



Branding the ERC

Regional Advisory Committee
April 5, 2018

Background – Branding the ERC

- RAC interest in branding for the ERC
- Previous branding RFP
- Opportunity for combined branding with the Regional Trails System (RTS)

Benefits of a Combined Project

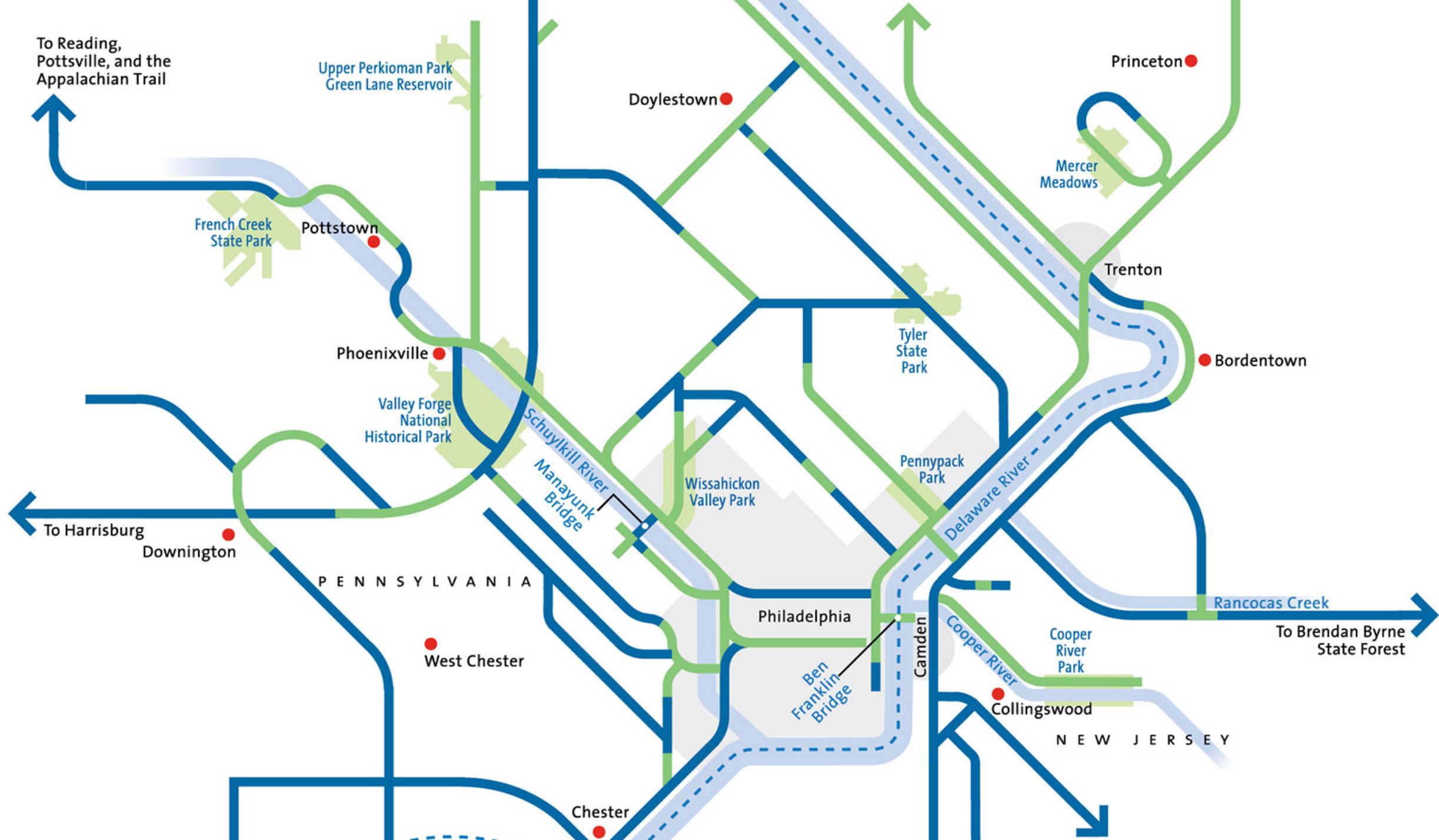
- Differences and similarities between the ERC and RTS
- Both ERC and RTS can benefit from a coordinated approach
- Pooled resources
- Benefit from the best ideas

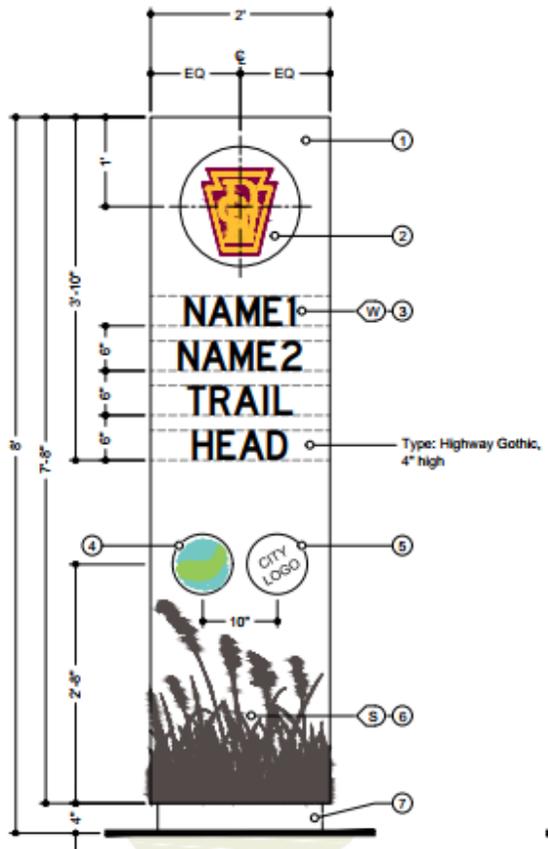
PROUD TO TRAIL

THE
CIRCUIT
TRAILS

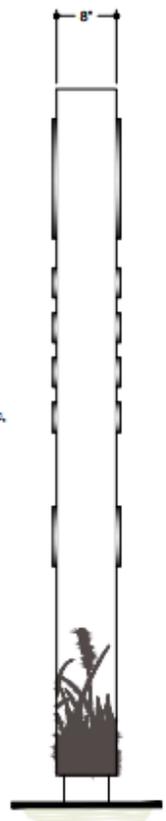
One of America's largest trail networks is
in your backyard.







1 Front Elevation
Scale: 3/4" = 1'-0"

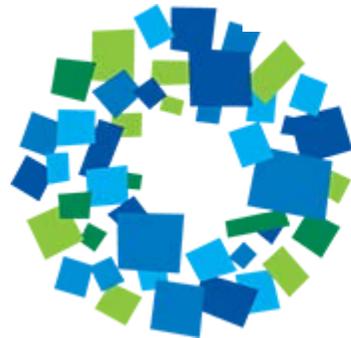


2 Side Elevation
Scale: 3/4" = 1'-0"



3 Rear Elevation
Scale: 3/4" = 1'-0"





Atlanta
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Deliverables

- Research about the value of our corridor and network
- Name options for the corridor and network
- Logo options for the corridor and network
- Brand Identity – Helping us tell our story



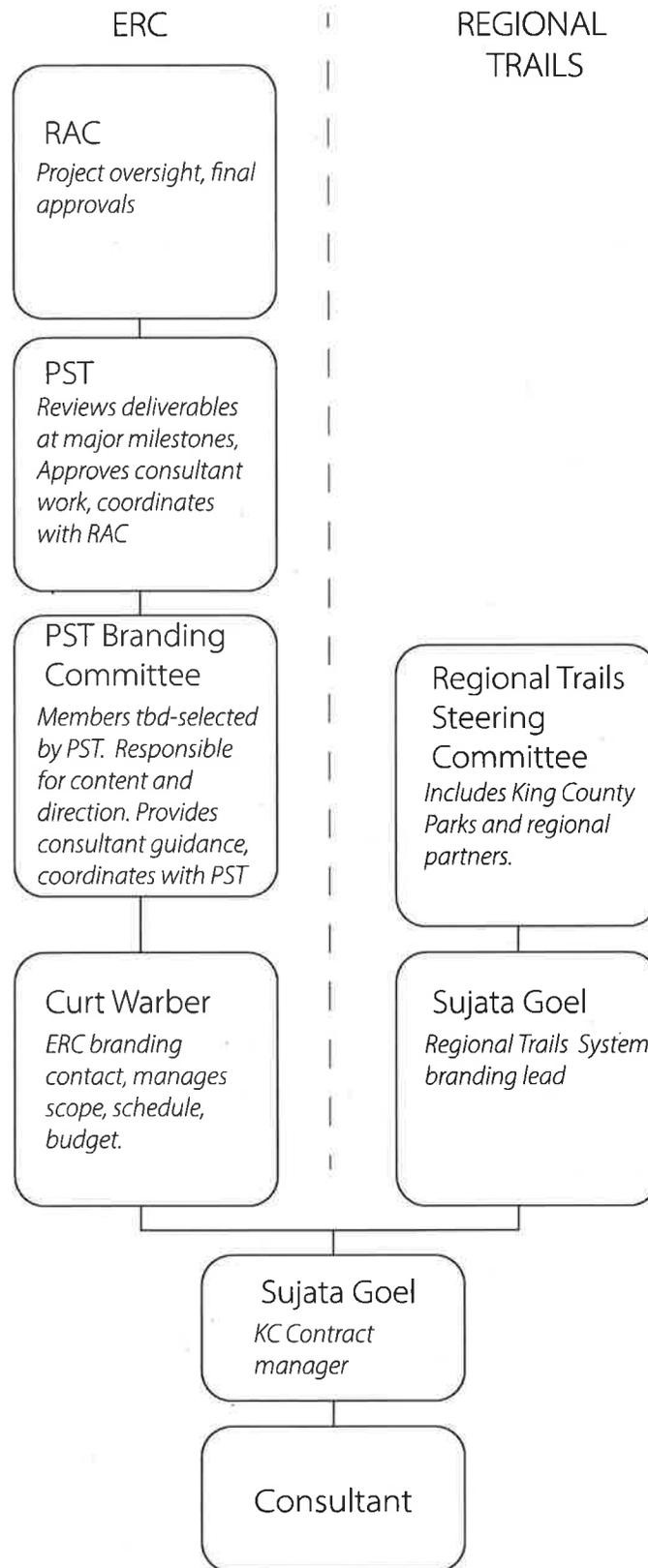
Connectivity Values

- See the entire 300+ mile system as interconnected
- Understand where the network can take you
- Identify the trail/corridor
- Align network, trail, segment, jurisdiction, non-profit partner

Next Steps

- Finalize RFP
- PST participation in consultant selection
- PST selects project committee
- Clarify RAC expectations
- Deliver a great product!

JOINT EASTSIDE RAIL CORRIDOR AND REGIONAL TRAILS SYSTEM BRANDING STUDY



4-5-18

Public Comment Handout provided by Lisa McConnell

The article in Gizmodo can be found at: <https://gizmodo.com/the-first-3d-printed-steel-bridge-looks-like-it-broke-o-1824252512>

The YouTube video of actual 3D construction can be found at:
https://www.youtube.com/watch?time_continue=4&v=STAHy6hTP14

