

To: Board of Directors

Date: December 13, 2012

From: Anne Muzzini, Director of Planning

Reviewed by:

SUBJECT: Bishop Ranch Bus Wrap

Background:

CCCTA has an agreement with Sunset Development and Chevron whereby they pays approximately \$500,000 a year to offset free passes to employees and a share of the operating cost of routes #96X and #97X. The operating cost offset is equal to 25% with the remainder being supported with Measure J and TDA funds. The buses that are used to operate the routes were painted to identify Bishop Ranch service ten years ago. There are currently 14 buses painted with the Bishop Ranch paint scheme though it only takes 8 buses to make “pull-out”. The buses are due to be replaced in two years.

Sunset Development has a desire to update their image with new graphics. Staff has been discussing ways to update the look of the Bishop Ranch buses prior to their replacement in 2014.

Summary of Issues:

The easiest and least expensive way to update the look of the buses is to “wrap” them as opposed to repainting them and this is what they proposed to do. It is understood that Sunset will bear any cost related to wrapping the buses. They would like to start with wrapping two buses as a demonstration.

Because the 14 buses are owned by CCCTA, we retain the right to decide whether or not to allow Sunset to make a change in how the buses look. The pictures attached show the current scheme and their proposed new look.

Recommendation:

The MP&L Committee recommends that the Board review the proposed paint scheme and give Sunset Development approval to wrap two buses provided the cost is covered and the design clearly identifies the buses as publicly operated by CCCTA.

Financial Impact:

There will be no financial impact on CCCTA.

Current Paint Scheme



Proposed Wrap

