



COUNTY OF NEVADA
COMMUNITY DEVELOPMENT AGENCY
DEPARTMENT OF PUBLIC WORKS
950 MAIDU AVENUE, NEVADA CITY, CA 95959-8617
(530) 265-1411 FAX (530) 265-9849 www.mynevadacounty.com

Sean Powers
Community Development Agency Director

Trisha Tillotson
Director of Public Works

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: October 13, 2020

TO: Board of Supervisors

FROM: Robin Van Valkenburgh, Transit Services Division Manager

SUBJECT: **Resolution Approving the Rebranding of the County of Nevada Transit Services (Gold Country Stage and Gold Country Lift) Including Naming, Logo and Color Scheme**

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Funding for this project is provided through local State Transit Assistance funds. The funding is included in the approved Fiscal Year 2020-21 Transit Services Division budget.

BACKGROUND:

In an effort to keep with current times and to update and modernize the image of Gold Country Stage and Gold Country LIFT, the Transit Services Division has undertaken a rebranding project. The current branding can be traced back to the start of the local transit system in 1975. This project was proposed and unanimously approved for initiation by the Transit Services Commission at its September 19, 2018, regularly scheduled meeting.

Rebranding is an excellent way to update the image of a transit system, bringing it forward into the community consciousness and energizing locals to take notice of the services. Part of the rebranding process is community engagement, encouraging local residents to provide feedback on how Transit is perceived and what may help to generate community pride and ownership in the final product. This interaction also provides a springboard for the community to better understand and identify with transit services; where they go, who they serve and why they benefit the community.

The Transit Services Division enlisted the assistance of the Purchasing Division to develop a Request for Proposal for these services. Formal responses were received from five firms.

An evaluation panel consisting of County staff and the Nevada County Transportation Commission evaluated the proposals based on the criteria published in the RFP and 3Fold Communications was determined to be the highest-ranking firm.

Staff held the project kickoff meeting on September 26, 2019, with the consultant, 3Fold Communications, and the project management team consisting of Dan Landon (NCTC Executive Director), Taylor Wolfe (Public Information Officer Nevada County), Heather Heckler (Marketing & Communications Manager Connecting Point/211) and Eliza Tudor (Executive Director Nevada County Arts Council).

The stated goal of the project management team is to revise the branding of Nevada County Transit Services so that the name, logo and color scheme are modern, attractive, simple and convey a clear message about who is providing the transit services and their purpose within the community.

The secondary goal of the rebranding project is to incorporate the artistic talent of the community in a manner that engages the eye and provides a visual representation of the lifestyle encapsulated within Nevada County; adventure, independence, arts, culture and the natural beauty of the area. This incorporation of art will come in the form of bus wraps designed by local artists, which will be installed on the entire Transit fixed route bus fleet for 12-18 months (pending specific negotiations and product durability).

Staff is working with the consultant and County Purchasing staff to develop a Request for Qualifications/Proposals (RFQ/P) to obtain bus wrap designs from qualified artists. Upon successful completion of the RFQ/P process, the project management team and 3Fold staff will complete an initial evaluation of submissions to create a portfolio of designs to be presented to the public for evaluation and selection by popular vote.

To achieve these goals, 3Fold has incorporated stakeholder outreach via interviews of the project management team, local business owners, Gold Country Stage passengers and transit staff. 3Fold has also spent time riding the local fixed route buses to identify areas served, frequent stops and activity centers.

Based on these efforts the consulting team developed a portfolio of draft naming and color schemes which were then presented to the project management team for evaluation and discussion. The draft concepts were also shared with Transit staff for comment. Following discussions, the two preferred concepts, with three variations of each, were presented to the project management team on May 5, 2020, for evaluation.

The naming and color scheme presented here today is the unanimous choice of the project management team and was approved by the Transit Services Commission at the July 22, 2020, regular meeting.

In addition, the proposed logo, name and color scheme has been presented to the Nevada City and Grass Valley City Councils as an informational item.

Item Initiated by: Robin Van Valkenburgh, Transit Services Manager

Approved by: Trisha Tillotson, Director of Public Works

RV/TT/kk

Submittal Date: September 23, 2020

Revision Date: