



## TRIANGLE WEST

Transportation Planning Organization

**January 21, 2025**

TO: DCHC MPO Board

FROM: Doug Plachcinski, AICP, CFM, DCHC MPO Executive Director

SUBJECT: MPO Rebrand

On January 28, 2025, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization will ask the MPO Board to officially adopt Triangle West Transportation Planning Organization (TWTPO) as our organization's new name.

DCHC's name and branding changes are the result of a collaboration between the MPO, Carrboro Creative, and Triangle Digital Media that began in early 2024. We are excited to reveal our new, more inclusive name to the public at our launch event on January 27, 2025, which will be hosted at the Central Pines Regional Council.

As a part of our new brand, we will be revealing fresh new colors, fonts, and a logo that better captures the excitement with which we do our work. An excerpt from the Brand Guidelines and presentation are included here.

We take this rebranding as an opportunity to further commit our organization to equitable, innovative, and collaborative transportation work in the Triangle. Although our brand has changed, our obligation to forward-thinking and equitable transportation remains steadfast.

As we take this step forward, we are eager to continue working with our members on transportation-related solutions.