your busses, just use that one.

Don't spend money on promoting a new name nor repainting buses. Current name fine. Use the funds to keep 'em clean and rolling.

LAVTA

How much taxpayer money would be spent on this rebranding? Wheels is a perfectly appropriate name.

WHEELS is fine. We need better connection to BART

The Bus or Wheels Transit

Lidp

TVT (Tri-Valley Transit)

LAMB - Livermore Area Motor Buss

EZ Rider

I like Wheels better than any of the others. Why change it?

Tri-Valley Transit (alliterative and simple: where & what)

ADDITIONAL ROUTES

Tri-Valley Rapid

TRI-VTA (tried valley transportation authority)

TCS - Tri-valley Commuter service

Like it the way it is wheels!

TVT - Tri-Valley Transportation

LAVA BUS (Livermore and Amador Valley Access) - Your Hot Ticket to Access in the Valleys!

OR: SEAT (Southeastern Alameda Transit) - Your comfortable way to get around Tri-Valley!

ValGO

Keep it simple and direct - TTS or TVTS - Tri-Valley Transportation Service

Keep Wheels! This is a waste of \$\$.

Merge with AC Transit or rebrand the service as AC Wheels, Livermore Tri Valley Transit, Eastern Alameda County Transit, Tri Valley Transit. Those sounds more like a bus service.

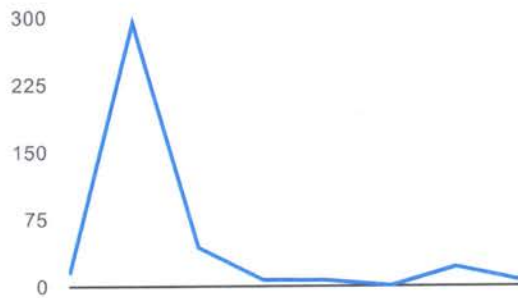
Alameda County Wheels

DePART dublin pleasanton area rapid transit

Local Motion

It's so much better that Rideo!

Number of daily responses



***tri*GE**