
Memorandum

CL-C 58-2024

Subject: Niagara Transit Commission Request - Operating Brand Name Change
(Report NTC 16-2024)

Date: July 25, 2024

To: Regional Council

From: Ann-Marie Norio, Regional Clerk

At its meeting held on July 16, 2024, the Niagara Transit Commission, passed the following motion:

That Report NTC 16-2024, dated July 16, 2024, respecting Niagara Transit Commission Brand Recommendation, **BE RECEIVED** and the following recommendations **BE APPROVED**:

1. That the Niagara Transit Commission (NTC) Board **APPROVE** the proposed operating brand name change of Niagara Region Transit to Niagara Transit;
2. That the Niagara Transit Commission Board **APPROVE** the proposed brand for the Niagara Transit Commission as presented; and
3. That this report **BE FORWARDED** to Regional Council for consideration at its meeting on July 25, 2024, seeking approval of the name proposed in recommendation 1 pursuant to section 2.1 of Niagara Transit Commission's Establishing By-law.

As a note to Regional Council, the Commission Board discussed the proposed brand logo and while the Commission Board approved the brand itself, it was noted that further refinements to the brand "logo" would be undertaken by the consultant and presented to the Board at a future date.

If Council is supportive of the Niagara Transit Commission recommendation, the following motion would require approval:

That Regional Council **APPROVES** the Niagara Transit Commission request for an operating brand name change of Niagara Region Transit to Niagara Transit.

Respectfully submitted and signed by

Ann-Marie Norio
Regional Clerk