



GOVERNANCE AND PRIORITIES COMMITTEE

Bus Rapid Transit Branding, Wayfinding and Marketing Development

Recommendation of the Committee

That the Bus Rapid Transit brand name, *Link*, and its visual identity, be approved.

History

The Governance and Priorities Committee, at its meeting held on July 17, 2024, considered a report of the Strategy and Transformation Division regarding the above.

The Committee also received letters from the following:

- Kevin Thompson, dated July 15, 2024; and
- Sherry Tarasoff, dated July 15, 2024.

Attachment

1. July 17, 2024 report of the Strategy and Transformation Division
2. Letter from Kevin Thompson, dated July 15, 2024
3. Letter from Sherry Tarasoff, dated July 15, 2024