

vireo

Logo treatment

Mission

Vireo's mission is to provide convenient access to bicycle rentals as a transportation option in the Burlington area. As an option that complements walking, car sharing, and buses, Vireo seeks to reduce the level of private car ownership — for our health and the environment.

Identity

The program name and logo originate directly from the Red-eyed vireo, a migratory songbird common in Vermont summers. The resulting identity implies speed, freedom, health, and nature.

Aesthetically, the brand is inspired by the playful and optimistic feel of the 1960s. A contemporary treatment, however, makes it relatable to all audiences. The handcrafted logotype reinforces an organic connection, while also conveying a unique sense of personality.

Audience

Vireo is ideal for trips that are too far to walk, but short enough that driving is cumbersome and consumes money and fossil fuels. Burlington is a small city with limited parking, so most travel falls into this category. While buses are valuable and efficient, they operate over fixed routes with a limited schedule.

According to a 2006–2008 U.S. Census Bureau survey, 12% of all housing units in Burlington do not have access to an automobile. For only renters — 57.6% of housing units — that amount increases to 17.5%. (For those who own their home, only 4.7% do not have a car.)

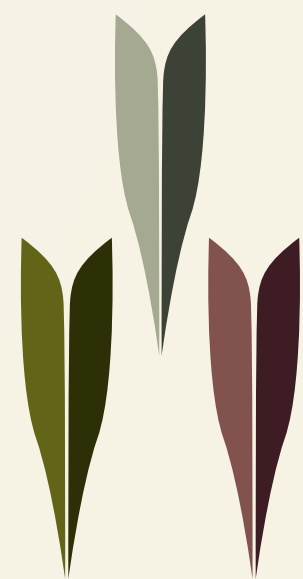
Vireo aims to increase the amount of people without a car. Many will not, and most will live outside of downtown. They will be interested in Vireo for a variety of reasons: fitness, environmental friendliness, cost, and convenience.

On-campus college students are a large population, but have their transportation needs well met by their institutions, and leave Burlington in the summer. While Vireo will be available to students, they will not be targeted specifically. As the program grows, more on-campus locations may be desired.



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One-color logo



Color palette and Feather Arrow device



Management

The Chittenden County Transportation Authority (CCTA) is the existing provider of public transportation in the Burlington area. Their mission to provide convenient and sustainable transportation options is a strong fit for the Vireo bike sharing program. To support the relationship between buses and bikes, Vireo should be established as a department of CCTA.

System

The BIXI system, provided by the Public Bike System Company (PBSC) — first in Montréal, and soon to launch in Boston and London — represents many best practices. To ensure trouble-free operation at minimal cost, Vireo will license the proven system of BIXI from PBSC. This approach allows short-term implementation, less capital investment, greater reliability, and more familiarity.

BIXI consists of fixed stations that hold bikes and accept payment. Users rent bikes from a station, ride to their destination, and return the bike at another station. Each station is solar-powered, and communicates wirelessly. These components allow for quick resolution of issues and easy deployment.

Locations

At launch, Vireo stations will be centered around downtown, based on existing bike routes and several usage patterns. Riders are likely to travel from their residence to activity centers, moving into, out of, and around downtown. Burlington's north-south orientation facilitates travel in those directions, while its hill will encourage more travel westward than eastward (to compensate for this pattern, bikes will need to be continually redistributed). More locations will be added as Vireo grows.

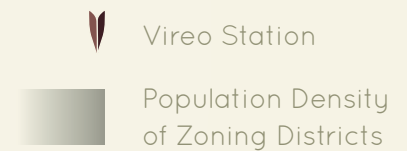
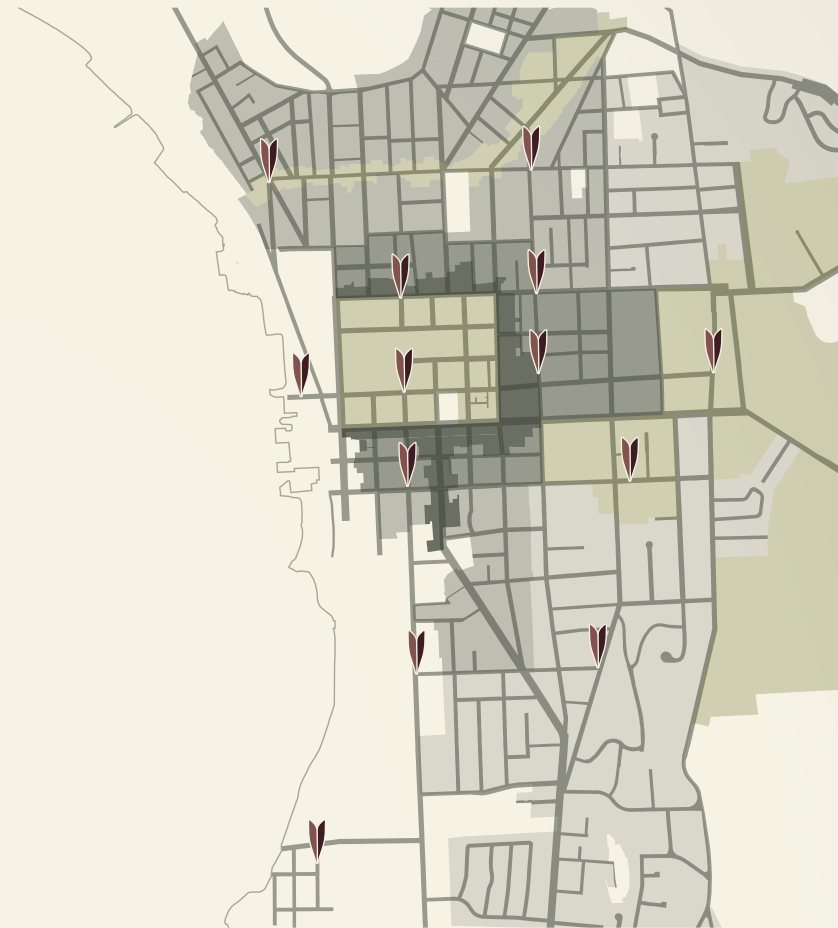
Pricing

Rental fees are structured to encourage bike turnover, without excessively charging for the time it takes to complete short errands. At the same time, pricing must be simple and easy to understand. A flat rate charged every half-hour accommodates these goals.

Memberships offer an incentive for lifestyle changes, through a lower cost for frequent users. For government and educational institutions, Vireo will work with CATMA to provide discounted rates. Ideally, Vireo memberships would be available at no cost to CATMA affiliates.

While accepting cash payments would be convenient, it does not allow prices to be based on trip length, or any recourse in the event a bike is stolen or damaged. By only accepting credit cards, Vireo can bill a penalty charge if a bike is not returned.

Exact costs will be dependent on the initial expense, amount of maintenance, and timeline for return on investment. The figures shown at right are estimates that balance affordability with viability.



single-trip

\$1.50 every 30 minutes

membership

\$30 for 30 days
\$90 for 365 days


first 30 minutes free
+ \$1.50 every 30 minutes



Campaign

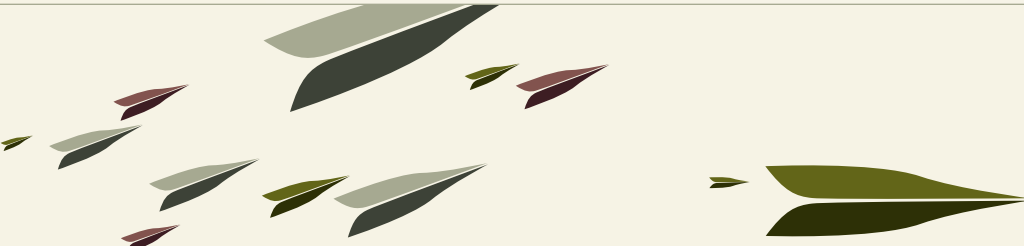

The Vireo launch campaign will run on CCTA buses. This ad platform reaches a wide audience — especially people on the go — and reinforces the relationship between bikes and buses.

Ads on the back of the bus will speak to drivers, while the larger ads on the sides of the bus target pedestrians. The messages of the ads are aimed at their specific audience, and promote the advantages that Vireo offers its users.



Wish your trip kept you fit?

Ride Vireo, Burlington's new public bicycle system.



Going someplace this bus doesn't?

Ride Vireo, Burlington's new public bicycle system.

