

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Agenda Item Number: REP 55-14

Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: June 2, 2014

Re: Columbia Transit Rebranding as COMO Connect

Documents Included With This Agenda Item

Council memo

Supporting documentation includes: Presentation, Images

Executive Summary

As part of the overhaul of the Fixed Route Bus System, the Transit Division will rebrand the system as COMO Connect. This rebranding will include a new name, logo, tagline and all marketing materials.

Discussion

Transit staff approached Stephen's College Creative Ink marketing group for assistance in rebranding the bus system as part of the COMO Connect Project. The project was undertaken by a group of students over the Spring semester.

Initially, Public Works staff developed brand goals for Creative Ink, who then developed designs that supported those goals. Preliminary drafts were presented to the Public Transit Advisory Commission (PTAC) who provided feedback. Creative Ink revised the designs based on this feedback, and the designs were then presented to a focus group of drivers and staff, and then again presented to PTAC. Support was strong for the new designs. The attached presentation and supporting documents provides various uses of this design, including map and schedule elements, buses, uniforms and bus stop signs.

A ribbon cutting event for the new branding, with the Chamber of Commerce, is scheduled for 1 PM on Tuesday June 3rd, on the University of Missouri campus.

Fiscal Impact

Short-Term Impact: New bus stop signs have been ordered at a cost of \$5,125, with 80% of the cost grant eligible. Cost for schedule booklets, uniforms and bus vinyl replacement will be incurred as part of annual purchases within the Transit operating budget.

Long-Term Impact: None.

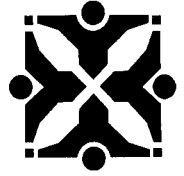
Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Community Character, Transportation

Strategic Plan Impact: Customer Focused Government, Growth Management

City of Columbia

701 East Broadway, Columbia, Missouri 65201



Comprehensive Plan Impact: Infrastructure, Mobility, Connectivity, and Accessibility

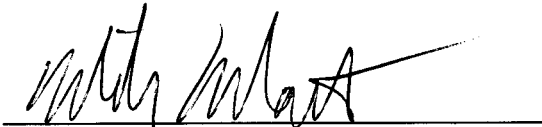
Suggested Council Action

For information only.

Legislative History

Designs were presented to PTAC at their regularly scheduled monthly meetings held on March 20th and April 17th, 2014.


Department Approved


City Manager Approved



SUPPORTING DOCUMENTS INCLUDED WITH THIS AGENDA ITEM ARE AS FOLLOWS:

Presentation, Images

COMO Connect Brand

Branding Goals

- ▶ **Customer Focused**
- ▶ **Energetic/Exciting**
- ▶ **Bold/Bright**
- ▶ **Movement**
- ▶ **Reliable**
- ▶ **Practical**
- ▶ **Friendly/Welcoming**
- ▶ **Connection between
all aspects of brand**

Branding Goals

- Long Term Strategy
 - Not limited to a specific type of Transit
 - Longevity
 - Diverse brand applications

Focus Group Support

- Two Focus Groups
 - Drivers & Transit Staff
 - Public Transit Advisory Commission
- Overwhelming support for this design
 - Met all goals
 - Easily recognizable
 - Versatile across modes
 - Attractive to new Customers

Bus Stop Sign

Bus Stop Number → **STOP: 2103**

Buses that serve this stop → *Routes Serving This Stop:*

| Route Color | Route Number | Route Description |
|-------------|--------------|---------------------------------|
| Yellow | 2A | Conley Dr. / Park De Ville |
| Blue | 5 | Conley Dr. / Battle High School |
| Pink | 6 | Conley Dr. / Lemone Industrial |

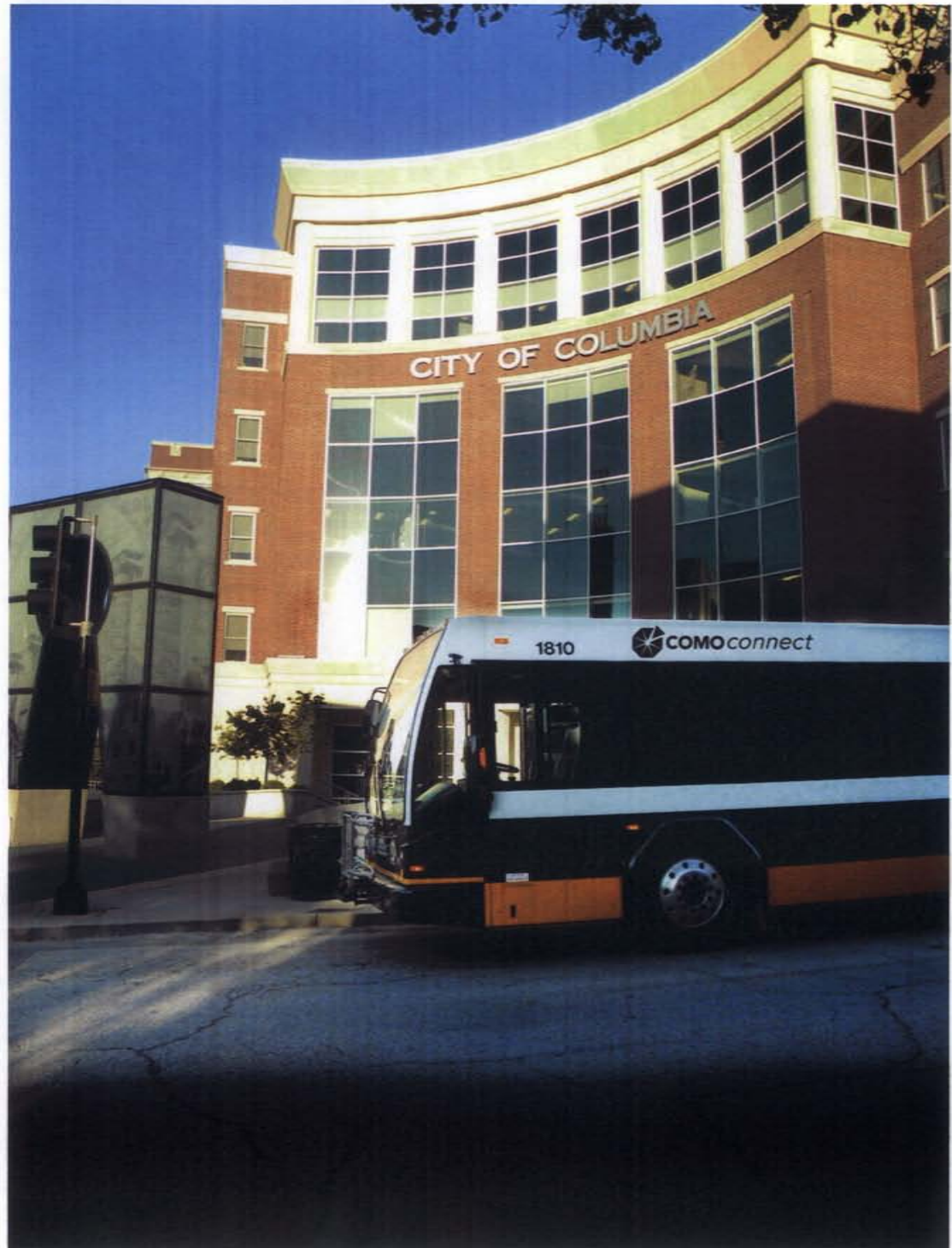
Track The Bus!
COMOconnect.Doublemap.com
Get estimated time of arrival for this stop!

Contact information → **573-874-7281**
www.COMOconnect.org Twitter: @COMOconnect

QR Code to download free bus tracking application →

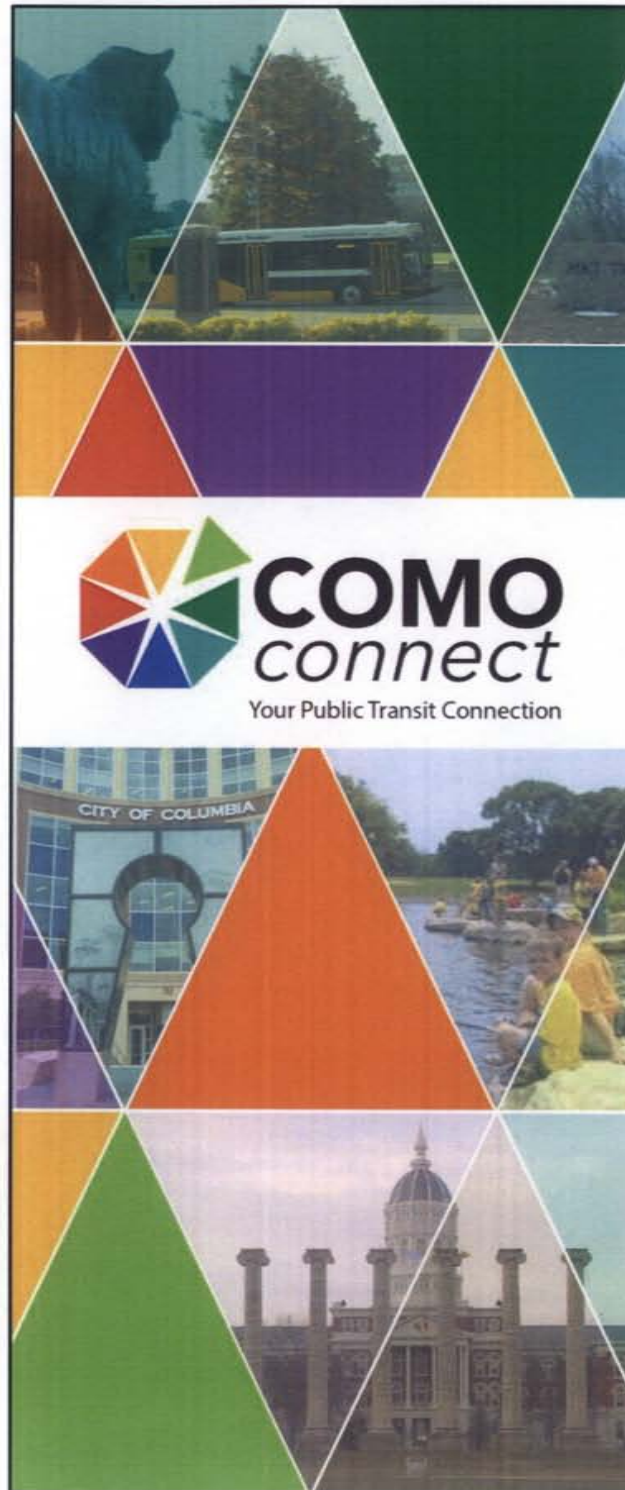
On The Bus

Single Line Version



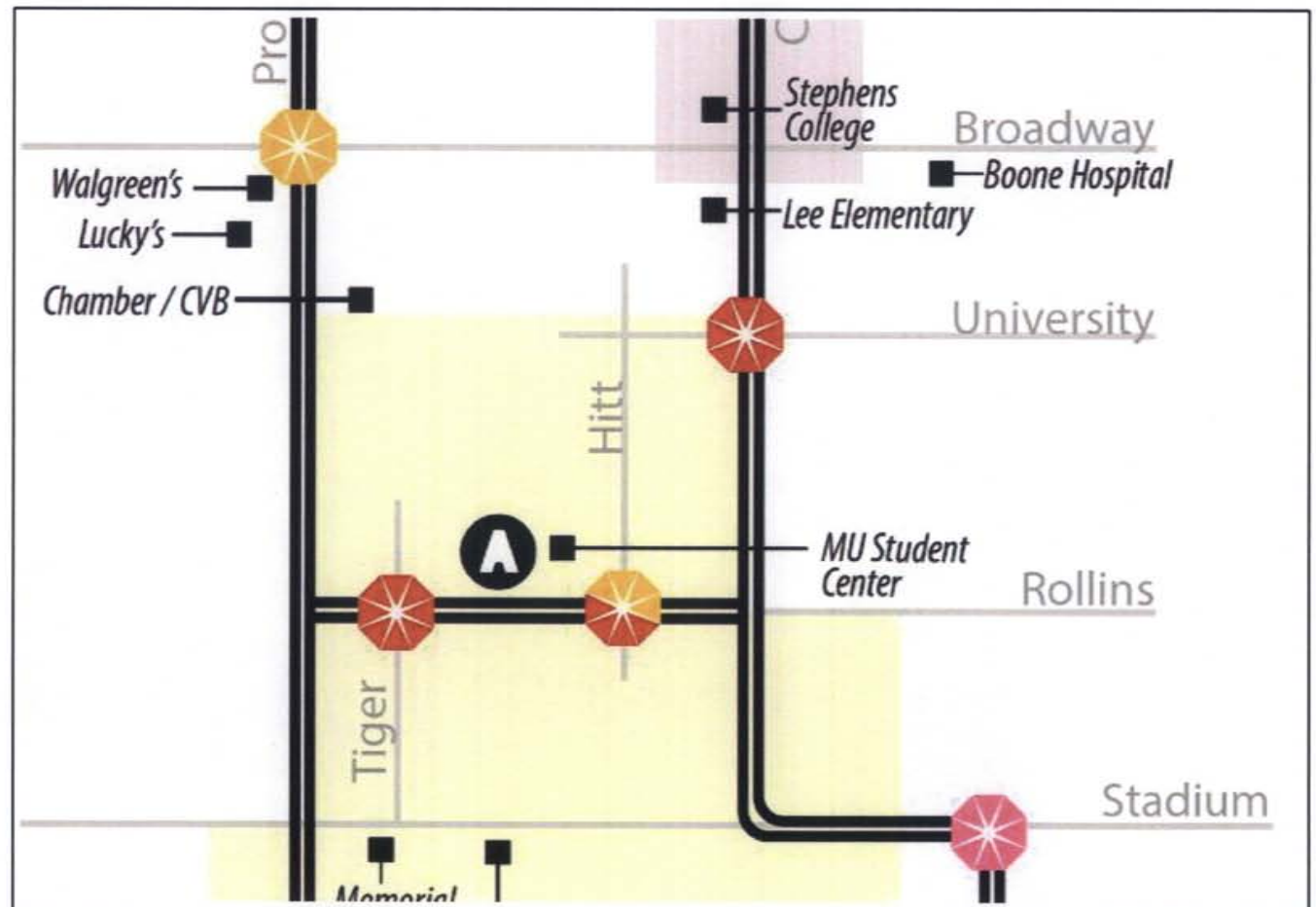
Map Booklet

Outside Cover



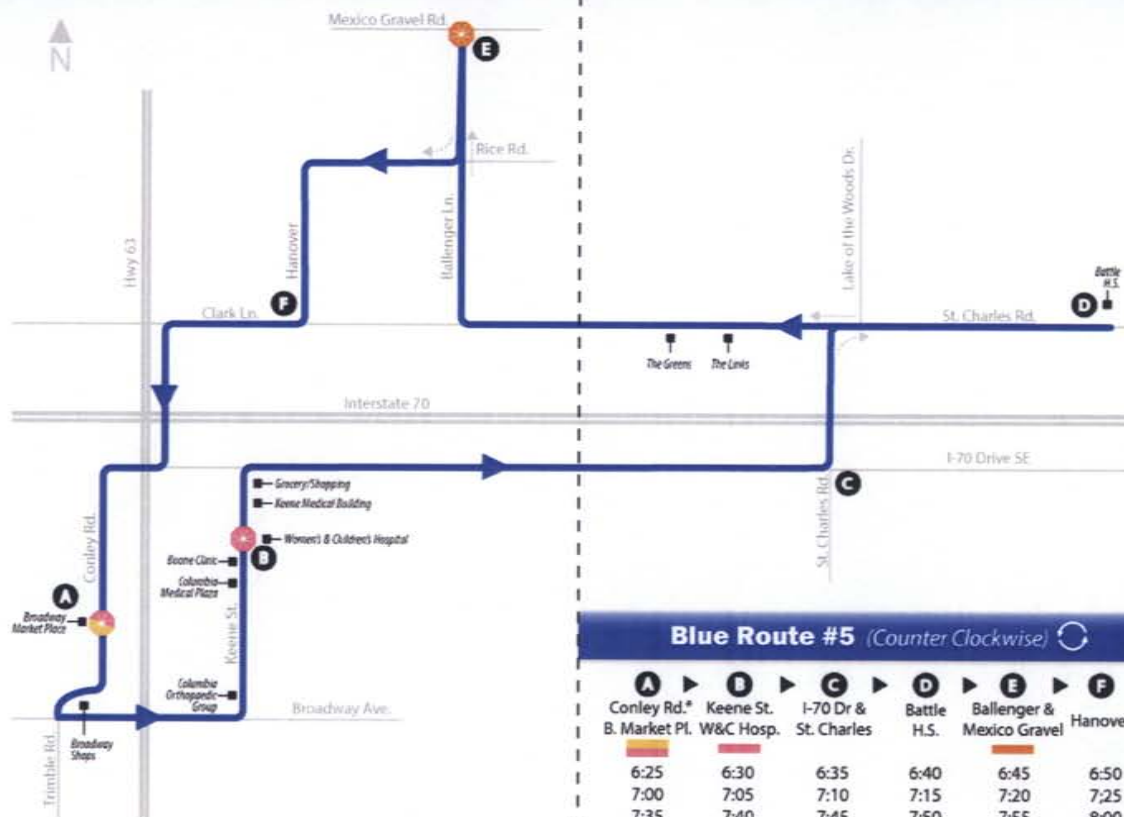
Map Booklet (inset)

Wheel Logo used to denote the color of routes that connect with a specific route.



Map Booklet Pages

Blue Route #5 Battle High School to Conley Rd.



Blue Route #5 (Counter Clockwise)

| A | B | C | D | E | F |
|------------------------------|------------------------|--------------------------|----------------|------------------------------|----------|
| Conley Rd.* B. Market Pl. | Keene St. W&C Hosp. | I-70 Dr & St. Charles | Battle H.S. | Ballenger & Mexico Gravel | Hanover |
| 6:25 | 6:30 | 6:35 | 6:40 | 6:45 | 6:50 AM |
| 7:00 | 7:05 | 7:10 | 7:15 | 7:20 | 7:25 |
| 7:35 | 7:40 | 7:45 | 7:50 | 7:55 | 8:00 |
| 8:10 | 8:15 | 8:20 | 8:25 | 8:30 | 8:35 |
| 8:45 | 8:50 | 8:55 | 9:00 | 9:05 | 9:10 |
| 9:20 | 9:25 | 9:30 | 9:35 | 9:40 | 9:45 |
| 9:55* | | | | | |
| 10:30 | 10:35 | 10:40 | 10:45 | 10:50 | 10:55 |
| 11:40 | 11:45 | 11:50 | 11:55 | 12:00 | 12:05 PM |
| 12:50 | 12:55 | 1:00 | 1:05 | 1:10 | 1:15 |
| 2:00 | 2:05 | 2:10 | 2:15 | 2:20 | 2:25 |
| 2:35 | 2:40 | 2:45 | 2:50 | 2:55 | 3:00 |
| 3:10 | 3:15 | 3:20 | 3:25 | 3:30 | 3:35 |
| 3:45 | 3:50 | 3:55 | 4:00 | 4:05 | 4:10 |
| 4:20 | 4:25 | 4:30 | 4:35 | 4:40 | 4:45 |
| 4:55 | 5:00 | 5:05 | 5:10 | 5:15 | 5:20 |
| 5:30 | 5:35 | 5:40 | 5:45 | 5:50 | 5:55 |
| 6:05 | 6:10 | 6:15 | 6:20 | 6:25 | 6:30 |
| 6:40 | 6:45 | 6:50 | 6:55 | 7:00 | 7:05 |
| 7:15 | 7:20 | 7:25 | 7:30 | 7:35 | 7:40 |
| 7:50 | | | | | |

*In off-peak service times, Route #5 and #6 will combine after the Conley Rd. time point.

Tag Line

★ Your Public Transit Connection

Logo Embroidered for Uniforms





COMO
connect
Your Public Transit Connection

Logo Color Palette



Red

C=17, M=97, Y=93, K=7
R=193, G=42, B=45



Light Green

C=50, M=0, Y=100, K=0
R=141, G=198, B=63



Blue

C=100, M=88, Y=0, K=5
R=28, G=63, B=148



Orange

C=0, M=75, Y=100, K=0
R=242, G=101, B=37



Dark Green

C=95, M=0, Y=100, K=27
R=0, G=133, B=63



Purple

C=81, M=100, Y=0, K=7
R=85, G=41, B=136



MU Gold

C=0, M=25, Y=90, K=5
R=241, G=184, B=48



Aqua

C=78, M=10, Y=45, K=0
R=9, G=168, B=158



Black

C=0, M=0, Y=0, K=100
R=35, G=31, B=32