



## CITY OF HARRISONBURG CITY MANAGER

409 SOUTH MAIN STREET, HARRISONBURG, VA 22801  
OFFICE (540) 432-7701 • FAX (540) 432-7778

TO: Ande Banks, City Manager  
FROM: Gerald Gatobu, Director of Public Transportation  
DATE: 5/14/2024  
RE: Transit Rebranding

**Summary:** The Harrisonburg Department of Public Transportation (HDPT) is undergoing a rebranding and marketing project to refresh both our transit and paratransit services with the goal of inviting, inspiring, and reintroducing both services to the friendly city.

**Background:** This is HDPT's first rebranding effort since its inception. HDPT contracted with Pulsar Marketing, LLC and began the project in January 2024. The project is set to conclude in October of 2024.

**Key Issues:** The main focus of the rebranding effort targets our bus design, marketing, printed materials, and website design. HDPT's goal is to have a new look that is inspiring and inviting while staying consistent with the City of Harrisonburg's brand standards.

**Environmental Impact:** None

**Fiscal Impact:** This project was budgeted for and approved in FY2024 with 50% being reimbursed with FTA funds.

**Prior Actions:** None

**Alternatives:** (a)  
(b); or  
(c)



## CITY OF HARRISONBURG CITY MANAGER

409 SOUTH MAIN STREET, HARRISONBURG, VA 22801  
OFFICE (540) 432-7701 • FAX (540) 432-7778

**Community Engagement:** Many focus groups were held with city stakeholders and JMU students to get recommendations and feedback on potential changes.

**Recommendation:**

**Attachments:** PowerPoint presentation.

**Review:**

*The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.*