



August 16, 2018

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: OC Streetcar Vehicle Exterior Design

Overview

On March 26, 2018, the Orange County Transportation Authority Board of Directors approved a contract with Siemens Industries, Inc. to provide eight modern streetcar vehicles for the OC Streetcar. Design concepts for the exterior of the vehicles and coordinating OC Streetcar stops have been developed. Staff is requesting approval to seek public feedback on these concepts and return to the Board of Directors with a recommendation.

Recommendation

Authorize staff to conduct public outreach to seek feedback and return to the Board of Directors with a recommendation.

Background

The Orange County Transportation Authority (OCTA), in coordination with the cities of Santa Ana and Garden Grove, is implementing a new modern streetcar in Orange County between the Santa Ana Regional Transportation Center and the Harbor Boulevard/Westminster Boulevard intersection in Garden Grove (Project). The 4.15-mile OC Streetcar will have ten stops in each direction and will operate seven days a week.

On March 26, 2018, the OCTA Board of Directors (Board) awarded a vehicle contract to Siemens Industries, Inc. (Siemens), which was executed on July 24, 2018. According to the Siemens' vehicle production timeline, an exterior paint design must be provided by the end of 2018.

On November 28, 2016, the OCTA Board approved the conceptual design for the OC Streetcar stops, including the canopy size, seating, and signage. Staff was also directed to integrate the paint scheme of the stops with the vehicle design to create a cohesive look for the system.

Discussion

The goal of the vehicle design effort is to create a branded identity for the OC Streetcar as a new transportation mode within OCTA's multi-modal network of services. To help guide this process, staff used the existing OCTA branding practices, reviewed vehicle designs of peer agencies, and identified a set of operational and design considerations.

In June 2015, the Board adopted a new paint design for OCTA's bus fleet along with a new brand name – OC Bus. The "OC" brand prefix was extended to OCTA's other transportation services – OC ACCESS, OC Streetcar, OC Flex – to send a message of cohesiveness and unity. OCTA's established branding practices and new bus paint scheme (Attachment A) provided a framework for the development of the proposed OC Streetcar designs.

In addition, staff studied and reviewed modern streetcars from around the country to learn about design best practices and apply them to OC Streetcar. Some common themes from other systems' vehicle designs include visibility with limited bright colors and simple graphics depicting motion and connection. Streetcars are a mode of transportation that efficiently connect people to work, school, businesses, and home, and the designs should reflect those connections.

A set of operational and design criteria based on the OC Bus design was identified to help frame the development of the OC Streetcar vehicle design. They include:

- Vehicle layout
- Affordability
- Ease of maintenance
- Visibility
- Longevity
- Brand continuity
- Orange County identity
- Adaptability for advertising

Based on vehicle layout, staff identified areas that require special consideration when applying paint or decals to avoid additional labor and maintenance costs over the life of the vehicles. Attachment B reflects the layout of the vehicle and identifies particular areas that are prone to increased maintenance or repair. Design details and color choices in these locations require simplicity and streamlining to address lifecycle costs, ease of replacement or repair, and affordability.

To assure brand continuity, the design must be compatible with and derived from the current OCTA branding scheme and be instantly recognizable as an OCTA vehicle from any distance. Visibility is the primary focus as a safety consideration.

When creating the proposed designs, staff was mindful that the streetcars must stand out against an urban setting while being aesthetically pleasing. The designs must be highly visible to other vehicles on the road, as well as to passengers and pedestrians. In addition, the OC Streetcar branding should communicate the unique identity of Orange County. A classic, sophisticated design is preferable to assure longevity and avoid design obsolescence and subsequent costs.

Lastly, the design should be able to accommodate advertising with no degradation of the OCTA brand or the advertising message.

Based on these considerations, staff has developed four design options (Attachment C) that will send a positive message about the OC Streetcar. Each option meets the operational and branding considerations; however, there are variances in the maintenance requirements depending upon the level of design detail. A prototype of the paint design for the streetcar stops has also been developed to match the proposed vehicle paint design, resulting in a cohesive look of the system (Attachment D).

Community outreach is recommended to gather feedback on the proposed vehicle design options. Staff will reach out to the public and a broad range of stakeholders, including OCTA advisory committees, diverse communities, OCTA's Teen Council, OCTA employees and Siemens, and then return to the Board in the fall for a final recommendation.

Summary

Staff has prepared vehicle exterior design concepts and coordinating stop designs for OC Streetcar that incorporate defined operational and design considerations. Staff is requesting approval to share these designs with the public to seek feedback that will be used to make a recommendation to the Board regarding the selection of the final vehicle design for OC Streetcar.

Attachments

- A. OC Bus and Bravo!
- B. OC Streetcar Vehicle Layout
- C. OC Streetcar Design Options
- D. OC Streetcar Stop Paint Scheme

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