



# Palm Beach MPO Naming Considerations

MPO Governing Board Meeting  
June 15, 2017

Memorable

Emotive

Suggestive

Descriptive

Brand is Name

Meaningful

Aspirational

# Name & Tagline can support Mission



To Collaboratively Plan, Prioritize  
and Fund Transportation

# Name & Tagline can support Vision



A Safe, Efficient, Connected,  
Multimodal Transportation System

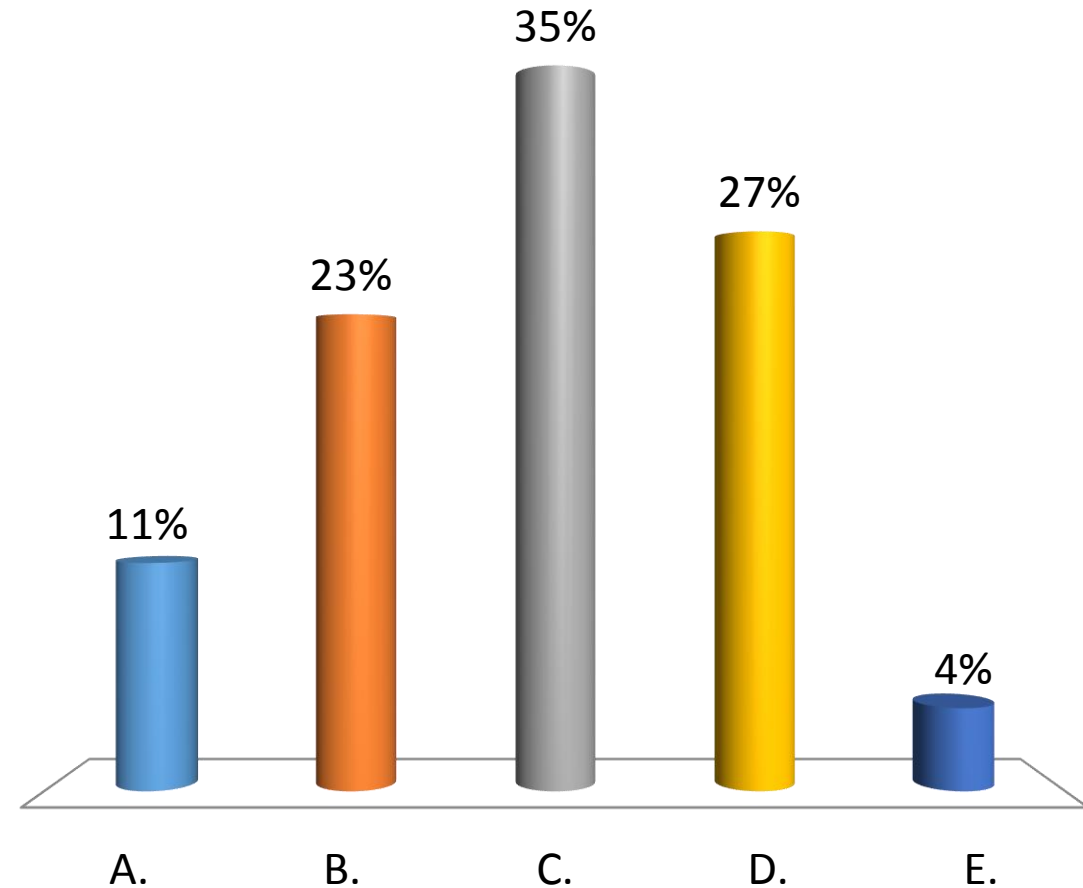
# Some Examples from Around the Nation

Name	“Type”	Major City	State
Capital Area MPO (CAMPO)	MPO	Austin	TX
Broward MPO	MPO	Fort Lauderdale	FL
Miami-Dade TPO	TPO	Miami	FL
North Florida TPO	TPO	Jacksonville	FL
Atlanta Regional Commission (ARC)	Commission	Atlanta	GA
Mid-Ohio Regional Planning Commission (MORPC)	Commission	Columbus	OH
New York Metropolitan Transportation Council (NYMTC)	Council	New York	NY
Chicago Metropolitan Agency for Planning (CMAP)	Agency	Chicago	IL
Southern California Association of Governments (SCAG)	Association	Los Angeles	CA
METROPLAN Orlando	Creative	Orlando	FL
Portland METRO	Creative	Portland	OR
Forward Pinellas	Creative	St. Petersburg	FL

# Rank Your Top 3 Favorite Naming Options

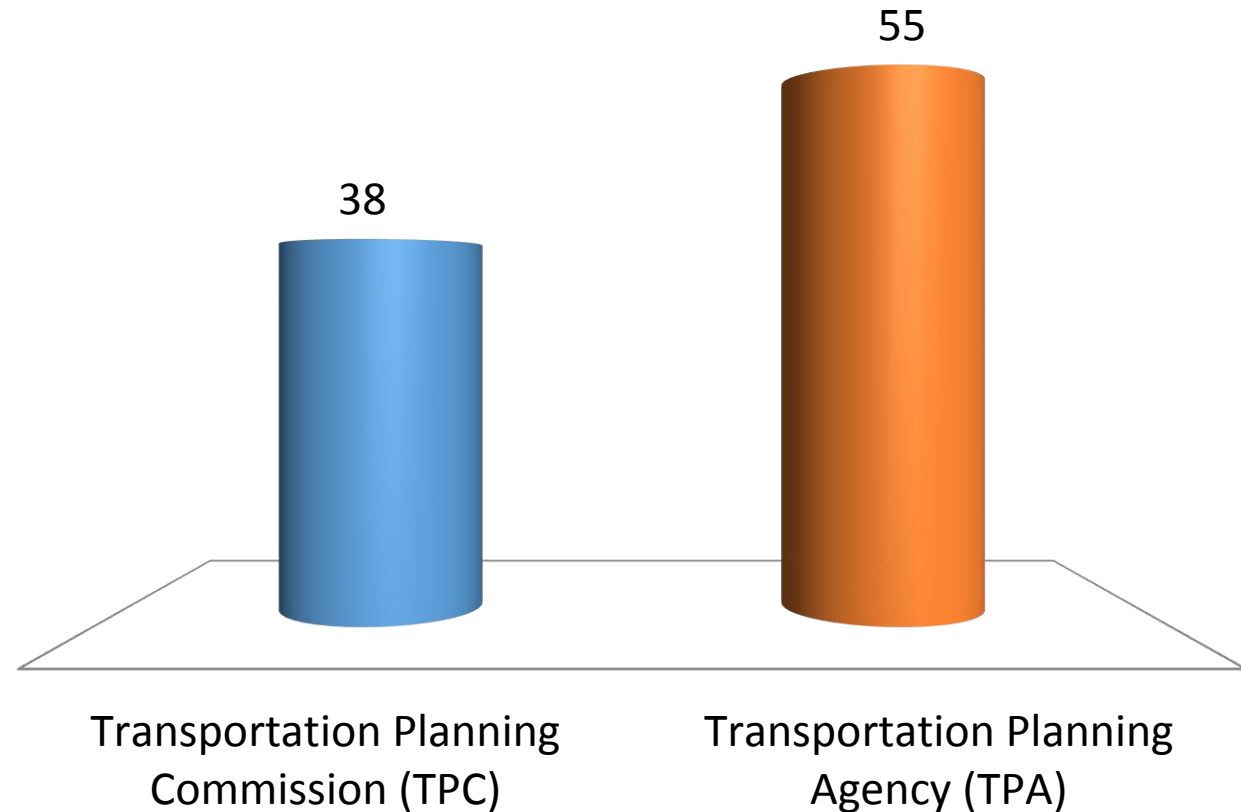
Palm Beach...

- A. Metropolitan Planning Organization (MPO)
- B. Transportation Planning Organization (TPO)
- C. Transportation Planning Commission (TPC)
- D. Metropolitan Transportation Agency (MTA)
- E. EnVision Palm Beach



# Pick Your Favorite Naming Option

- A. Transportation Planning Commission (TPC)
- B. Transportation Planning Agency (TPA)



# Rank Your Top 3 Favorite Taglines

Name Reminders
Palm Beach MPO
Palm Beach TPO
Palm Beach TPC
Palm Beach MTA
Envision Palm Beach

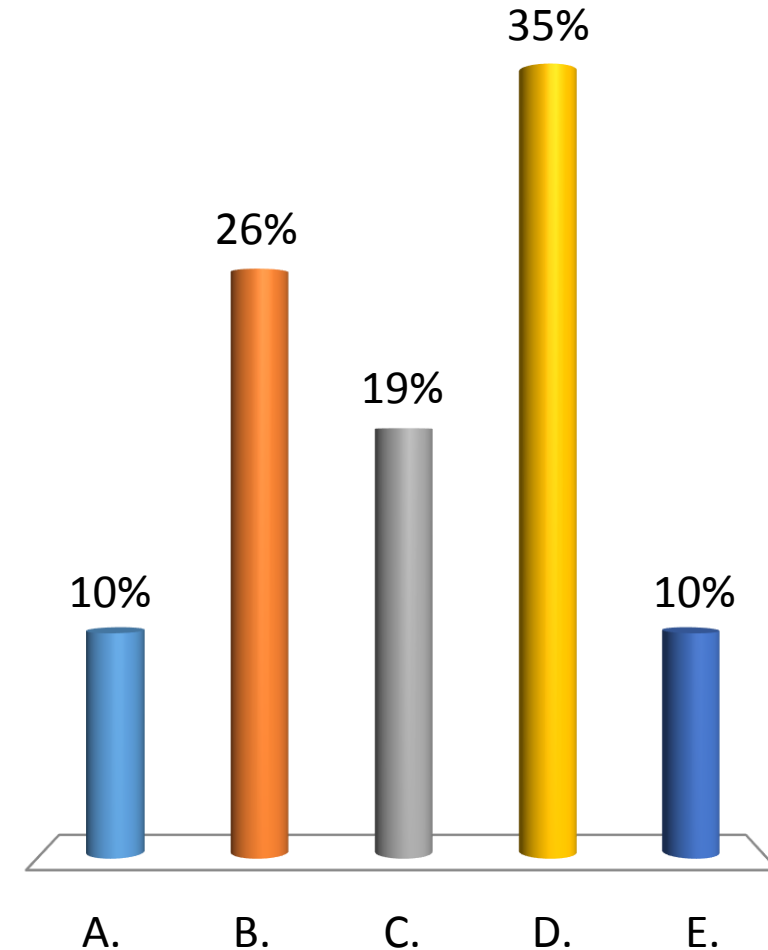
A. *Transportation Planning for the Palm Beaches*

B. *Moving Forward*

C. *Investing in Mobility*

D. *Connecting Communities*

E. *A Transportation Planning Partnership*





# Putting it Together

Name	Tagline
Palm Beach MPO	<i>Transportation Planning for the Palm Beaches</i>
Palm Beach TPO	<i>Moving Forward</i>
Palm Beach TPC	<i>Investing in Mobility</i>
Palm Beach MTA	<i>Connecting Communities</i>
EnVision Palm Beach	<i>A Transportation Planning Partnership</i>