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\$99,000 produces new transit name: York Region Transit

BY LISA QUEEN
Staff Writer

When York Region took over public transit in January, council agreed to pay a consultant \$99,000 to devise a marketing and communications strategy for the service.

Part of the contract included coming up with a name for the new transit network.

On Thursday, consultant Interkom Creative Marketing unveiled what may be considered a rather obvious choice: York Region Transit.

The name was selected from a number of possibilities after the consultant conducted focus groups with residents and transit officials.

Other choices included Greater York Regional Transit, York Transit, York Trans, York Unified Transit and North Region Transit.

"Moving York" will be the system's slogan, allowing the region to go with

the catchy phrase MY Transit on advertising campaigns.

The logo for the service will feature a white background with blue and gold lettering.

Unveiling of the name, logo and design scheme will take place at a ceremony on June 28.

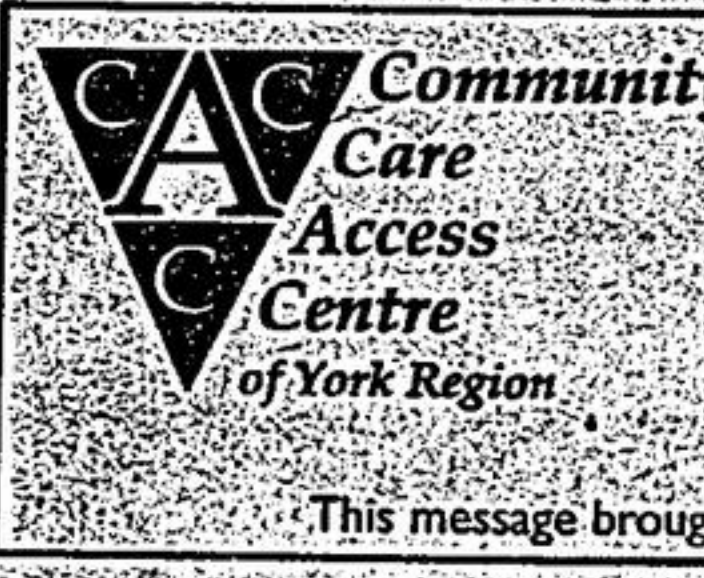
Despite the new look, however, many commuters remain frustrated by York's disjointed public transit system.

Transit committee chairperson Diane Humeniuk has stressed the need to make improvements to the service.

With a quarter of the region's roads already at capacity and another 530,000 residents expected to make York their home over the next 25 years, Humeniuk argues a coordinated system is a top priority.

The region wants one-third of all commuter trips to be made by public transit by 2021.

Only 8 per cent of trips were taken place on public transit last year.



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