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## **OmniTrans Board Approves Passenger Rail Brand** Rail Service between San Bernardino and Redlands to be called “Arrow”

**San Bernardino, California** – Today, the OmniTrans Board of Directors unanimously approved the Redland Passenger Rail Service Branding Initiative for the passenger service line that will be created from the Redlands Passenger Rail Project (RPRP). The intent of the Service Branding Initiative was to create a brand identity consisting of a service name, logo, and visual identity; established through research and messaging, resulting in the creation of a style guide and brand voice to set the stage for passenger rail service.

The Service Branding Initiative began as part of the strategic plan developed in 2015 by the San Bernardino Associated Governments (SANBAG) for the new 9-mile rail corridor scheduled for service launch in 2020. In November 2015, SANBAG’s Board approved negotiations with OmniTrans to provide maintenance of equipment and rail operations services for the RPRP. This was subsequently approved by the OmniTrans Board in February 2016. Since the new rail service would be operated by OmniTrans, staff at both agencies recommended that the OmniTrans Board be the lead agency for approval of service branding.

“As final design of the Redlands Passenger Rail Project is nearing 60%, and with construction beginning early in 2017, this is another exciting milestone that looks beyond the construction portion of the project and into actual passenger rail service which is scheduled to begin in 2020,” said San Bernardino Associated Governments President Robert Lovingood.

The new brand will be launched to the public in January 2017 with an initial focus on transitioning from the “Redlands Passenger Rail Project” construction project name to the new service brand. This approach will be executed in an effort to create high levels of awareness and interest throughout the region prior to the commencement of service in 2020.

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### **ABOUT SANBAG**

The San Bernardino Associated Governments (SANBAG) is the council of governments and the transportation planning agency for San Bernardino County. The SANBAG Board of Directors is made up of mayors and city council members from each of the 24 incorporated cities and five supervisorial districts in the county. Acting as the San Bernardino County Transportation Authority, SANBAG administers Measure I – the voter-approved half-cent sales tax providing for major transportation improvements in the county. SANBAG is responsible for cooperative regional planning and furthering an efficient multi-modal transportation system countywide, serving the 2.1 million residents of San Bernardino County.

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