

TRANSIT REBRANDING

City Council Presentation
Tuesday, May 14, 2024

Harrisonburg Department of Public Transportation





Rebranding Overview

- What is rebranding? Rebranding is a process used to refresh an agency's image, target new demographics, and to communicate a mission and/or values.
- Why now? HDPT has never gone through a rebranding process. The current transit system can greatly benefit from a new visual identity to reintroduce itself to current and new riders. Rebranding allows for new schedules, advertising, print materials, and web design.
- HDPT was able to budget for this project in FY2024, with 50% being reimbursed through FTA funding.



Scope of Work

- In October 2023, HDPT released a Request for Quote (RFQ) for a Rebranding and Marketing Project.
- The RFQ asked for professional services to design and create a new brand for HDPT's transit services.
- Through the evaluation process, HDPT issued a contract to Pulsar Marketing.
- The rebranding project kicked off with a focus group session on March 4, 2024, that included city stakeholders from City Council, Community Development, City Managers Office and HDPT staff and drivers. At this meeting, a list of 46 potential names were discussed, along with the unique identity that goes along with each name. We were able to narrow it down to 5 potential names to take to other focus groups.
- The following week HDPT held focus groups with James Madison University Students and Driver's to get feedback on the potential names.



HB Connect

- HB Connect was the strongest name consideration for HDPT's fixed route service. HDPT's fixed route service connects passengers to their destination(s) in a safe, reliable, and customer friendly way.
- The bus design process took a few weeks to complete. Colors, graphics and logos were selected. The city's Director of Communications Mike Parks attended the design meetings and was instrumental in helping with color choice decisions within the City of Harrisonburg's brand standards.



The Logo



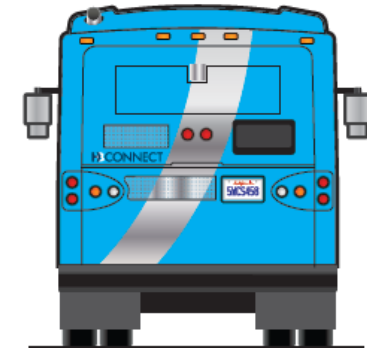
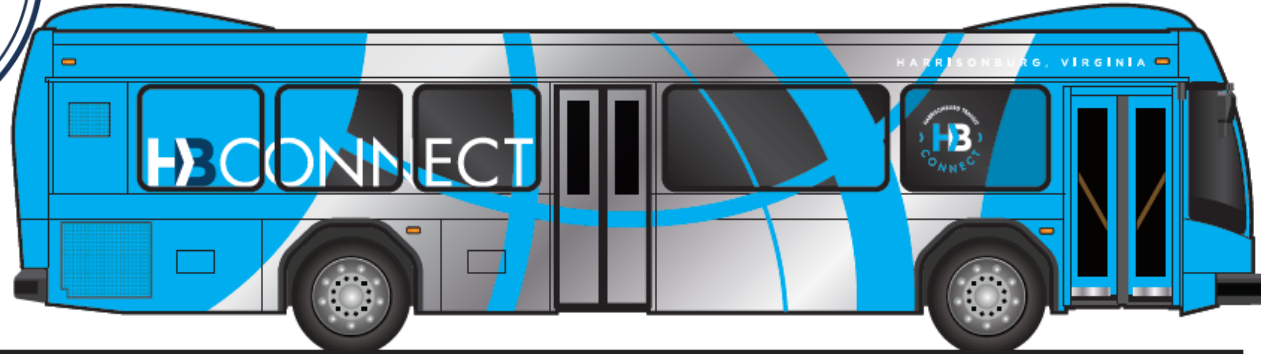


Current Bus Design





The New Bus Design



PMS Cyan



PMS 2955



The Bus Design





Summary

- The new design will be rolled out on fifteen new transit replacement buses set to be delivered in the fall of 2024.
- Pulsar Marketing will continue to work with HDPT to create marketing and advertising for our new brand. This effort will also include designs for our Paratransit service and Microtransit (pilot program coming next year).