



REGION OF WATERLOO

**TRANSPORTATION AND ENVIRONMENTAL SERVICES
Rapid Transit**

TO: Chair Jim Wideman and Members of the Planning and Works Committee

DATE: January 8, 2013 **FILE CODE:** A02-30/PW

SUBJECT: PUBLIC ENGAGEMENT PROCESS FOR THE DEVELOPMENT OF THE RAPID TRANSIT BRAND

RECOMMENDATION:

For information

SUMMARY:

Quarry Integrated Communications, a local marketing firm, was retained in October 2012 to create a brand for the Region of Waterloo's Rapid Transit service. Public engagement has been, and will continue to play, a vital role in the brand development process. All feedback, opinions and input received from the community during this process will be used in three ways:

1. For Inspiration: to develop the brand strategy;
2. For Confirmation: in selecting the brand name;
3. For Information: in building brand momentum, including the visual identity and logo.

REPORT:

Background

Branding is critical in establishing any new service. The Region of Waterloo's Rapid Transit brand must build ridership and recognition, be applicable to both technologies (adapted Bus Rapid Transit and Light Rail Transit) as well as complement the entire public transit network serviced by Grand River Transit.

The brand has to be more than just a name or logo; it must be visionary, like the project itself, and serve as an element of inspiration. Aimed at a wide-range of audiences, it needs to be relevant during all phases of the project, including construction and operations, and dovetail with the Region's corporate identity.

Public Engagement: A Phased Approach

The best brands are unique, relevant and memorable. With that in mind, Quarry Integrated Communications and the Rapid Transit Brand Development Working Team identified a phased approach to the public engagement process, with three specific steps, to deliver the best brand for the Region of Waterloo.

During the first phase, public input directed brand relevance and uniqueness. In phase two, which the project is now entering, public consultation will ensure that the selected names represents the brand in a meaningful, memorable and distinct way. During the final phase, the

public will be kept up-to-date on the remaining elements of the brand development process, including visual identity and logo.

Phase 1: Inspiration

Included a review of more than 4,000 comments collected from citizens on the topic of Rapid Transit. These comments were gathered by the Region through numerous community engagement initiatives during the past three years. A scan of citizen comments obtained through traditional and social media channels was also conducted.

Additional public consultation materials used during this phase included: personal interviews with key stakeholders, PMG's annual Omnibus survey, and a brand review of transit systems from across North America.

These insights formed the foundation for the development of a brand strategy and a shortlist of three brand names to represent the new service.

Phase 2: Confirmation

Public engagement will focus on the three (3) shortlisted brand names. Feedback, opinions and input received at the three (3) Public Consultation Centres as well as through the online survey, will be used by the Rapid Transit Brand Development Working Team when they make their final recommendation to Council.

The three Public Consultation Centres will take place:

- Thursday, January 10, 2013 – UK Club, Cambridge, 4-8 p.m.
- Monday, January 14, 2013 – Knox Presbyterian Church, Waterloo, 4-8 p.m.
- Tuesday, January 15, 2013 – School of Pharmacy, Kitchener, 4-8 p.m.

The online survey will be available on the Rapid Transit website from January 8, 2013 to January 18, 2013.

Phase 3: Information

The Rapid Transit Brand Development Working Team will recommend a final brand name to Council on February 26, 2013. Following this decision, the public will be kept up-to-date on the final stages of the brand development process through online and traditional media.

The recommended visual identity and logo for the Rapid Transit brand will be presented to Council on April 9, 2013.

CORPORATE STRATEGIC PLAN:

This report supports Focus Area 3.1 of Council's Strategic Focus: Implement a light rail transit system in the central transit corridor, fully integrated with an expanded conventional transit system.

FINANCIAL IMPLICATIONS:

The capital cost of Stage 1 of the Region's Rapid Transit project is estimated to be \$818 million, in 2014 dollars. The Region's portion of the capital cost is \$253 million. On June 15, 2011, Council approved the funding for the Region's portion of the Stage 1 capital costs, subject to annual budget deliberations.

Total cost of the Rapid Transit Brand Development Process is \$74,951, plus taxes, and is included in the capital costs of the project.

OTHER DEPARTMENT CONSULTATIONS/CONCURRENCE:

This report was prepared with input from Planning, Housing and Community Service, Corporate Communications, Corporate Publishing and Quarry Integrated Communications.

ATTACHEMENTS:

Appendix A – Public Consultation Centre Boards
Appendix B – Public Consultation Centre Survey

PREPARED BY: *Kimberly Moser*, Manager, Rapid Transit Community Relations

APPROVED BY: *Thomas Schmidt*, Commissioner, Transportation and Environmental Services



Public Consultation Centre

Welcome

The Rapid Transit Brand Development Process

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).
- Feature a 36 km system of 22 station stops that link the community's three urban centres, including residential neighborhoods, employment districts, campuses and commercial/retail centres.
- Serve as 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 other inter-city buses.

WHAT WILL IT DO?

The Region of Waterloo's Rapid Transit service will:

1. ***Move people*** in a way that is efficient, convenient and comfortable.
2. ***Shape the community*** by encouraging urban intensification and unique development opportunities around each station stop. It will help manage growth, protect the 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.

These people:

- Live along the Rapid Transit corridor.
- Need a mobility solution that makes their day-to-day activities/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.

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."

ion

Inspiration:

ion = *ión* (Greek) = "going"

Links:

- An atom with a net positive (or negative) electrical charge; connection to the area's academic/scientific community
- A nod to Adam Beck and the history of electricity in the community
- Action-oriented; always in motion

arc

Inspiration:

Arc = part of a curve, a continuing story

Links:

- Flexible, not rigid; curved like the route
- A continuation of the evolution of transit in the Region
- Connections to geometry, electricity and art

trio

Inspiration:

Trio = a group or set of three (3)

Links:

- The three modes of transportation in the system (local bus, iXpress, Rapid Transit)
- It's about people working together: community, cooperation and collaboration
- Artistic, musical connotation

WHAT'S IN A NAME?

Here's a last look at each name, shown in the context of other Rapid Transit brand names from across North America. Please rank the three proposed brand names according to your personal preference:





Thank You

**Your participation is
valued and appreciated.**

For more information:

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Email: rtinfo@regionofwaterloo.ca

Phone: www.regionofwaterloo.ca/rapidtransit



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Public Consultation Centre: Rapid Transit Brand Name

Step 1: Introduction:

Please take some time to consider each of the three final brand names for the Region of Waterloo's Rapid Transit service. As you work your way through the boards, we'll provide some background information on the project and then ask you to consider each brand name and answer the questions on the back of this sheet.

Note: this is not a test. It's your opportunity to provide feedback and help staff make a final recommendation to Regional Council.

Thank you for taking the time to help us with this important initiative.

Step 2: Please tell us a little bit about yourself (Optional)

I am Female Male

I am a current user of Grand River Transit Yes No

I am likely to use the Region of Waterloo's Rapid Transit service: Yes No

Age:

- under 21
- 21–39
- 40–59
- 60+:

I have lived in the Region of Waterloo for:

- less than 5 years
- 5–10 years
- 10–20 years
- 20+ years

Step 3: Review the background information boards

- What are we branding?
- What will it do?
- Who is the primary customer?

Step 4: Brand Names

Once you've completed the above, please proceed to the next set of display boards and review the brand names one at a time, answering the questions on the back of this sheet. When you've completed the information, please hand it into the representative at the exit.

	Write the first name you see and answer the questions below with that name in mind.	Write the second name you see and answer the questions below with that name in mind.	Write the third name you see and answer the questions below before exiting.
Brand Name			
What is your first impression of this name?			
Circle up to five (5) words that you associate with this name	Well-being Fast Bus Prosperity Smart Success Open Easy Reliable Health Science "Waterloo Region" Eco-friendly Knowledge World-class Strength Train Forward-thinking Straight-forward Simple Wealth Growth Optimistic Clean Collaboration Simple Unique Future Comfortable Work Community Is there an additional word that you associate with this name? _____	Well-being Fast Bus Prosperity Smart Success Open Easy Reliable Health Science "Waterloo Region" Eco-friendly Knowledge World-class Strength Train Forward-thinking Straight-forward Simple Wealth Growth Optimistic Clean Collaboration Simple Unique Future Comfortable Work Community Is there an additional word that you associate with this name? _____	Well-being Fast Bus Prosperity Smart Success Open Easy Reliable Health Science "Waterloo Region" Eco-friendly Knowledge World-class Strength Train Forward-thinking Straight-forward Simple Wealth Growth Optimistic Clean Collaboration Simple Unique Future Comfortable Work Community Is there an additional word that you associate with this name? _____
Have you heard or seen this name before?	<input type="checkbox"/> No <input type="checkbox"/> Yes (where?)	<input type="checkbox"/> No <input type="checkbox"/> Yes (where?)	<input type="checkbox"/> No <input type="checkbox"/> Yes (where?)
Ten years from now, how relevant will this name be?	<input type="checkbox"/> More relevant (why?) <input type="checkbox"/> Less relevant (why?)	<input type="checkbox"/> More relevant (why?) <input type="checkbox"/> Less relevant (why?)	<input type="checkbox"/> More relevant (why?) <input type="checkbox"/> Less relevant (why?)
Is there anything controversial about this name?	<input type="checkbox"/> No <input type="checkbox"/> Yes (explain)	<input type="checkbox"/> No <input type="checkbox"/> Yes (explain)	<input type="checkbox"/> No <input type="checkbox"/> Yes (explain)

Step 5: Final Thoughts

After reviewing the final three brand names in the context of other rapid transit services in North America, please rank the three names according to your personal preference (1 = favourite; 3= least preferred).

1. _____ 2. _____ 3. _____