



## REPORT TO CITY COUNCIL

**Approved by:**

*Suzette Sordet*

Department Director

*Aruldo Rodriguez*

City Manager

**Council Meeting of:** November 20, 2019

**Agenda Number:** D-1

### **SUBJECT:**

Consideration of a Resolution to Approve a New Logo for Madera Metro

### **RECOMMENDATION:**

Staff recommends the City Council (Council) review the status of branding and outreach efforts for the City of Madera's (City) transit system and adopt a new logo for Madera Metro.

### **SUMMARY:**

Since June 2017, a strategic objective for City's transit system has been to have a more critical eye and consideration of the service image of Madera's transit services. In 2018, the City was awarded \$60,000 in grant funds to develop and address goals for improving the service brand as just one mechanism for increasing ridership. A new name and logo were developed by a professional design firm with significant input from the community, including the Transit Advisory Board and ongoing input from City's transit staff. Now, being presented for Council's consideration is a recommendation for a new logo for Madera Metro.

### **DISCUSSION:**

#### *Background*

The City began public transportation services in the 1970s as Dial-A-Ride (DAR) service and later took on the name, Madera Area Express (MAX), as a broad term for the entire system after instituting fixed-route service in the late 1990s. It then adopted the logo found on Attachment 1. More recently, at the December 19, 2018 Council meeting, staff presented recommendations for a new name and logo. Council expressed receptivity towards the proposed name and made several suggestions to staff for further development of the logo. On June 2019 staff returned to Council to request adoption of Madera Metro as the new name for the system and it was adopted. City staff immediately began to use the new name for marketing and outreach activities.

Staff brings before Council, the recommendation for a new logo which is identified below. The proposed logo includes City's Beautification Committee members' feedback. There is concurrence amongst members of the Transit Advisory Board, the Beautification Committee, and transit staff on the logo that is best suited to represent the City. In addition, other logos designed by JSA are included on Attachment 2, so that Council may consider alternate design elements, i.e., colors and graphics.

*Proposed logo:*



Should Council not find that the recommended logo is the best fitting for Madera Metro, JSA will be available to receive more specific input from Council and/or members of the public on desired logo design features, in order for JSA to continue to redesign the logo for Madera Metro, until a logo that is well-liked by all parties is achieved. Attachment 3 provides a summary of the recent efforts that have been taken to develop the recommended logo.

**FINANCIAL IMPACT:**

There is no impact to the General Fund. All activities are funded within the transportation budgets. The new name and logo are being developed within the awarded \$60,000. With \$21,330 for design and consulting services augmented by City staff time and the remaining \$38,670 for producing materials such as brochures, bus wraps, signage, maps, etc.

**CONSISTENCY WITH THE VISION MADERA 2025 PLAN:**

Adoption of the attached resolution is consistent with Strategy 121 of the City of Madera Vision 2025 Plan.

*Strategy 121:* Multi-modal transportation: Develop a city-wide multi-modal transportation plan to ensure safe, affordable and convenient transportation modes for residents and businesses within Madera.

**ATTACHMENTS:**

1. Current brand/logo
2. Optional logo design elements
3. Logo development process timeline
4. Resolution

## Current Brand/Logo



## Optional Logo Design Options



## Attachment 3

# Logo Development Process & Timeline

**June 21, 2017:** Staff provided a transit workshop to Council. Council requested that staff work on developing bus stop signage/maps that would improve the ability to locate stops and to utilize the fixed route. Additionally, Council directed staff to work on incorporating technology into transit services.

**July 19, 2017:** TAB meeting with information and discussion on examples of mascots and logos; reaching out to high schools or Madera Community College Center for design development.

**October 18, 2017:** Staff provided progress updates following the June Workshop to Council. Council provided suggestions to staff and supported the re-designing of transit's image, with community input, by developing a more professional and modern style, including the development of a new logo, new messaging and/or new marketing materials.

**June 5, 2018:** City secured \$60,000 funding award to develop logo and outreach campaign.

**August 25, 2018:** Jeffrey Scott Agency was selected as the City's transit marketing plan consultant. The contract, with a not-to-exceed amount of \$21,330, provides for digital marketing advisory services; graphic design, branding, and development of external collateral such as Rider Guides and brochures; content development; public relations; and paid media.

**Sept. 11, 2018:** During a kickoff meeting, JSA recommended that the first strategy be to review the current brand and ensure the City was clearly identifying Madera transit services and had an effective brand that could serve as the foundation for all future public outreach. From this point forward, the focus has been on establishing a clear, effective, and attractive brand to grow ridership.

**Sept. 21, 2018:** JSA presented three potential naming configurations for transit: Madera Express, Madera Connect, and Madera Metro.

**Oct 17, 2018:** Madera Metro was selected and confirmed by the Transit Advisory Board as the most fitting as 'metro' translated well in other languages and had a 'coolness' factor to attract the next generation of transit riders. In addition, the TAB reviewed various logo color schemes, design elements and provided feedback via an interactive voting process to help the designer adjust the logo design to meet the Plan objectives.

**Nov. 7, 2018:** Staff met again to review changes to the design elements of the logo, weigh feedback and provide input to JSA. It was decided to wait and share information with the new City Manager prior to finalizing a proposed logo.

**Dec. 7, 2018:** Staff held a final meeting facilitated by JSA to develop a consensus for the transit logo to be recommended to City Council for approval. The new logo is meant to include suggestions of movement, i.e., transit as well as classic lines and fonts that are not too trendy.

**Dec. 19, 2018:** A Public Hearing was held before City Council meeting to make a recommendation for adoption of a new name and new logo. Council did not adopt any recommendation, but instead provided feedback to staff on how to move forward with the logo design.

**June 5, 2019:** Council approved the new name for the transit system, Madera Metro.

**Sept. 18 & 19, 2019:** As directed by Council, staff consulted with City's Beautification Committee members on their preferences for transit's logo.

**RESOLUTION NO. 19 - \_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MADERA, CALIFORNIA, ADOPTING A NEW LOGO FOR MADERA METRO**

**WHEREAS**, the City of Madera ("City") provides the City's transit services for fixed-route and demand-response services to City and County residents; and

**WHEREAS**, the City wishes to rebrand its transit services to modernize and improve its image; and

**WHEREAS**, members of the Transit Advisory Board, the Beautification Committee and transit staff all agree that the proposed logo designed by Jeffrey Scott Agency best suits the Madera Metro's rebranding strategies.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MADERA HEREBY** finds, orders and resolves as follows:

1. The above recitals are true and correct.
2. The City Council of the City of Madera does hereby adopt a new logo for Madera Metro.
3. This resolution is effective immediately upon adoption.

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