

A photograph of two young women standing on a public transit bus. The woman on the left is holding a smartphone and looking at it, while the woman on the right, who has curly hair and wears glasses, looks on. They are both smiling. The bus interior features yellow handrails and poles. A dark blue rectangular box is overlaid on the left side of the image, containing white and yellow text.

GREATER SUDBURY TRANSIT A REFRESHED IDENTITY

Council Meeting: July 9, 2019

Presented by: Michelle Ferrigan, Director of Transit Services



Communication & Marketing Requirements

- Refresh the look and feel of the transit system.
- Develop and promote information material that will assist riders and new riders understand the new services and what it can offer.
- Provide various platforms to communicate information.
- Hands on assistance during the transition.
- Implementation strategy for when things don't go as planned.

Presenting a refreshed transit system

- New image and messaging that appeals to riders.
- Highlight system improvements.
- Unity and integration among all services: Conventional Transit, Transcab, Specialized Services.
- Bilingual service names that are easy to say and remember and that convey a modern, connected and convenient system.
- Design visuals that are accessible, easy to identify, pragmatic and aesthetically pleasing.





MEANING AND SYMBOLISM

The GOVA wordmark evokes transit map language to tell the story of the modernization of the transit system. Elements of the logo represent some of the most impactful system improvements.



HIGH FREQUENCY LINES (ROUTES 1, 2 AND 3)

are represented by the colour lines that form the stylized characters of the wordmark.



ON DEMAND TRIP EXTENSIONS

are represented by the purple line that extends from the blue line that forms the 'V' and 'A' characters.



**MULTIPLE STOPS AND RETURN TRIPS
ENCOURAGED WITH EXTENDED TRANSFERS AND UPDATES TO PASSES**

are represented by the infinity shape created by the yellow line that curves to form the bowls of the 'G' and 'O' characters.



IMPROVED CONNECTIONS

are represented by the intersecting of two lines that form the 'G' character.



DESTINATION POINTS SERVICED BY HIGH FREQUENCY AND TARGETED ROUTES

are represented by the green triangular marker
in place of the center bar in the 'A' character.



ON-DEMAND TRANSCAB SERVICE

The service known as TransCab will be integrated under the refreshed identity as GOVA Zone. Zone sums up the zone-specific service that extends the reach of public transit to certain areas of the city beyond the community bus routes.



HANDI-TRANSIT REFRESH

Services known as Handi-Transit will be integrated under the refreshed identity as GOVA Plus. Plus sums up all the service enhancements GOVA offers to help those who are unable to use the regular transit system with safety and dignity.

What you can expect to see and hear – everything GOVA!

- New updated rider guides with fold out map and service information.
- Pocket map (Z-Card).
- TV, radio, web, social media, print and billboard publicity.
- Teaser video to highlight the service.
- New web “splash page” which will create an experience for the user, directing them to the information they require to learn about changes both prior to and post implementation.
- Bus Shelter maps and revised signage at the terminal.

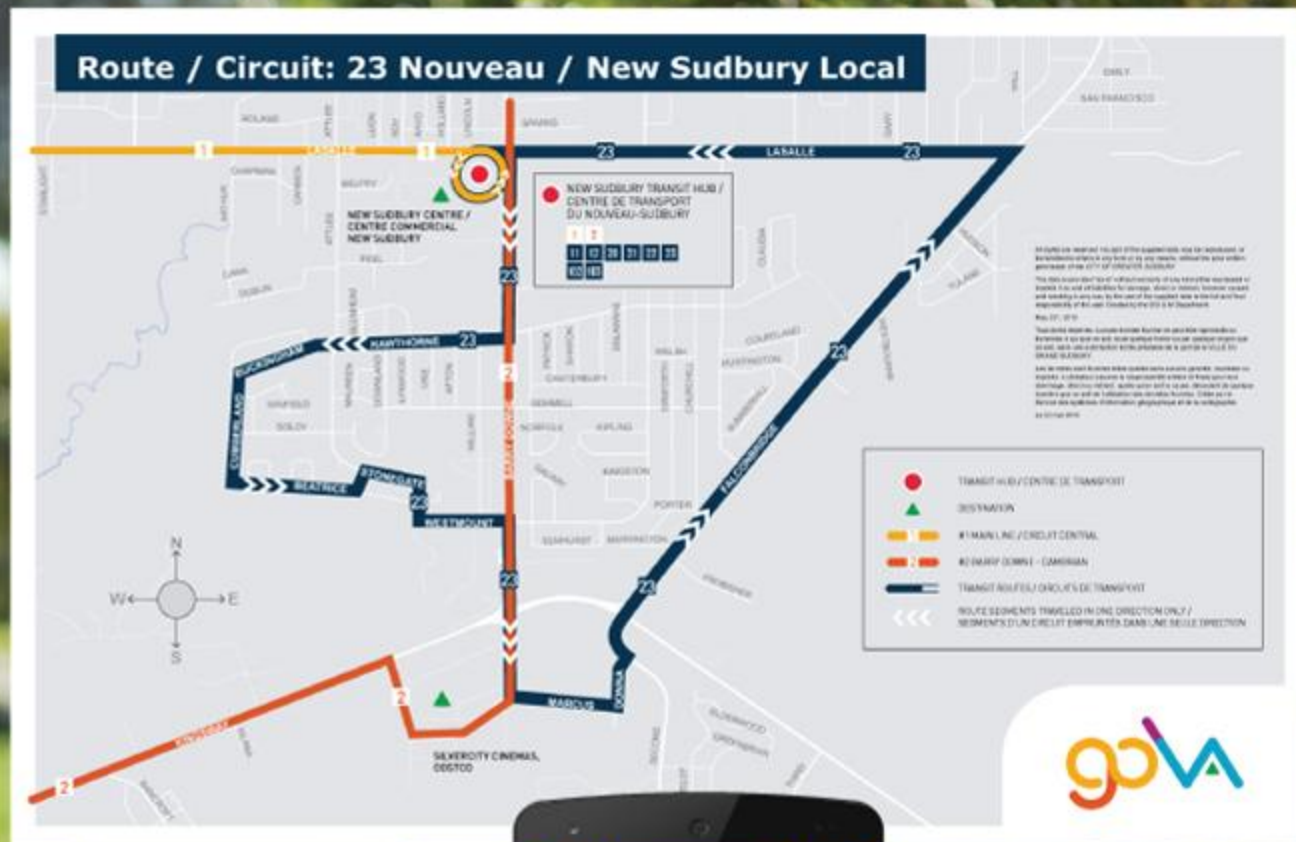


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Communication key success – helping through the transition

- Transit Operators and front line staff will receive training on all changes.
- Transit Ambassadors will be solicited from within the organization to provide high level customer service between August 26th to August 30th.
- Transit Ambassadors will be sporting bright T-Shirts and will be placed on-board buses and stationed at all mobility hubs and areas where transfers occur.
- The goal is to have dedicated support for riders, so that they feel comfortable and receive the required information to make the transition to the new service as efficient and smooth as possible.

Implementation Strategy

- A system will be in place to provide the means for Transit Operators, front line staff and Transit Ambassadors to report back and communicate any issues they may have encountered throughout the day.
- Riders will also be given a means to communicate concerns and compliments.
- The Operations Team will review any issues that arise on a daily basis and work on solutions.
- As changes occur, communication to the public will be ongoing through social media and the web-page so that they have the most up-to-date information at hand.

Coming August 26, 2019!

