



RESOLUTION No. 20-449

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION APPROVING THE REBRANDING OF THE COUNTY OF NEVADA TRANSIT SERVICES (GOLD COUNTRY STAGE AND GOLD COUNTRY LIFT) INCLUDING NAMING, LOGO AND COLOR SCHEME

WHEREAS, in 1976 the County of Nevada entered into a Joint Powers Agreement for transportation services in Western Nevada County with the Cities of Nevada City and Grass Valley; and

WHEREAS, the Transit Services were named Gold Country Stage and Gold Country Lift, utilizing a stagecoach for a logo and a yellow and blue color scheme; and

WHEREAS, the logo was established as a stagecoach over 35 years ago; and

WHEREAS, in an effort to modernize the transit system, attract new ridership and specifically identify the transit system as being a County provided service a Rebranding Project was proposed; and

WHEREAS, the Transit Services Commission approved the initiation of a Transit Rebranding Project on September 19, 2018; and

WHEREAS, a Request for Proposals for Transit System Branding Project for Nevada County Transit Services was released for bid on January 24, 2019; and

WHEREAS, the Board of Supervisors approved Resolution No. 19-454 approving a contract with 3Fold Communications for the County of Nevada Transit System Branding and Naming Project for Gold Country Stage and Gold Country Lift Public Transit Services; and

WHEREAS, the consultant engaged the community through in-person interviews with passengers on the bus, with business owners and stakeholders to obtain information regarding public awareness and perception of the transit system within Nevada County; and

WHEREAS, based on the public and stakeholder feedback the Consultant provided the Project Management team with a portfolio of draft naming and color scheme concepts; and

WHEREAS, the Project Management team unanimously chose the proposed naming, logo and color scheme; and

WHEREAS, the Transit Services Commission approved the proposed naming (Nevada County Connects and Nevada County Now) and color scheme at its July 22, 2020, meeting.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Nevada County Board of Supervisors authorizes:

1. The rebranding of Gold Country Stage fixed route bus service to Nevada County Connects; and
2. The rebranding of Gold Country Lift Americans with Disabilities Act (ADA) and Senior Dial-A-Ride service to Nevada County Now; and
3. Directs the Transit Services Manager to update all associated electronic, print and bus stop related collateral to the new naming, logo and color scheme

PASSED AND ADOPTED by the Board of Supervisors of the County of Nevada at a regular meeting of said Board, held on the 13th day of October, 2020, by the following vote of said Board:

Ayes: Supervisors Heidi Hall, Edward Scofield, Dan Miller, Susan K. Hoek and Richard Anderson.

Noes: None.

Absent: None.

Abstain: None.

ATTEST:

JULIE PATTERSON HUNTER
Clerk of the Board of Supervisors

By: 



Heidi Hall, Chair