

Introduced by \_\_\_\_\_ Council Bill No. R 268-07

**A RESOLUTION**

authorizing a project name and logo change for the Non-motorized Transportation Pilot Program.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The project name for the Non-motorized Transportation Pilot Program is hereby designated "GetAbout Columbia."

SECTION 2. The logo design for the "GetAbout Columbia" project is hereby shown in "Exhibit A," attached hereto.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2007.

ATTEST:

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Mayor and Presiding Officer

APPROVED AS TO FORM:

\_\_\_\_\_  
City Counselor

New name/logo with positioning statement for Council approval:



Source  
John Glascock



**TO:** CITY COUNCIL

**FROM:** City Manager and Staff



**DATE:** November 9, 2007

**SUBJECT:** Authorizing a Project Name and Logo Change for the Non-motorized Transportation Pilot Program

**Fiscal Impact**

- Yes
- No

**EXECUTIVE SUMMARY**

Staff has prepared for Council consideration a resolution authorizing the City Manager to accept a new project name and logo for the Non-motorized Transportation Pilot Program. The new proposed name is "*GetAbout Columbia*".

**Other Info.**

"*The PedNet Project*" has been used to identify the project over the last year, but staff believes it has created much difficulty with name recognition and confusion between the city and the PedNet Coalition, a nonprofit organization. On July 16, 2007, Council authorized an agreement for a promotion and education contract with Vangel Marketing Communication, a local public relations and marketing firm. Per the scope of services, Vangel is to create and produce a brand campaign for the program which includes a name, logo and positioning statement. This new name was presented to, and approved by, the full Non-motorized Transportation Advisory Committee at their quarterly meeting held November 7, 2007.

**DISCUSSION**

At the October 2, 2006 Council meeting, staff presented a report proposing the name "*The PedNet Project: Connecting Columbia*" as the new name for the Non-motorized Transportation Pilot Program, however, legislation was never brought to Council for approval.

Creating an overall project brand is critical to sparking behavior changes that inspire Columbia residents to include biking, walking and transit in their daily lives. We believe Columbia has a better chance of demonstrating a modal shift by investing in a brand/identity that incorporates and represents all the different aspects of the project including physical infrastructure, education and encouragement programs, awareness of the benefits to both individuals and community and more, in a cohesive, simple, all inclusive and consistent way. Each aspect of the project, whether it is physical, behavioral or cultural, remains its own entity but becomes recognized as a part of "*GetAbout Columbia*". The bike lane on Ash Street, the MKT Trail, the Walking School Bus program, the Bike Buddy program and trigger

markings at vehicle activated signal intersections all have a place beneath the brand, “*GetAbout Columbia*”. The names do not change, but hopefully with a consistent and positive message, delivered through the brand, the attitudes and behaviors of people who are NOT currently utilizing these educational opportunities or any walking and biking infrastructure will change. “*GetAbout Columbia*” will help people who are NOT already using active modes of transportation find a way to relate to the idea of incorporating walking and/or biking into their lives and essentially, help us accomplish the task at hand—to show a modal shift and begin to enjoy the accompanying benefits this shift will bring to our entire community.

The attachment includes the name, logo and positioning statement for Council consideration.

**SUGGESTED COUNCIL ACTION**

Approval of the resolution.

New name/logo with positioning statement for Council approval:

