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RAPID TRANSIT  
BRAND NAME

# THE PROCESS

- Engaged in mid-October
- Spent October and November learning about Rapid Transit:
  - » internal briefing + workshop
  - » stakeholder interviews + review of input from residents collected through formal engagement processes and informal media/social media channels
  - » research: other transit systems
- Themes emerged: Healthy. Prosperous. Smart.

# Themes: Healthy, Prosperous and Smart.

## ***Healthy:***

- Low emission/shared transportation helps create a compact, walkable, healthy place.
- Efficient, low-stress transit encourages behaviour (and delivers an experience) that contributes to personal health and well-being.

## ***Prosperous:***

- Smart urban design attracts business and talent to enhance community prosperity.
- Low-cost choices/decreased dependence on car enhances personal prosperity.

## ***Smart:***

- Planning process = future-focused, complex, integrated. Smart growth.
- Outcome = livable, walkable community + the ability for individuals to make smart personal choices.

# WHAT ARE WE BRANDING?

When it launches in 2017, Rapid Transit in Waterloo Region will:

- Combine light rail transit and adapted bus rapid transit. (The long-range plan is to convert the aBRT service to LRT.)
- Cover 36 kms, feature 22 station stops and link three urban centres, including residential neighborhoods, employment districts, campuses and commercial/retail centres.
- Form the backbone of a seamless, integrated public transit system that includes Grand River Transit and an expanded iXpress network with links to GO Transit, VIA and all inter-regional transit services.

# WHAT WILL RAPID TRANSIT DO?

The Region of Waterloo Rapid Transit service will:

- ***Move people*** in a way that is efficient, convenient and comfortable.
- ***Shape our community*** by encouraging urban intensification and creating unique development opportunities around each station. It will help us to manage growth, protect our countryside and better the environment.

# WHO IS THE PRIMARY CUSTOMER?

While all residents will enjoy the community-shaping benefits of Rapid Transit and many will ride it occasionally, the primary customer is the person who will use the service regularly.

- Live along the rapid transit corridor.
- Need a mobility solution that makes day-to-day routines easy.
- May own a car (or two), but choose transit for specific trips (e.g. to commute to work or school).
- Take transit to reduce hassle, boost convenience, increase reliability and/or to feel safer.

# WHO IS THE PRIMARY CUSTOMER?

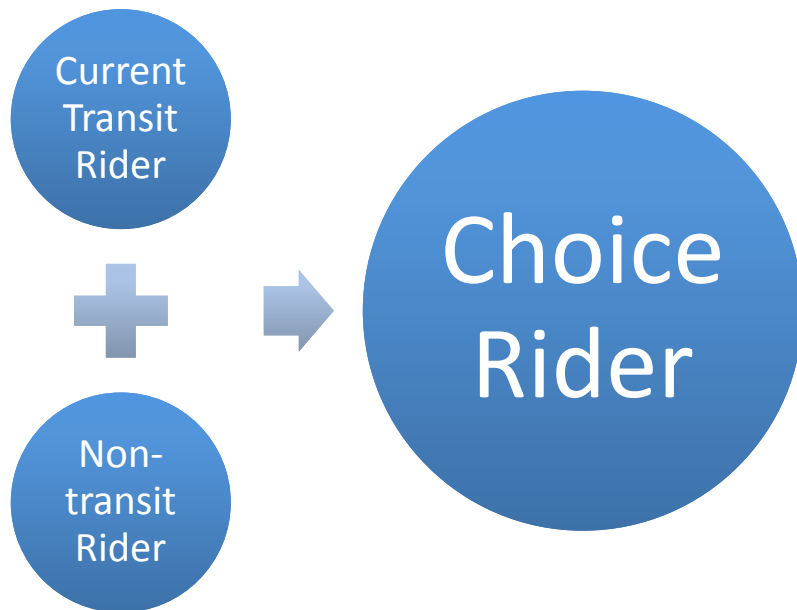
Here's what these people may say about Rapid Transit:

*"It connects me to life in my community.*

*It provides simple, convenient, point-to-point mobility so I can make healthy choices, explore unique destinations and enjoy the journey my way."*



## Experience 2017



*A brand experience that meets the needs of the choice rider.*

*A brand experience that moves non-riders to become choice riders.*

*A brand experience that inspires all transit riders to keep on riding transit.*

# RAPID TRANSIT NAME OPTIONS

# What's in a name?

## *Practical considerations:*

- works with both technologies (aBRT + LRT)
- fits with existing Region and GRT brands
- feels like a “made in Waterloo Region” solution
- short and sweet: can be read easily as train/bus passes by

# Naming Criteria: How Do We Know It's Good?

- Aligned with the brand themes (healthy, prosperous, smart)
- Meaningful (and full of meaning)
- Memorable
- Easy/intuitive to pronounce
- Distinctive/ownable
- Inspirational

## What you are about to see...

- Three names that represent a range of thinking (down from 300+ names generated)
- Represented in the same font/colour/style to allow for apples-to-apples comparison

### Next steps:

- Mid-January: PCCs + online survey for public for feedback (meaningful, memorable and easy to pronounce?)
- February: Choose one name and begin development of a visual identity: colours, font, iconography etc.

*Ready?*

ion

# ion

## Means:

- Ión (Greek), “going”
- An ion is an atom with a net positive or net negative electrical charge
- Go + electricity = rapid transit; always in motion

## Feels:

- Action-oriented, cheerful
- Efficient
- Brief, memorable and easily pronounced
- Pronounced as “I on” – the name itself becomes a declarative endorsement

## Other considerations:

- Salutes ties to academic and scientific communities
- Salutes the heritage of electricity in Kitchener; (first ceremonial "switch-on" of power from Niagara Falls in Berlin)
- Same initial as iXpress: offers a family feel, readily ownable

trio



# trio

## Means:

- Encompasses three modes of transport (local bus service, iXpress and Rapid Transit)
- People working together to create something meaningful, harmonious

## Feels:

- Musical sounding and has musical connotations
- Collaborative and connected
- Memorable and engaging
- Friendly, fun to say
- Aspirational, positive

## Other considerations:

- Rhyming relationship to rio (river) and brio (zest for life, active, spirited, vigorous)

arc

# arc

## Means:

- Continuous curve; part of a circle; stage of a journey
- Has links in meaning to geometry, electricity, physics

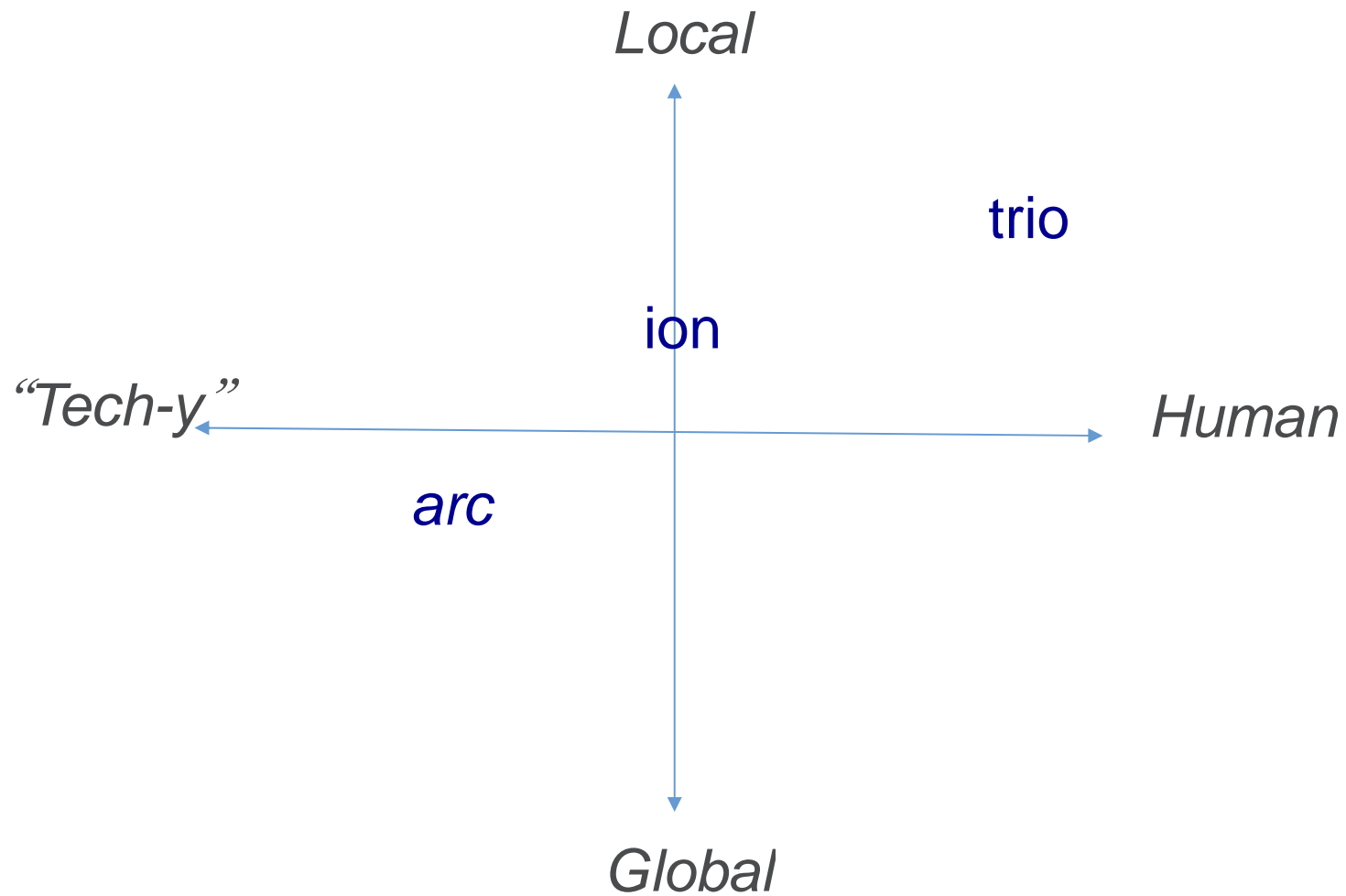
## Feels:

- Linear and connected but not rigid; building (the arc of a story)
- Friendly, smooth, approachable
- Flexible, accommodating
- Somewhat futuristic, forward-leaning
- Creative, artistic

## Other considerations:

- Works with the design/curves of the system
- Suggestive of the story of transit in the Region: past, present, future

## Exploring the RT Name Options



Züm

DART

Metro

The “L”

MAX

trio

MetroRail

LYNX

Hiawatha  
Line

Green Line

SEPTA

C-Train

Link

PATH

Tide

ion

O-Train

Viva

TRAX

arc

BART

MARTA

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THANK YOU!