

# Executive Director Presentation

Renaming/Branding



# Naming Discussion

- 1) Connect Alachua
- 2) Onward Alachua
- 3) Move Alachua

## Factors:

- History and goals – Connecting past to present to future, people to people, and systems to systems)
- Existing road names
- What the Board and communities value based on respective websites
- Connecting to and protecting the natural beauty in the county



*Connect*  
**ALACHUA**  
Metropolitan Planning Organization

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*Connect*  
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Transportation Planning Organization

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# Action Requested

## Board approval of:

**Name:** Connect Alachua Transportation Planning Organization

**Branding:** Selection of logo branding or direction for staff to work with a graphic designer to design the logo.

