

SOUND TRANSIT

MOTION NO. M98-31

**Visual design scheme for Sound Transit Vehicles
BACKGROUND AND COMMENTS**

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
PGA Committee	4/17/98	Discussion	Barbara Dougherty	206-684-1357
Board of Directors	4/23/98	Discussion		
PGA Committee	5/1/98	Recommend Board Approval		
Board of Directors	5/14/98	Approval		

ACTION:

Adopt a visual design scheme for Sound Transit vehicles – Sounder commuter rail cars and locomotives, Link light rail vehicles and Regional Express buses. Paint and graphic design specifications for each vehicle type will be based on the adopted design scheme for the family of vehicles.

BACKGROUND:

Sound Transit is currently in the process of procuring vehicles for Sounder commuter rail and Regional Express bus services. Next year, the procurement process for Link light rail vehicles will begin. Part of the process of acquiring vehicles is specifying the color and design schemes to be applied to the vehicle exteriors, and specifying colors and materials for the vehicle interiors. The board’s adoption of a design scheme for the family of vehicles will provide the basis upon which these specifications will be prepared. The design scheme will also influence the design of signs and customer information pieces.

The design process has been collaborative, involving input from experts in design, marketing and public information, operations and maintenance, as well as public opinion and policy level decision-making. A Task Force of staff representatives from each of the public transit agencies in the region and the state department of transportation has provided advice in this process.

The board’s adoption of the Sound Transit name and logo and names for each of the three services provided the basis for beginning the visual design process. The board provided additional policy direction in February - specifically, that there be a unifying visual design theme for the family of Sound Transit vehicles to distinguish it from, but be compatible with other public transit services in the region; and that the design accommodate exterior advertising on buses and possibly on light rail vehicles.

RELEVANT BOARD POLICIES AND PREVIOUS ACTIONS TAKEN:

- Adoption of the business name Sound Transit, and the three service names Sounder, Link and Regional Express, on August 14, 1997.
- Adoption of the Sound Transit logo and color scheme on September 25, 1997.
- Policy direction calling for a unified design theme and accommodation of exterior advertising in the design, on February 26, 1998.

KEY FEATURES:

Adoption of this motion would establish a visual design theme that meets the following policy directions:

- Provide a unified look for the family of Sound Transit vehicles.
- Distinguish Sound Transit vehicles from other transit operations in the region while being visually compatible with other operations.
- Accommodate exterior advertising on buses and possibly on light rail cars. (This does not establish an advertising policy.)

The visual design theme also meets the following design objectives:

- Evoke a Northwest look and feel, drawing on the natural and cultural identities of the Northwest.
- Convey a sense of motion while maintaining a safe and friendly appearance.
- Balance visual design features with maintenance and repair factors.
- Identify Sound Transit as the service provider.
- Identify each service type in a way that effectively links vehicles, with station signs, timetables and other customer information.
- Assume a 12-15 year vehicle life for buses; 25 years for rail cars.

FUNDING:

The cost of design services is \$50,000 and was paid for from the approved budgets for Commuter Rail, Light Rail, Regional Express and Communications and Marketing. The cost of executing the design on vehicles will be a part of vehicle purchase contracts. Alternative design concepts may have varying cost implications for application, maintenance and repair.

ALTERNATIVES:

The board could direct staff to develop additional design concepts before making a selection. This would add time and cost to the design process.

CONSEQUENCES OF DELAY:

Vehicle procurement processes are already underway for Commuter Rail coaches and locomotives and for Regional Express buses. The design development schedule has already been extended three weeks to allow additional time for public input prior to the board’s selection. In order to keep in step with the vehicle procurement process, selection of a design scheme is needed on May 14. Delaying that decision could delay steps in procurement.

SOUND TRANSIT

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A motion of the Board of the Central Puget Sound Regional Transit Authority adopting a visual design scheme for Sound Transit vehicles.

Background:

On February 26, 1998, the board approved policy direction for the development of a visual design scheme for Sound Transit vehicles. The design development process included a Task Force of representatives from the other public transit agencies and the state department of transportation, focus group testing, general public input and policy review and direction from the Public and Government Affairs Committee and the board.

The selected design scheme will provide the basis from which detailed specifications will be prepared for each of the vehicle types to be procured. The design scheme will also influence the design of signs at stations, customer information pieces and marketing materials.

Motion:


It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that the design scheme illustrated in Attachment A will provide the basis from which graphic design and color specifications for Sounder Commuter Rail coaches and locomotives, Regional Express buses and Link light rail cars will be prepared.

Approved by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof on the 14TH day of May, 1998.



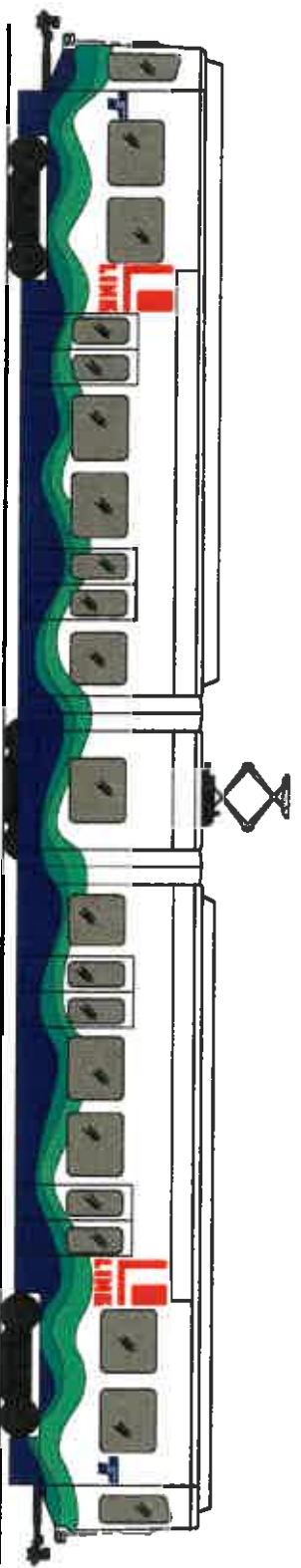
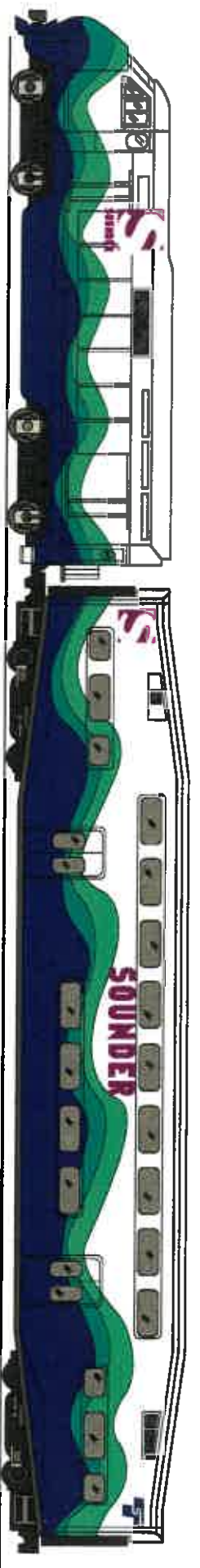
Bob Drewel
Board Chair

ATTEST:



Marcia Walker
Board Administrator

Attachment A. Visual design scheme for Sound Transit vehicles



Attachment A. Visual design scheme for Sound Transit vehicles

