

**To:** Marketing, Planning, & Legislative Committee

**Date:** June 27, 2011

**From:** Mary Burdick, Sr. Manager of Marketing

**Reviewed By:** *AMB*

**SUBJECT:** New Van Design Scheme

**SUMMARY OF ISSUES:**

The marketing and planning department wishes to create a unique exterior for three of the new paratransit vans. The idea is to create a small bus that has community acceptance and appeal. The vans would be wrapped with photos and used throughout the service area in LINK paratransit service or on special routes like the Gael Rail Shuttle.

Staff is recommending the special treatment because:

- Vans wrapped with beautiful scenery will give people a positive feeling about transit buses on their street
- Vans with special treatment can be used to delineate service types; LINK paratransit vs fixed route or flex route service
- Van wrapped with local outdoor scenes can convey a “transit = green” message.

This program will be paid for with FY2010-11 marketing and planning funds. It is intended to improve the public perception of transit and transit buses.

**FINANCIAL IMPLICATIONS:**

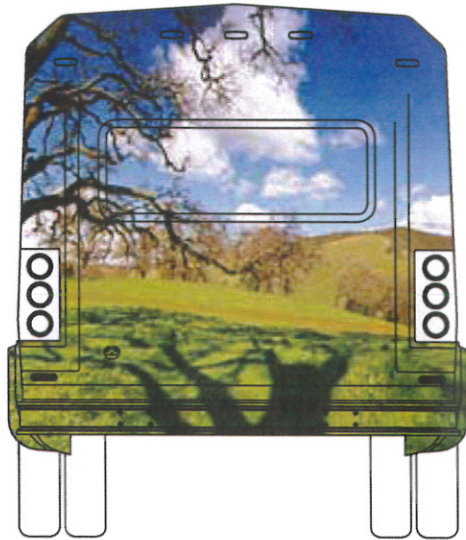
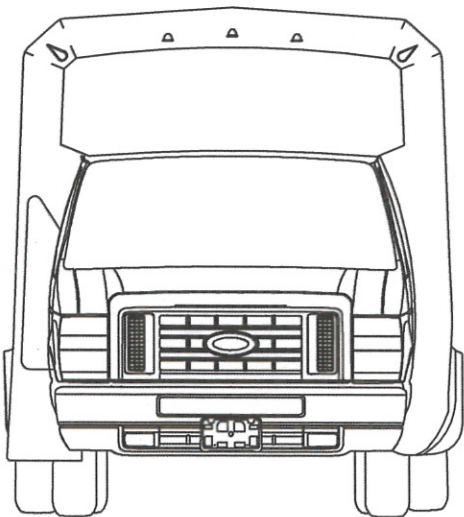
The total cost to wrap three vehicles is \$28,000 and includes design fees, photo rights, vinyl production, installation, and removal. The wraps will remain on the vehicles for several years.

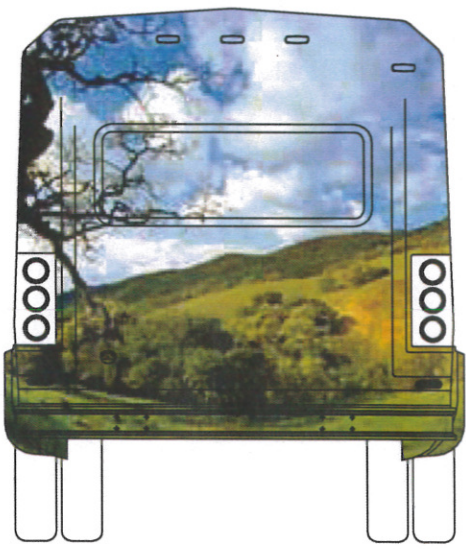
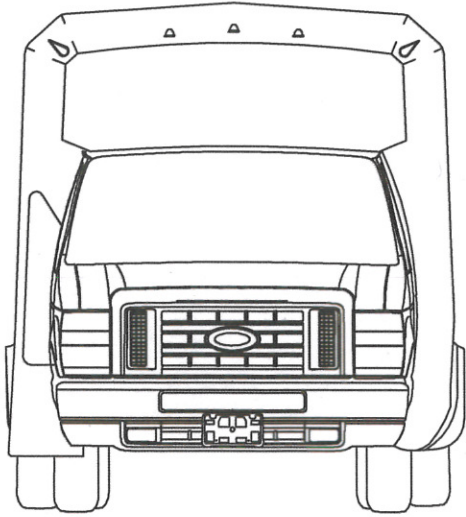
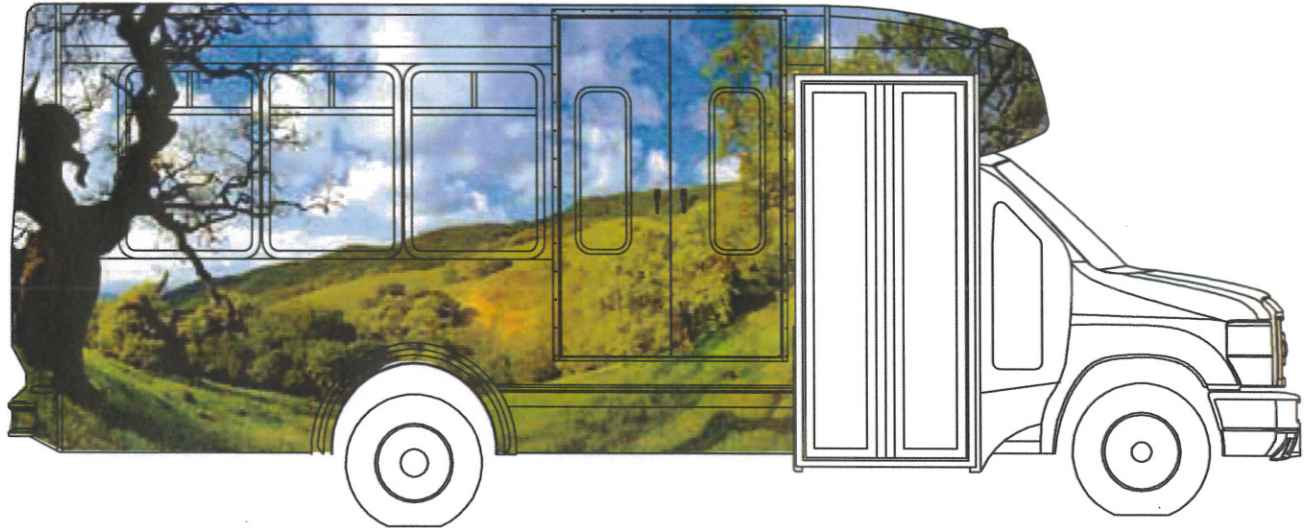
**RECOMMENDATION:**

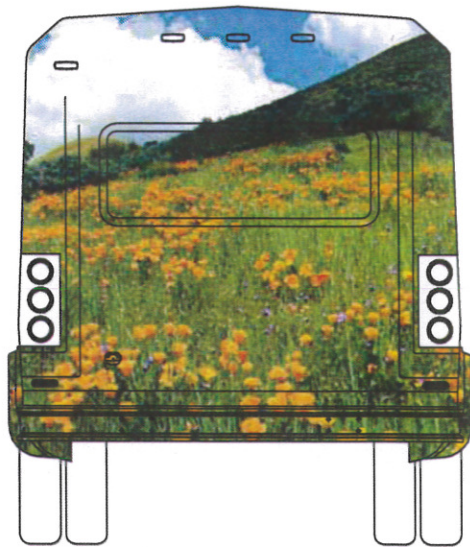
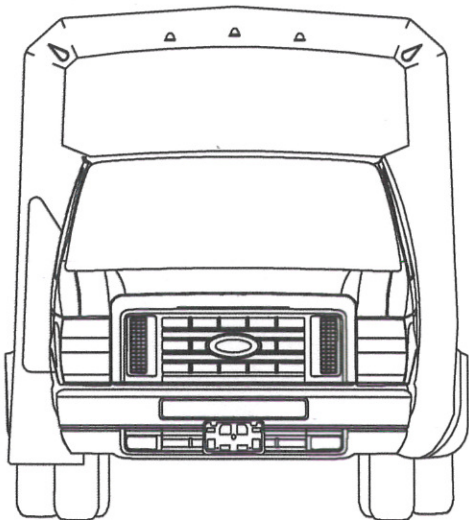
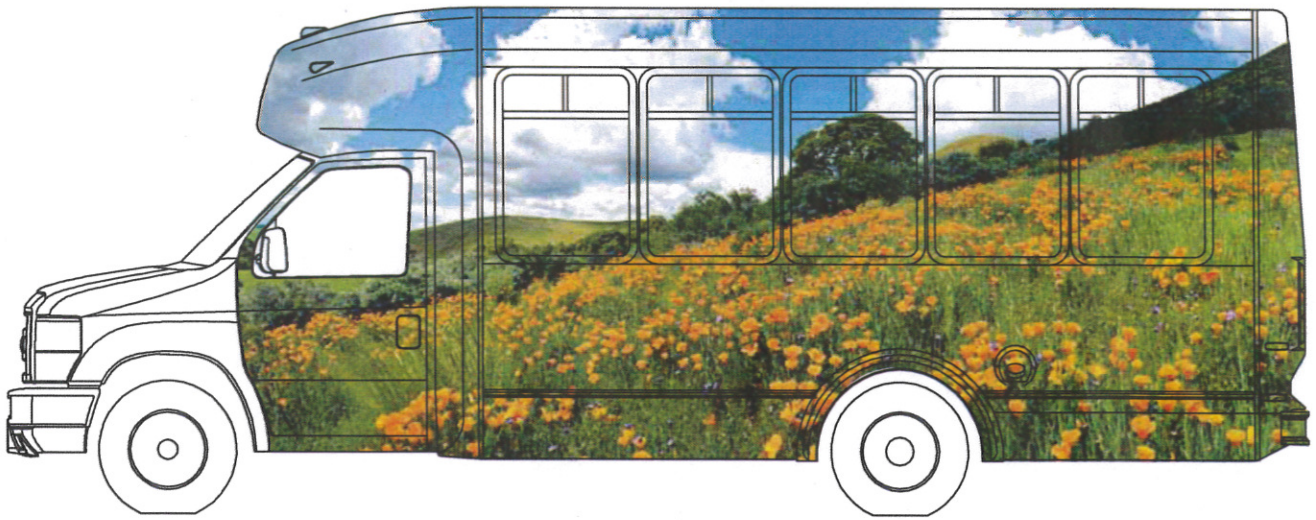
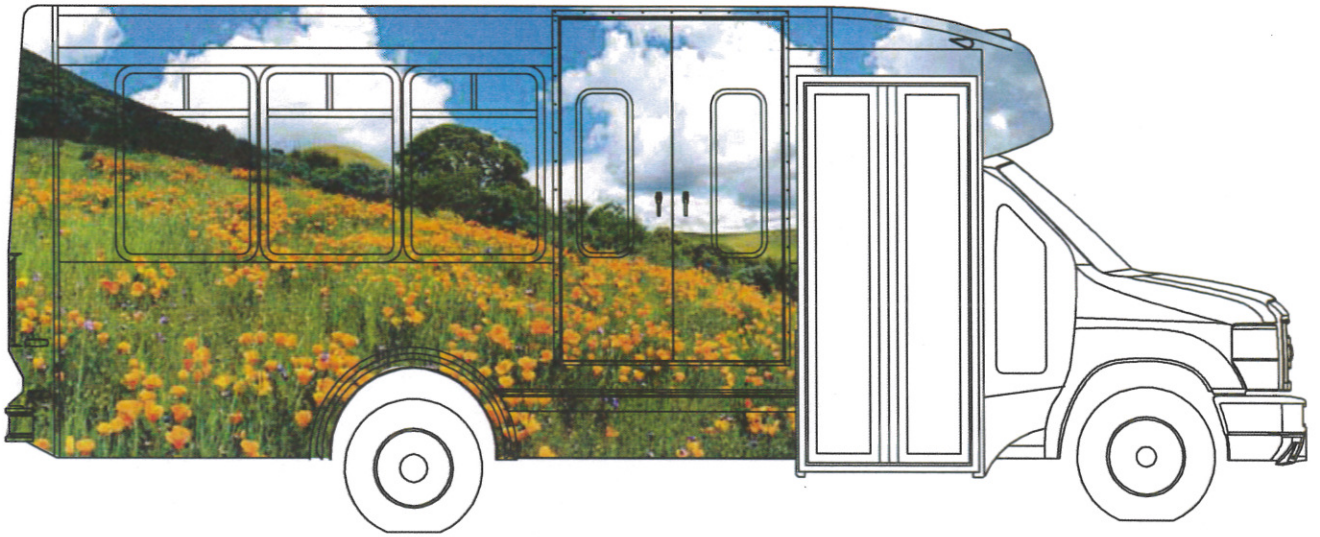
Create a unique theme for three vans by wrapping them with photos

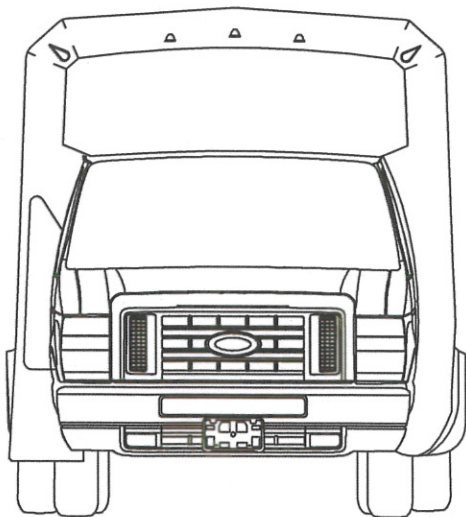
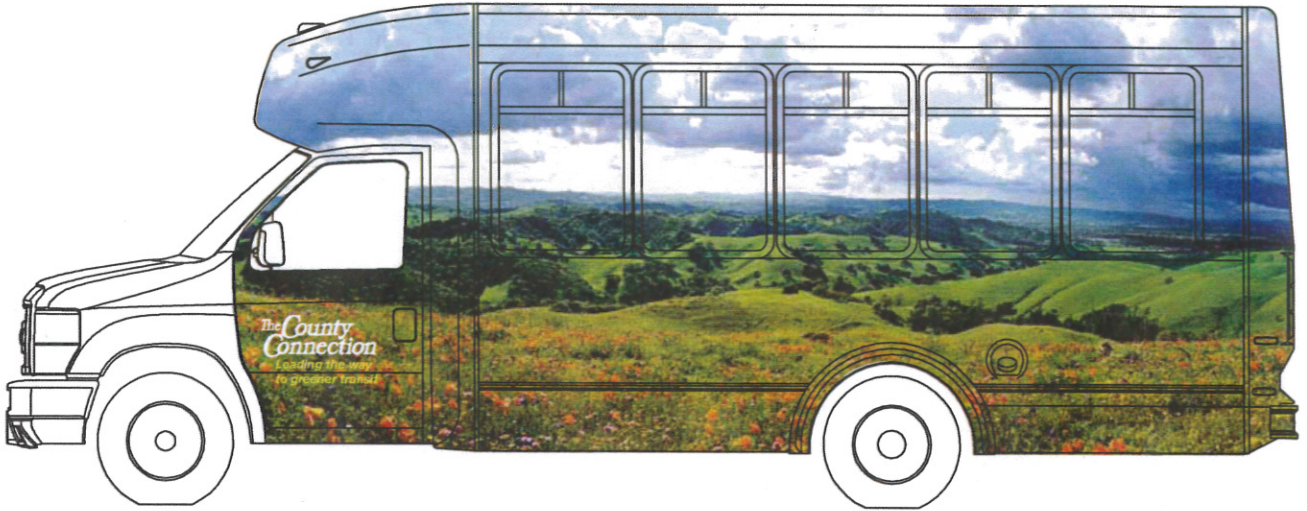
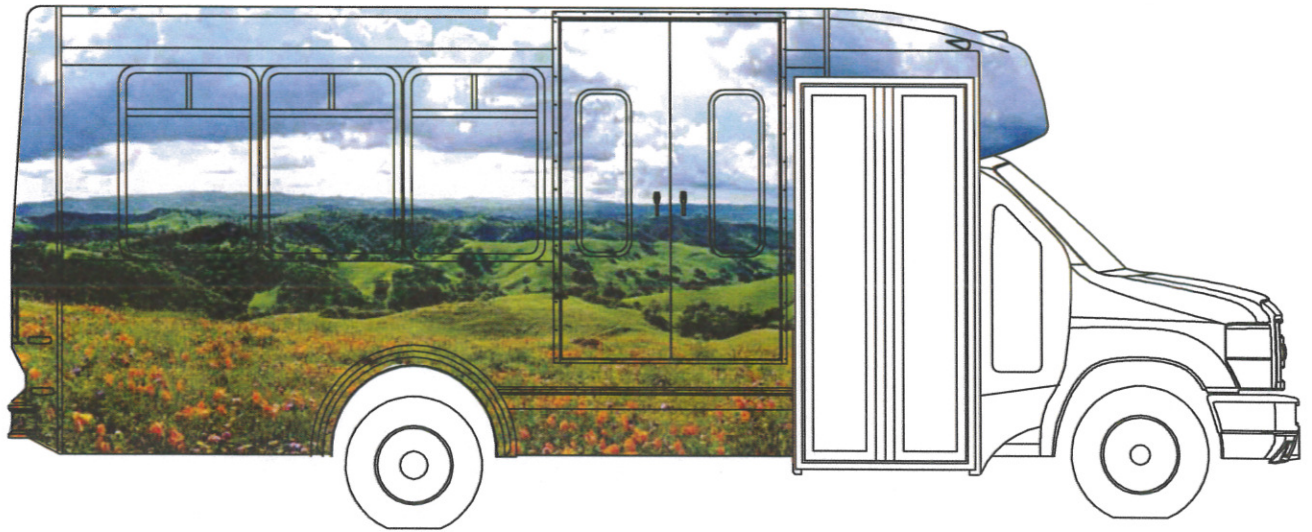
**ATTACHMENTS:**

Four preliminary designs and messages









## **Wrapped Van Messages**

In addition to the CCCTA logo, phone number, website and required identifying features, below are messages that are being considered:

- Transit – A Clean Choice
- Transit – A Green Choice
- Transit – Your Best Choice For A Healthy Community
- We're Going Your Way