



RESOLUTION No. _____
OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

**RESOLUTION APPROVING A CONTRACT WITH NORCAL
SIGNS FOR THE DESIGN, PRODUCTION AND INSTALLATION
OF NEVADA COUNTY CONNECTS LOGO DECALS AND VINYL
BUS WRAPS FOR THE NEVADA COUNTY TRANSIT FIXED
ROUTE BUS FLEET AND STAFF VEHICLES IN THE AMOUNT
OF \$77,354**

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 Board of Supervisors approved Resolution No. 20-449 approving the Rebranding of the County of Nevada Transit Services to Nevada County Connects (fixed route) and Nevada County Now (paratransit), including logo and color scheme; and

WHEREAS, the rebranding process included public participation in the choosing of local artist Denise Wey's Poppies on the River design for a bus wrap installation; and

WHEREAS, Transit Services staff sought quotes from vendors for the design, production and installation of branding logos and vinyl bus wraps for the Nevada County fixed route fleet and staff vehicles; and

WHEREAS, Transit Services staff received quotes from two vendors: Real Graphics and NorCal Signs; and

WHEREAS, NorCal Signs was the lowest quote for the specified services.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Nevada County Board of Supervisors approves the Contract and that the Chair of the Board of Supervisors is hereby authorized to execute, on behalf of the County of Nevada, that certain Contract, in the maximum amount of \$77,354, by and between said County and NorCal Signs for the design, production and installation of Nevada County Connects logo decals and vinyl bus wraps for the Nevada County Transit fixed route bus fleet and staff vehicles and to be paid from 4281-91003-707-1000/521520.