

To: MP&L Committee

Date: January 3, 2013

From: Anne Muzzini, Director of Planning

Reviewed by:

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**SUBJECT:** Bishop Ranch Bus Wrap

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### **Background:**

Sunset Development has seen changes in management and staff in the past two years and is in the process of updating their image with new graphics. They would like to wrap two buses in a new design that reflects their cleaner more updated look. There are 14 buses painted in the Bishop Ranch color scheme and they are due for replacement in 2014. They are committed to covering all cost related to wrapping the buses in their new colors.

A graphic proposal was presented to the Board in December and several members took issue with the lack of design elements that clue the public that the buses are public County Connection buses and not private shuttles. In particular the color scheme doesn't relate to County Connection colors and the mountain logo which appears now on the front of Bishop Ranch buses is no longer part of the new scheme.

### **Summary of Issues:**

Bishop Ranch staff expressed willingness to re-visit their bus wrap design to incorporate the mountain is working with their graphic team to come up with a new graphic prior to the MP&L Committee meeting. It was not available at the time of mailing but hopefully will be completed by the meeting date.

### **Recommendation:**

Staff recommends that the Committee support Bishop Ranch's efforts to update their look with a new graphic scheme so long as they "wrap" the bus and cover all costs and so long as the new design incorporates elements that convey to the public that the buses are part of the County Connection bus system.