



Bay Town Trolley Rebranding

April 27, 2022

Why Rebrand the System?

- The name is inaccurate
- The logo is no longer relevant
- The system is modernizing





Project Goal

Establish a strong name & brand for the local public transportation service that resonates with local residents *and* tourists throughout the county.

Our Process: Stakeholders

Conducted calls with key stakeholders throughout the community

- Discovery sessions
 - Goals for the rebrand
 - Area considerations
 - Visions for future of transit

Our Process: Public Involvement

Phase 1: Name Submissions

- All call for riders and the community to submit name ideas
- Over 200 names submitted

NEWS

Want to help rename the Bay Town Trolley? Now is your chance.



Samantha Neely
The News Herald

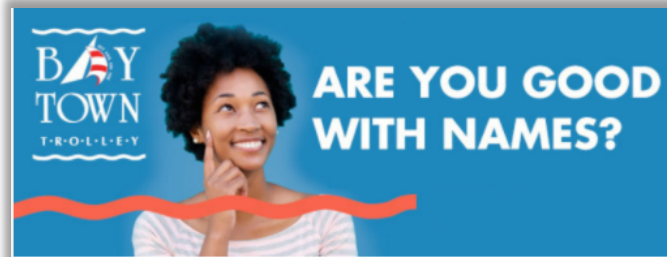
Published 7:01 a.m. ET Nov. 17, 2021 | Updated 12:28 p.m. ET Nov. 18, 2021

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BAY COUNTY — Bay Town Trolley officials are seeking the public's aid to rename the county's bus system.

Bay Town Trolley launched its new project Monday morning to revitalize the local transportation within the county and starting off, officials want residents to help with rebranding



Calling All Bay County Residents

Bay County Public Transit is revitalizing your local transportation. How? By renaming and updating the Bay Town Trolley system. We want YOU to help us come up with a new name. Start your engines and get ready to [submit your best name](#).



Are you good with names?

Think you have what it takes to help us come up with a new name for our public transit system? Submit your name ideas online for a chance to see it on the side of our buses as they ride around Bay County. Name suggestions are due by Sunday, November 28th, 2021. Don't forget to check back in to vote on the top choices in December.

[Submit Your Name](#)

Bay Town Trolley
919 Massalina Drive,
Panama City, FL 32401



Bay Town Trolley

Published by BowStern Marketing Communications ·
November 28, 2021 ·

Today's the last day to enter your name submission! We're renaming Bay Town Trolley and we're asking you, Bay County, to help us pick a new name. Voting begins in December. Will your name be the new face of Bay Town Trolley? Enter your submission here: <https://www.baytowntrolley.org/name/>



Bay Town Trolley
Bus Line

[Learn more](#)

1,580

People reached

100

Engagements

—

Distribution score

[Boost post](#)

Our Process: Public Involvement

Phase 2: Voting

- Riders and the community encouraged to vote for their favorite of the finalist names
- Over 1,000 votes

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NEWS

Bay County bus system, Bay Town Trolley, holds second round of public voting for new name



Samantha Neely
The News Herald

Published 7:01 a.m. ET Feb. 7, 2022 | Updated 3:47 p.m. ET Feb. 7, 2022

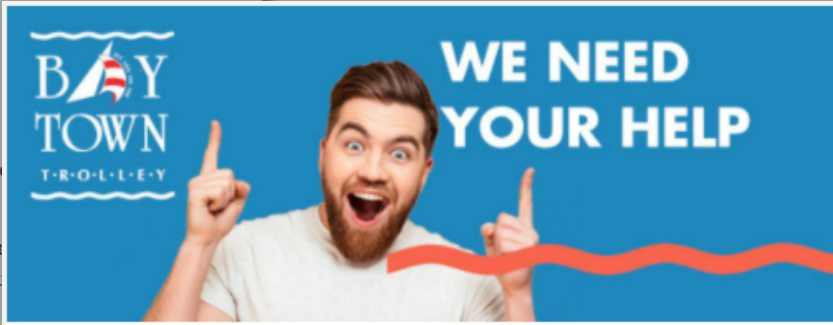
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BAY COUNTY — Bay Town Trolley is holding a second round to rename it as part of the [bus system's rebranding plans](#).

Back in November of last year, the Bay County bus system announced plans to revitalize local public transportation throughout the Bay County area with both a new name and logo.

Community members were invited to submit their recommendations for the system's new name. After a two-week nomination process and receiving submissions, the public now has the opportunity to vote for the new name. The first phase of voting launched in December and the second phase will begin next week with three new names for the community to consider.



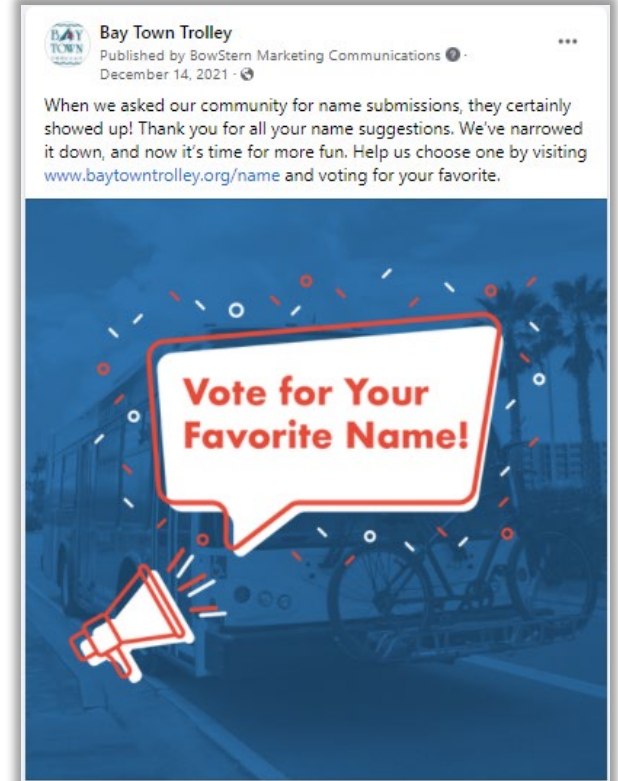
Help Us Pick the Winner

Bay Town Trolley is rolling right along to revitalize public transportation in Bay County. We had you submit name ideas to be considered for the renaming of our Bay Town Trolley transit system, and now we want you to help us decide the winner.

Throughout December, you will be able to vote on your favorite name for the new buses. Check back in with us to see the final name and logo come to life!

[VOTE NOW](#)

Bay Town Trolley
919 Massalina Drive,
Panama City, FL 32401



Bay Town Trolley
Published by BowStern Marketing Communications ·
December 14, 2021 · 🌐

When we asked our community for name submissions, they certainly showed up! Thank you for all your name suggestions. We've narrowed it down, and now it's time for more fun. Help us choose one by visiting www.baytowntrolley.org/name and voting for your favorite.

Bay Town Trolley
Bus Line [Learn more](#)

1,247 People reached	153 Engagements	— Distribution score
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[Boost post](#)

The New Brand

Created using:

- Stakeholder input
- Public Involvement
- Professional Experience



bayway



bayway



bayway
On Demand



