

Transit Rebranding

New Brand Identity

Transportation Advisory Commission

July 24, 2014





Background

Department of Transportation

Transit Rebranding

- 1** Problem Statement
- 2** Branding Solution
- 3** Branding Refinement



Problem Statement

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Problem
Statement

ARTS Bus Perception and Clarity Issue:
ARTS bus is not recognized as public transit,
instead viewed as private shuttles.

- *“When I see the ARTS bus, I think it only goes to museums, ballet.”*
- Lizzie Wilkins (2012 Focus Group Participant)
- *“I thought it was the tour bus for the Huntington Library.”*
- Gina Harris (2012 Focus Group Participant)





Problem Statement

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Problem
Statement

ARTS Bus Perception and Clarity Issue:

- Name is indirect
- Purpose is unclear
- Function is obscured





Background

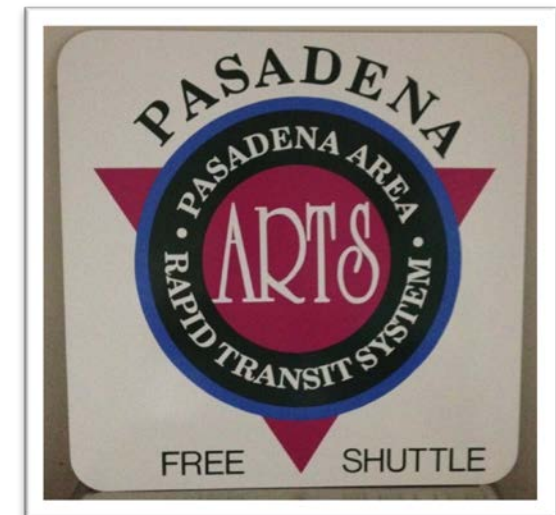
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Problem
Statement

ARTS Bus started in 1994 initially:

- Free service
- Downtown Shopper Shuttle
 - Old Pasadena to South Lake Avenue
- People understood simplicity of the route





Background

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Problem Statement

Reality:

- One of largest local operators in the region
- Serves 1.5 million passengers annually
- 17 buses operating during the peak periods
- Six ARTS routes throughout Pasadena
- 400 bus stops





Problem Statement

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Problem
Statement

Objective: System identity and ridership growth

What is Needed to Attract Non-Users and Address Confusion About Purpose:

- Identity commensurate with its role as a major transit player in the region
- Legibility as a transit system
- Label as a connector with regional transit

How to Accomplish: Better branding and enhanced service.



Branding Solution

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Branding
Development

Transit Branding – Key Considerations

- Legible, iconic and simple
- Easily identified
- Palatable to the public at large
- Relevant over a very long period of time
- Communicates directly to the public and decision makers who the agency is and what the agency does



Branding Solution

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Branding
Development

Branding through Art Center partnership

- Partnership between City and Art Center provided access to highest level resources
- 12 campaigns developed
- Industry professionals selected 3 finalists





Branding Solution

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Branding
Development

Convened panel of experts and stakeholders

- ARTS bus users
- Brand professional
- City Council Member
- Transportation Advisory Commission Chair
- Pasadena Center staff
- Assistant City Manager
- City Economic Development Staff
- City Graphic Artist
- City Public Information Officer
- City Transit Staff



Branding Solution

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Branding
Refinement

Panel selected 3 Campaigns to compare to ARTS

- Measured solutions against objective of meeting city transportation goals
 - > Longevity and relevance
 - > Simplicity in brand and message
 - > Universally understood
 - > Communicate where the system travels
 - e.g., Pasadena, connections to points of interests and areas people want to go, connections to the Gold Line
 - > Communicate that the buses will take them where they want to go
 - > The system/buses can be distinguished from other systems/buses



Branding Solution

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Branding
Refinement

Testing the Brand and Messages

- Focus group workshops held
 - > Focus group workshop participants were selected through person-to-person street interviews.
- On-line Survey conducted





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Branding
Refinement

Transit Branding – Focus Groups

- 21 focus group workshop participants
- The workshop participants included:
 - > The Millennial generation
 - > The Choice rider who has a choice of travel
 - > Empty nesters
 - > Elderly
 - > Hispanic
 - > Low income





Branding Solution

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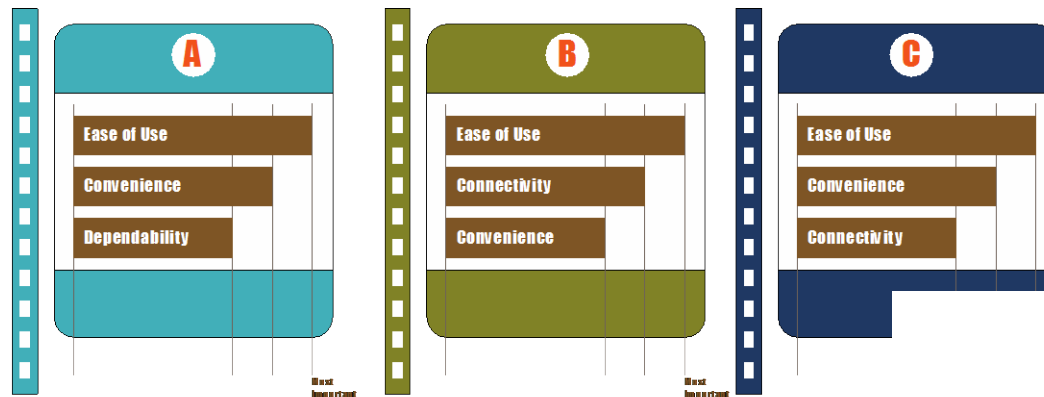


Branding
Refinement

Transit Branding – Survey Findings

- Online survey conducted
 - > The online survey was used as a way to connect with the “Millennial Generation” (born after 1981)
 - > A total of 277 online surveys were taken.
 - > Campaign B is Pasadena Transit

In relation to graphics, rate attributes in order of importance to you.





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Branding
Refinement

Focus Group/Online Survey Findings

- Naming choices surveyed
- Brand identity surveyed
- Campaign B is Pasadena Transit

Write down one word or phrase that sums up how you feel.



A
Positive
55%
Negative
45%



B
Positive
91%
Negative
9%



C
Positive
18%
Negative
82%



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Branding
Refinement

Transit Branding – Survey Findings

- Highlighted issues with the ARTS acronym-based brand for transit
- Campaign B is Pasadena Transit

Campaign	Clarity of Message	Connectivity	Uniqueness
A	Vague	Limited	Distinct
B	Most explicit/ Scored Highest at System Level	Most Universal/ Scored Highest at System Level	Most Distinct/ Scored Highest at System Level
C	Explicit	Universal	Generic
ARTS	Most Vague/ Scored Lowest at System Level	Most Limited/ Scored Lowest at System Level	Distinct/ Scored Lowest at System Level



Branding Results

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Branding
Refinement

Meets objectives of branding study by
scoring highest overall



*PASADENA
TRANSIT*



Branding Results

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Branding
Refinement

Goals and objectives met including:

- Consumers feeling 91% Positive vs 9% Negative about this transportation system identity
- This name and graphic successfully describe Pasadena's local public transportation system
- This campaign aptly differentiates itself from other transportation options in the region
- Suggested Ease of Use, Connectivity, Convenience





Branding results

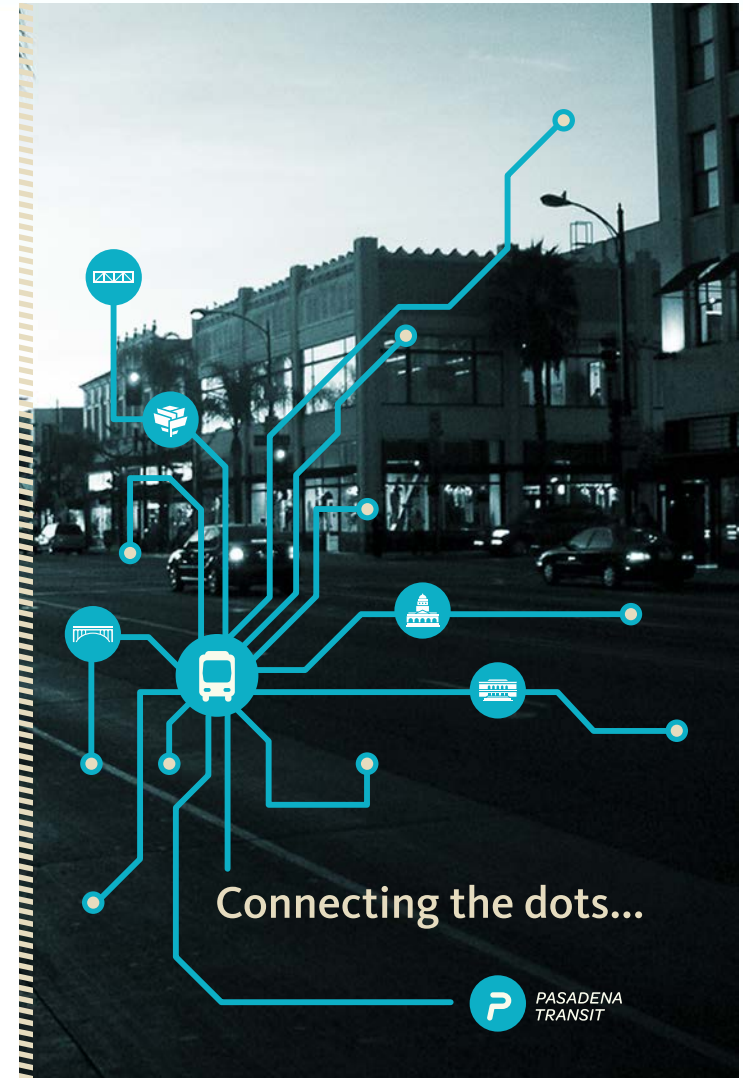
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Branding
Refinement

Components

- Name and Logo
- Bus wraps
- Shelter graphics
- Stop graphics
- Schedules
- Maps
- Marketing materials
- Digital applications



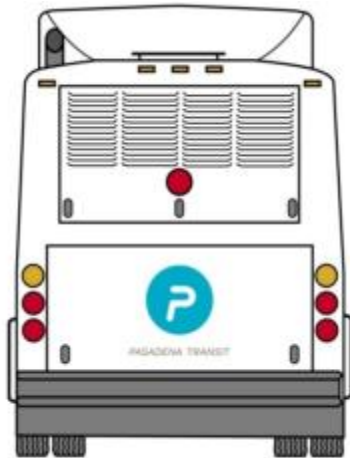
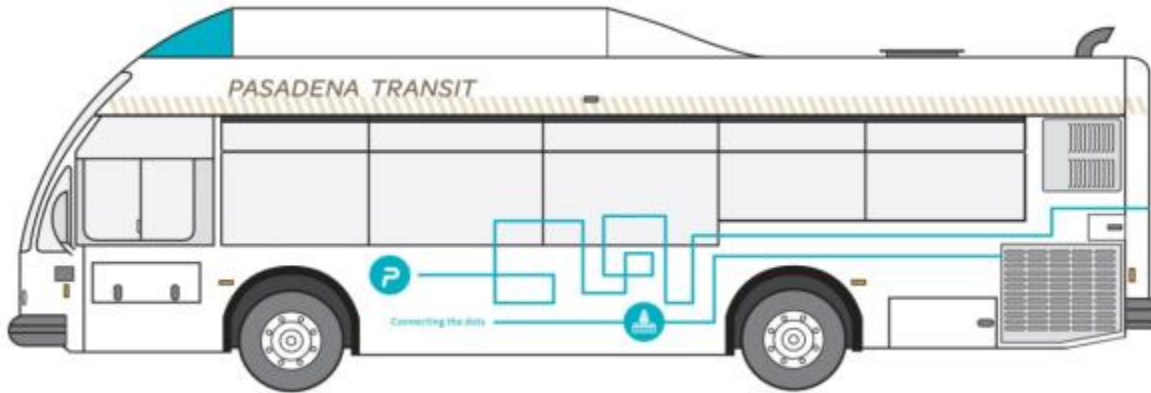


Branding Results

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3

Branding Refinement





Branding Results

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Pasadena Transit Iconography

Branding
Refinement

