

**Approval of New Bus Branding Paint Design and
Amendment to Forty-Foot Bus Purchase Agreement**



BACKGROUND

- Looking at different ways to improve bus system
- Exploring:
 - service design
 - expanded marketing to colleges, millennials
 - fare discounts using cap and trade funds
 - new bus branding

UNIQUE OPPORTUNITY TO REBRAND

- Buses are assets
- They are moving billboards
- Showcase OCTA
- Branding nearly 20 years old
- Less expensive to paint at factory



REBRANDING EVOLUTION

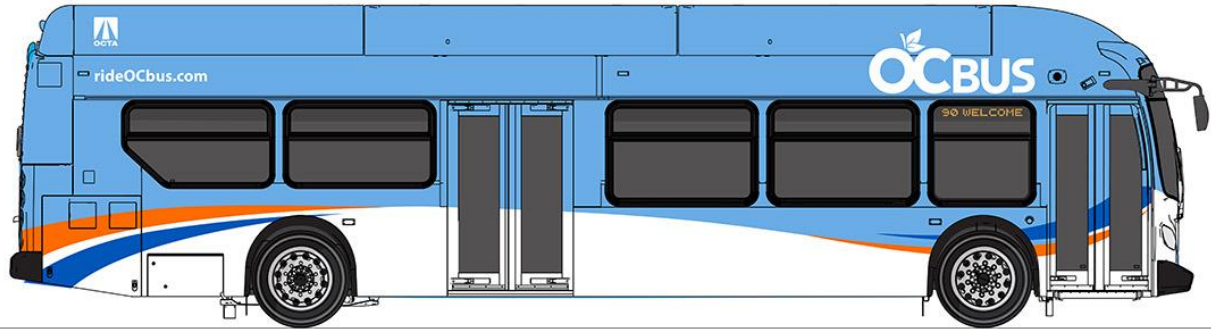
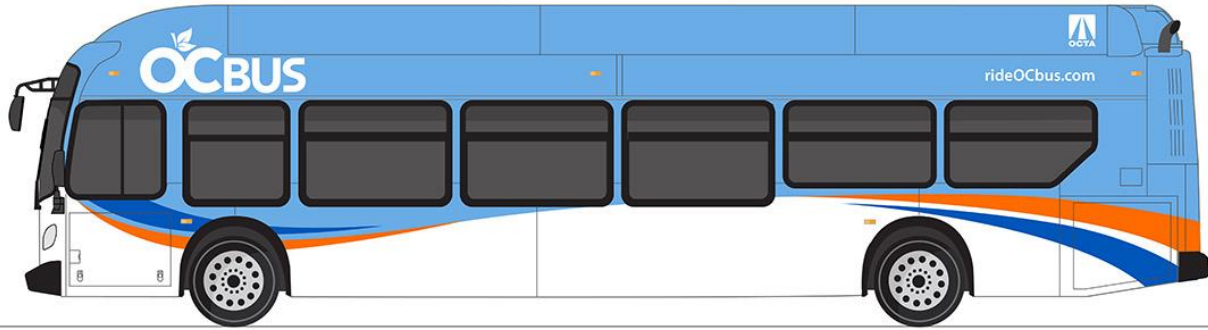
- Conducted extensive public outreach
 - Public, stakeholders, customers, millennial diverse communities, employees
- Used feedback to refine design concepts
 - Four rounds of surveys and meetings
 - Bus wrap demonstration



BRANDING CRITERIA

- Longevity
- Adaptability
- Affordability
- Readability
- Simplicity
- Memorability
- Inviting
- Brand clarity
- Brand continuity
- Advertising friendly
- Orange County personality

Proposed Vehicle Design



RECOMMENDATIONS

- Approve the proposed vehicle design
- Approve amendment to agreement C-4-1280 in the amount of \$1,127,974 to cover the exterior painting of 201 40-foot buses