

MEMORANDUM

DEPARTMENT OF PUBLIC WORKS
County of Placer

TO: BOARD OF SUPERVISORS
FROM: KEN GREHM ^{KG} / WILL GARNER ^{WG}
SUBJECT: TART BRANDING IMPLEMENTATION

DATE: May 19, 2015

ACTION REQUESTED / RECOMMENDATION

1. Adopt a Resolution approving a Budget Revision in the amount of \$85,000 for re-painting of existing TART buses and production of new bus stop signs to display the new brand for Tahoe Truckee Area Regional Transit (TART). There is no net County cost.

BACKGROUND / SUMMARY

In January of 2015, your Board approved the new TART brand which included a new logo, colors and bus painting. In April, the Town of Truckee also approved the new brand, which now allows the County and the Town to move forward with implementing the new single brand for transit services. The new paint job and exterior graphics have been finalized for the order of new buses with the bus manufacturer Gillig, which your Board approved in December of 2014. The next step is to re-paint the existing buses that are not scheduled for replacement by the initial order of new buses. We estimate we will be able to paint four buses within the available budget.

Another key piece to implementing the new brand will be the installation of new bus stop signs. TART has approximately 200 signs, many of which are faded and in need of replacement. The signs will be produced in-house by the Department of Public Works (DPW) sign shop. The cost to re-paint an existing bus is estimated to be \$10,000 to \$12,000. DPW is currently obtaining quotes for this work. We anticipate only re-painting buses that have at least three years of remaining service life. Production and installation of new bus stop signs is estimated at \$30,000.

Your Board approved \$100,000 in Transient Occupancy Tax (TOT) infrastructure funds for the implementation of the brand, \$15,000 has been spent on the creation of the new brand. The remaining \$85,000 must be appropriated to the TART Budget to initiate these efforts this fiscal year to begin placing the newly painted buses and signs into service in the summer of 2015.

ENVIRONMENTAL

The project is statutorily exempt from CEQA pursuant to section 21080(b)(10), as it is a project to provide passenger service.

FISCAL IMPACT

This Budget Revision will allow TART to use up to \$85,000 to paint buses and print new bus stop signs. Any remaining funds will remain in the TOT account for other printing and marketing materials related to the rebranding. The TOT funds have previously been approved in the TOT fund for these expenses. This Budget Revision will move the \$85,000 in TOT funds to the TART Professional Services line item increasing it to \$430,601.

Attachments Resolution
Budget Revision

**Before the Board of Supervisors
County of Placer, State of California**

In the matter of: A RESOLUTION APPROVING A BUDGET REVISION IN THE AMOUNT OF \$85,000 FOR RE-PAINTING OF EXISTING TAHOE AREA REGIONAL TRANSIT (TART) BUSES AND PRODUCTION OF NEW BUS STOP SIGNS.

Resol. No:.....

The following RESOLUTION was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held _____, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage

**Attest:
Clerk of said Board**

Chair, Board of Supervisors

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of the County of Placer, State of California, that this Board approves a Budget Revision in the amount of \$85,000 for re-painting of existing TART buses and production of new bus stop signs to display the new brand for Tahoe Truckee Area Regional Transit (TART).

