



RESOLUTION No. _____

OF THE BOARD OF SUPERVISORS OF THE COUNTY OF NEVADA

RESOLUTION TO APPROVE 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 FOR AN AMOUNT NOT TO EXCEED \$59,975 AND AMENDING THE FISCAL YEAR 2019/20 TRANSIT SERVICES DIVISION BUDGET (4/5 AFFIRMATIVE VOTE REQUIRED)

WHEREAS, Gold Country Stage provides local and regional fixed route bus services throughout Nevada County; and

WHEREAS, Gold Country Lift provides mandated Americans with Disabilities Act (ADA) complementary paratransit services throughout Nevada County; and

WHEREAS, Transit Services Division oversees both Gold Country Stage and Gold Country Lift; and

WHEREAS, the Gold Country brand has remained largely unchanged in style and coloration since its inception in 1975; and

WHEREAS, on September 19, 2018, the Transit Services Commission, policy body for the Transit Services Division, approved the initiation of a Branding and Naming project for Gold Country Stage and Gold Country Lift; and

WHEREAS, 3Fold Communications is the selected consultant for the Transit branding services 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 Transit Services Division has sufficient Transportation Development Act (TDA) unearned revenue balance available with NCTC to fund this project.

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

1. All of the above recitals are true and correct; and
2. Authorizes the Chair of the Board of Supervisors to execute a contract with 3Fold Communications, the most responsive and responsible bidder responding to a Request for Proposals for the Nevada County Transit Services Transit Branding Services for the Nevada County Transit Services for an amount not to exceed \$59,975; and
3. Directs the Auditor Controller to amend the Fiscal Year 2019/20 Transit Services budget as follows:

Increase Budget:	4281-91003-707-1000/401500	\$59,975
	4281-91003-707-1000/521520	\$59,975