

To: Marketing Planning and Legislative Committee

Date: November 22, 2013

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

Subject: Re Branding

Background:

At the November meeting the MP&L Committee reviewed the cost estimates for possible rebranding efforts and asked to see the bus replacement schedule. The attached replacement schedule shows the timing of new bus purchases through FY2021. A large portion of our fleet (71 out of a total of 121) will be replaced in the next three years. This presents an opportunity to phase in graphic changes on these buses without any cost as the paint job is covered in the purchase price.

It is important to note that out of these 71 buses; 14 of them are for the Bishop Ranch service and 4 of them are Trolley's. This leaves 53 that are slated to get the County Connection paint job out of a total of 103 buses that current have the County Connection paint scheme.

Requested Action:

For information

Short Range Transit Plan – Chapter III: Operating Financial & Capital Plan

Fixed Route Fleet		FY 12	FY 13	FY 14	FY 15	FY 16	FY 17	FY 18	FY 19	FY 20	FY 21
#	Description										
40	Heavy Duty bus - 40'										
10	Heavy Duty bus - 40'	10									
7	Heavy Duty bus - 30'		7								
14	Heavy Duty bus - 40'				14						
18	Heavy Duty bus - 30'				18						
13	Heavy Duty bus - 35'			13							
19	Heavy Duty bus - 40'			19							
	Grand Total	10	7	32	32						
Paratransit Fleet											
38	Ford Cutaways - 22'						38				
4	Ford Cutaways - 24'						4				
4	Ford Cutaways - 22'	4						4			
4	Ford Minivan	4						4			
6	Ford Cutaways - 22'									6	
3	Chevy Microvan								3		
1	Ford Minivan								1		
3	Ford Cutaways - 22'				3						
	Grand Total	8	10	3	3		42	4	8	6	