



REGULAR MEETING OF THE
MUNICIPAL SERVICES COMMITTEE
Tuesday, July 10, 2012, 4:00 P.M.
100 North Garfield Avenue, Pasadena, Council Chambers

AGENDA

1. **CALL TO ORDER/ROLL CALL**
2. **PUBLIC COMMENTS ON MATTERS NOT ON THE AGENDA**
3. **APPROVAL OF MINUTES** – May 8, 2012 – Cancelled Meeting*
June 4, 2012 – Special Meeting*
4. **NEW BUSINESS**
 - A. ARTS Brand Management*
5. **ADJOURNMENT**

Margaret McAustin, Chair
Municipal Service Committee

*Attachment

POSTING STATEMENT:

I HEREBY CERTIFY that this Agenda, in its entirety, was posted on the Council Chamber Bulletin Board S249, the bulletin board in the rotunda area at City Hall, 100 North Garfield Avenue, the City Clerk's Office, and a copy was distributed to the Central Library for posting on the 5th day of July, 2012 by 4:00 p.m.

Sharon Stovall

DISTRIBUTION:

MSC Committee Members	Central Library	General Manager	Pasadena Weekly
City Council	City Clerk	Director of Planning and Permitting	Pasadena Star-News
City Manager	Director of Public Works	Los Angeles Times	Neighborhood Connections
City Attorney	Public Information Officer	La Opinion	Pasadena Journal

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**CITY OF PASADENA
REGULAR MEETING OF THE CITY COUNCIL
MUNICIPAL SERVICES COMMITTEE
MAY 8, 2012
COUNCIL CHAMBERS – ROOM S-249
100 N. GARFIELD AVENUE (2ND FLOOR)**

The regular meeting of the Municipal Services Committee, scheduled for Tuesday, May 8, 2012 at 4:00 p.m., was cancelled as ordered on May 3, 2012, and posted as required by law.

Margaret McAustin, Chair
Municipal Services Committee

ATTEST:

Sandra S. Robles
Recording Secretary

**CITY OF PASADENA
SPECIAL MEETING OF THE CITY COUNCIL
MUNICIPAL SERVICES COMMITTEE
JUNE 4, 2012
COUNCIL CHAMBERS
100 N. GARFIELD AVENUE (2ND FLOOR)**

OPENING

The Chair, called the special meeting of the Municipal Services Committee to order at 4:07 p.m.

ROLL CALL:

Vice Mayor Margaret McAustin, Chair
Mayor Bill Bogaard
Councilmember Terry Tornek

Staff:

Michael Beck, City Manager
Julie Gutierrez, Assistant City Manager
Phyllis Currie, General Manager of Water and Power
Shari Thomas, Assistant General Manager of Water and Power
Lisa Hosey, Deputy City Attorney
Sandra Robles, Recording Secretary

PUBLIC COMMENT

No one appeared for public comment.

NEW BUSINESS

**AMENDMENT TO THE LIGHT AND POWER RATE ORDINANCE,
CHAPTER 13.04 OF THE PASADENA MUNICIPAL CODE TO
INCREASE POWER DISTRIBUTION RATES FOR ALL CUSTOMER
GROUPS**

Shari Thomas, Assistant General Manager of the Water and Power Department, summarized the agenda report, including the recommended actions as part of a PowerPoint presentation, and responded to questions.

Paul Little, Pasadena Chamber of Commerce, expressed his concerns regarding staff's expediting of this item without public input.

Hall Daily, California Institute of Technology, requested information on the City's plan to proceed with the cost of service study.

In response to Mr. Daily's inquiry, Phyllis Currie, General Manager of Water and Power Department, responded that the study process strategy is currently being formulated in order to engage customers.

Following discussion, the Committee, by consensus, directed staff to further outreach to Water and Power customers, including members of the business community, in order receive public input on the proposed rate changes and forward the item to the City Council meeting of June 11, 2012.

ADJOURNMENT

On the order of the Chair, the special meeting of the Municipal Services Committee was adjourned at 4:30 p.m.

MARGARET McAUSTIN, Chair
Municipal Services Committee

ATTEST:

Sandra S. Robles
Recording Secretary

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT of TRANSPORTATION**

Date: July 10, 2012
To: Municipal Services Committee
From: Frederick C. Dock, Director
Subject: **ARTS Brand Management**

Recommendation:

Establish a blue ribbon panel to revisit the brand identity for the ARTS.

Background:

The Pasadena Area Rapid Transit System (ARTS) is a community circulator serving the City of Pasadena since June 1994. As noted in the attachment, the brand identity for the service took advantage of the acronym and featured an arts theme on a white background. The ARTS logo, shown to the right, is a circle on a triangle, which evokes the general look of the crown and key circular seal/logo of the City.



The ARTS service has undergone significant development since 1994 and the brand for the service has retained the arts theme. The last formal direction on the brand appears to have been on June 3, 2004 when the Transportation Advisory Committee (TAC) supported the following recommendation:

- a. The vehicles will have a white base or background.
- b. Artwork with a Pasadena theme will be used but will be limited to the body of the vehicle with only minor intrusion onto the windows.

As noted in the attachment, in 2005 the ARTS brand was modified to its current status of six rectangular panels, each of which contains a remnant of the original full-bus artwork.

Recent activities both in transit and otherwise are raising the issue of whether the ARTS brand should be updated/modified. These circumstances include:

- The outreach for the General Plan Mobility Element update and for the ARTS Short Range Transit Plan has highlighted the confusion that some users encounter with the ARTS name. At the simplest level this confusion is characterized as people associating the ARTS vehicles with museum shuttles. At the more nuanced level, the ARTS name, even when spelled out, is not associated by the casual user with the local circulator transit system that it is. In many instances by non-users, ARTS routes are not recognized as public transit, but are viewed as private shuttles.
- In line with a national trend, a different demographic is becoming prevalent in the residents of the Central District that places a premium on the utility of transit.
- The recent approval by the City Council to replace the aging ARTS bus fleet is presenting an opportunity to address the system image since the new vehicles in the large bus fleet will look substantially different than the ones that have been in use.
- Over the last year, the City has developed a new branding concept for the City logo that employs a stylized rose with Pasadena in a distinctive font that differs substantially from previous logos/images.

Brand Management:

The issue of brand identity in transit has been recognized as a major factor in how transit gains acceptance by users who have a choice of travel modes available. The “choice rider” is an important component not only in growing transit ridership, but also in magnifying transit’s effect on overall travel since choice riders in most cases are auto drivers first. Marketing transit to appeal to the choice rider has evolved over the years to focus on a strategy of brand identity for transit that links the image of the vehicles with the type of service (Metro’s use of red for rapid, orange for local is one example of this; the increasing prevalence of streamlined buses on rapid routes is another version of this concept).

The emergence of the Millennial Generation into the workforce and their propensity to favor well-connected walkable locations is placing renewed emphasis of transit systems both at the regional and at the local level. Many of these individuals are transit-dependent by choice, not by economic circumstances. Similarly the propensity of a portion of older individuals and couples (empty nesters) to favor these same well-connected walkable locations brings an additional demographic into the transit market. While this latter group is not as inclined as the Millennials to be carless, they do represent a new type of choice rider.

Marketing transit to appeal to these groups is placing emphasis on more than just route brand identity. These individuals are interested in system identity and clarity of message. Transit branding in these areas focuses on recognizable images such that the system brand is the bus brand is the route brand and is unique. Conceptually, the system brand is either sufficiently unique so as to be unmistakable and/or the system brand unequivocally conveys the purpose/function.

At the local level that ARTS operates at, the City of Boulder, Colorado pioneered a brand identity of the Hop, Skip and Jump for that city's transit system – the route names (hop, skip, jump) and logos/artwork were aligned to identify what users could expect – the hop is circulator that covers a small area while the skip is route that connects neighborhoods with the activity centers. While not every city can be Boulder, the approach that Boulder uses has strongly influenced the strategy of local transit system branding to focus on clarity of identity, uniqueness of brand and the integration of brand and function.

Art Center College of Design Participation:

Recognizing that the impending replacement of the ARTS fleet would provide a singular opportunity to revisit the brand identity for the transit system, the Department of Transportation collaborated with the Economic Development Division to sponsor the Art Center's 2011/2012 Spring term Identity Systems class. Working with the instructor, Gloria Kondrup, and the Art Center administration, Transit Division and Economic Development Division staff defined a course content that focused on developing new brand identity for transit in Pasadena.

Over the last several months, 13 students prepared course projects and presented the concepts to panels that included instructors, TAC members, city staff and Metro staff. The final materials from the course have been provided to the City and are now available to be useful in a review of the ARTS brand.

Next Steps:

Now that the material from the course is available and the course instructor has graciously offered to assist the Department in charting next steps, the Department of Transportation recommends convening a working group or blue ribbon panel to evaluate the concepts and provide guidance on whether undertaking a rebranding of ARTS is something that should be pursued at this time.

While most Transportation issues, including TAC, are brought before the Public Safety Committee, this item is before the Municipal Services Committee because it involves the City's transit system, which as a public utility in Pasadena is more aligned with the mission of MSC than with PSC.

Staff recommends establishing a panel that would be comprised of one or more members of the MSC, the chair of TAC (or that person's designee), Julie Gutierrez (who was part of the original ARTS brand), Eric Duyshart (current City branding), William Boyer (City Public Information Officer) and Susan Soto (graphics and familiarity with range of materials currently used for ARTS). Transit Division would staff the panel and work with Gloria Kondrup to outline a work program. It may also be possible for Metro's Creative Director, Michael Lejeune, to lend his expertise periodically.