



COUNTY OF NEVADA
COMMUNITY DEVELOPMENT AGENCY
DEPARTMENT OF PUBLIC WORKS
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Director of Public Works

NEVADA COUNTY BOARD OF SUPERVISORS
Board Agenda Memo

MEETING DATE: August 13, 2019
TO: Board of Supervisors
FROM: Trisha Tillotson, Director of Public Works
SUBJECT: Resolution to Approve a Contract with 3Fold Communications for a County of Nevada Transit System Branding and Naming Project for Gold Country Stage and Gold Country Lift Public Transit Services for an Amount Not to Exceed \$59,975 and Amending the Fiscal Year 2019/20 Transit Services Division Budget. (4/5 Affirmative Action Required)

RECOMMENDATION: Approve the attached Resolution.

FUNDING: Funding is provided by FY2018-19 Transportation Development Act (TDA) unearned revenue and would impact the Fiscal Year 2019/20 Transit Services budget in the amount of \$59,975. A budget amendment is included for consideration to amend the Fiscal Year 2019/20 budget. There is no impact to the General Fund.

BACKGROUND:

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

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 designs and colors which ultimately helps 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.

Responses to the project Request for Proposals (RFP) 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 is requesting that the Board authorize the 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.

Item Initiated by: Robin Van Valkenburgh, Transit Services Manager

Approved by: Trisha Tillotson, Director of Public Works

Submittal Date: July 8, 2019

Revision Date: