

To: Board of Directors

Date: January 11, 2013

From: Anne Muzzini, Director of Planning

Reviewed by:

SUBJECT: Bishop Ranch Bus Wrap

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 was no longer part of the new scheme.

The **MP&L** Committee reviewed a revised version of the graphics that did include a mountain on the front but left the sides unchanged. They asked for further modifications and a third iteration of the design has been developed for Board review.

Recommendation:

The MP&L Committee recommends that the Board review Bishop Ranch's latest design to determine if it incorporates elements that convey to the public that the buses are part of the County Connection bus system. If so, they recommend approval of the new design to be implemented by wrapping two buses at the expense of Bishop Ranch.



