



MEETING NOTICE & AGENDA

DATE: Thursday, December 19, 2024

TIME: 4:00 P.M.

PLACE: Board of Supervisors Chambers
Yuba County Government Center
915 8th Street
Marysville, California

I. Call to Order & Roll Call

Kirchner (Chair), Bains (Vice-Chair), Blaser, Buttacavoli, Flores, Fuhrer, Hudson, and Shaw

II. Public Hearings

A. NextGen Transit Plan Phase 1 Service Alternative. Public hearing regarding the recommended NextGen Transit Plan Phase 1 local service alternative. (Attachment)

1. Staff report.
2. Open public hearing.
3. Close public hearing.
4. Board discussion and action.

RECOMMENDATION: Receive public comment and consider approval of the NextGen Transit Plan Phase 1 service alternative, as proposed or amended.

III. Public Business from the Floor

Members of the public may address the Authority on items of interest that are within the Authority's jurisdiction and are not on the agenda for this meeting. Public comment regarding agenda items will be permitted as each agenda item is considered by the Board.

IV. Consent Calendar

All matters listed under the Consent Calendar are considered routine and can be enacted in one motion. There will be no separate discussion of these items prior to the time the Board votes on the motion unless members of the Board, staff, or public request specific items to be discussed or removed from the Consent Calendar for specific action.

- A.** Minutes from the Regular Meeting of November 21, 2024. (Attachment)
- B.** Disbursement List for November 2024. (Attachment)
- C.** Monthly Performance Report for November 2024. (Attachment)

V. Reports

A. NextGen Transit Plan Marketing and Branding. (Attachment)

RECOMMENDATION: Adoption of the proposed Yuba-Sutter Transit and microtransit service logos/branding, and authorization for staff to proceed with related updates to printed materials and website, as proposed or amended.

B. Vehicle and Signage Rebranding Project Award. (Attachment)

RECOMMENDATION: 1) Adopt Resolution #8-24 approving the addition of a capital project titled, "Vehicle and Signage Rebranding" to the Fiscal Year (FY) 2025 Capital Program Budget in the amount of \$220,000, utilizing unclaimed FY 2022 State Transit Assistance (STA) and unexpended Federal Transit Administration (FTA) Sec. 5339 program funds.

2) Approve a professional services agreement with Allstar Wraps, LLC, in an amount not to exceed \$220,073.86, for production and installation of vehicle wraps, bus stop signs, and facility signage, and authorize the Executive Director to execute, pending legal counsel approval.

C. Project and Program Updates.

1. Caltrans State Route 70 Binney Junction Phase 2
2. NextGen Transit Facility Project
3. Commuter Service Extension Proposal

RECOMMENDATION: Information only.

VI. Closed Session

A. Public Employee Performance Evaluation (Pursuant to Government Code Section 54957)

Position Title: Executive Director

B. Conference With Legal Counsel—Pending Litigation (Pursuant to Government Code Section 54956.9(d)(1))

CASE: Dennis Cobb vs. Yuba-Sutter Transit Authority; City of Marysville; Yuba County: Does 1-10.

VII. Correspondence / Information

VIII. Other Business

IX. Adjournment

THE NEXT REGULAR MEETING IS SCHEDULED FOR THURSDAY, JANUARY 16, 2025, AT 4:00 P.M. IN THE BOARD OF SUPERVISORS CHAMBERS, YUBA COUNTY GOVERNMENT CENTER

If you need assistance to attend the Yuba-Sutter Transit Board Meeting, or if you require auxiliary aids or services, e.g., hearing aids or signing services to make a presentation to the Board, please contact the Yuba-Sutter Transit office at (530) 634-6880 or by email at info@yubasuttertransit.com at least 72 hours in advance so such aids or services can be arranged.

AGENDA ITEM II – A
STAFF REPORT

NEXTGEN TRANSIT PLAN PHASE 1 SERVICE ALTERNATIVE

RECOMMENDATION: Receive public comment and consider approval of the NextGen Transit Plan Phase 1 service alternative, as proposed or amended.

Background

In November, the Yuba-Sutter Transit Board of Directors received a recommendation from staff to consider an alternative to the previously approved Phase 1 local service plan set for launch in January 2025. The alternative discussed, which includes keeping Routes 1, 2 and 5 in place as is in Yuba City, was advanced in response to steadily increasing local fixed route productivity. Given that these routes are currently carrying an average of approximately twelve passengers per revenue hour, staff proposed that instead of replacing Routes 2 and 5, microtransit instead be employed as a complement (i.e., feeder service) to the existing fixed routes and that it be first launched in Linda and Olivehurst. This strategy better leverages the benefits of on-demand service by combining them with a productive fixed route service to enhance the overall responsiveness and reach of the entire local transit system. In addition, this sequencing of the rollout is expected to have significant community impact and better aligns with current capacities and existing resources.

With the resulting actions in November, the Board accepted the preferred alternative microtransit deployment strategy and set a public hearing for the December meeting to receive public comment. In addition, the Board directed staff to develop a formal update to the NextGen Transit Plan for future consideration.

Discussion

The purpose of this item is to provide an additional opportunity for the Board to receive public comment and to consider approval of the updated microtransit deployment plan for the remainder of Fiscal Year (FY) 2025. For reference, the adopted NextGen Plan and subsequent implementation updates are available on the agency's website at www.yubasuttertransit.com/nextgen-transit-plan.

Attached is a copy of the appropriately posted public hearing notice for this meeting. Staff will provide a summary of any public comments received to date and will be prepared to discuss this issue in more detail at the meeting.

Fiscal Impact

The incremental cost impact of the proposed microtransit alternative is estimated at \$117,389 in FY 2025. This net cost increase is within the approved FY 2025 Operating Budget adopted in May 2024.

Attachments:

- 1) Public Hearing Notice, December 3, 2024



**YUBA-SUTTER TRANSIT AUTHORITY
PUBLIC HEARING NOTICE**

PROPOSED LOCAL SERVICE PLAN ALTERNATIVE

DATE: Thursday, December 19, 2024
TIME: 4:05 p.m.
PLACE: Yuba County Government Center
Board of Supervisors Chambers
915 Eighth Street
Marysville, CA 95901

The Yuba-Sutter Transit Board of Directors has set a hearing for the above date, place, and time to accept public comments on a proposed local service plan alternative that, if approved, would become effective on or after March 3, 2025. A complete description of the proposed service alternative is available online at www.yubasuttertransit.com/nextgen-transit-plan, from the Yuba-Sutter Transit Administrative Office at 2100 B Street, Marysville, CA during normal business hours, or call (530) 634-6880 to request by mail.

Interested persons may submit comments regarding the proposed local service plan alternative either verbally or in writing, before or at the public hearing. Written comments can be provided by e-mail to info@yubasuttertransit.com, mail to Yuba-Sutter Transit at 2100 B Street, Marysville, CA 95901, or FAX at (530) 634-6888. All written communication must be received prior to the hearing to be considered. Verbal testimony can be provided in person at the hearing or by telephone at (530) 634-6880 prior to the hearing. Please visit www.yubasuttertransit.com or call (530) 634-6880 for more information.

AGENDA ITEM IV – A

**YUBA-SUTTER TRANSIT AUTHORITY
MEETING MINUTES
NOVEMBER 21, 2024**

I. Call to Order & Roll Call (4:05 p.m.)

Present: Blaser, Hudson, Kirchner (Chair), Fuhrer and Shaw
Absent: Bains (Vice Chair), Buttacavoli, and Flores

II. Public Business from the Floor

None.

III. Consent Calendar

Director Hudson made a motion to approve the Consent Calendar. Director Shaw seconded the motion, and it was carried unanimously.

IV. Reports

A. NextGen Transit Plan Phase 1 Implementation Alternative.

Executive Director Mauk presented staff's recommendation to diverge from the approved NextGen Transit Plan Phase 1 to discontinue Route 2 and 5 in favor of microtransit due to recent ridership gains. Mauk explained the staff's preferred alternative is to pilot microtransit as complement to the fixed routes instead of a replacement, effectively extending service to areas that are underserved and connecting passengers to the fixed routes. In addition, staff recommended not making any changes to Route 1 at this time but continuing with the planned extension of all fixed route hours to 8:00 p.m., cancelling the evening DAR and previously approved fare changes. Mauk explained that implementation of this recommendation no longer represented a cost neutral change as microtransit is an additional service on top of the fixed routes.

Mauk stated that per the alternative analysis provided as an attachment, the recommendation is to launch microtransit in Linda and some areas of Olivehurst first, instead of starting in Yuba City. Preliminary planning suggests with the fixed routes in place, microtransit can be extended to most of Olivehurst and Linda with 2 to 3 vehicles. The preliminary analysis assumes additional vehicle service hours for 2 to 3 vehicles a day at an incremental cost increase of approx. \$60 an hour. That equates to approx. \$118,000 in addition to our current service hours. The budget for fiscal year 2025 was approved based on an estimated total of 82,000 vehicle service hours system wide and the operation is on pace to do about 76,000 service hours, so there is room in the existing budget for the additional service projected.

Director Furher inquired about increasing fares with no increase in service for most of the routes. Mauk stated that under the current plan all fixed route hours would still be extended from 6:30 p.m. to 8:00 p.m. which represents an increase in service availability. Mauk also stated the plan is to continue operating Dial-A-Ride as a standalone system. With the extension of fixed route hours until 8:00 p.m., Dial-A-Ride will still

operate until 8:00 p.m. and general public Dial-A-Ride after 8:00 p.m. would be eliminated due to lack of ridership.

Mauk stated the additional recommended action to initiate an update of the NextGen Transit Plan to reassess future phases.

Director Fuhrer made a motion to accept preferred alternative for the NextGen Transit Plan Phase 1 local service implementation, set a public hearing for 4:05 p.m. on Thursday, December 19, 2024 to receive public comments on the alternative, and directed staff to prepare a formal NextGen Transit Plan update for future Board consideration. Director Hudson seconded the motion, and it was carried unanimously.

B. Vehicle and Signage Rebranding Project Award.

Mauk stated that with the approval of the NextGen Transit Plan, it was recommended that the Authority rebrand our 30-year-old logo. With the new logo, vehicles, bus stops signs and facilities will need to be updated. Staff issued a competitive RFP and received 3 proposals. The selected contractor is All Star Wraps and the requested action is an award of a contract with a value not to exceed \$220,073.86.

Director Blaser asked if the project included all 63 vehicles and Mauk responded in the affirmative.

Director Kirchner asked for examples of the new logo. Mauk stated that the Board had previewed the new logo at a previous board meeting, but staff did not have an example readily available.

Director Shaw asked if the Board had approved the new rebranding. Mauk stated that no formal action had been taken to approve the new logo.

Director Shaw stated that the rebrand should have been part of a staff report and since it was not, the matter should be tabled until we approve the logo design.

The action to approve the contract was continued to a future meeting pending separate action to approve the logo.

C. First Quarter FY 2025 Budget Report.

Mauk stated that we are on pace to provide approx. 76,000 vehicle service hours of service and the budget was based on an estimated 82,000 service hours. The approved FY 2025 operating budget is \$9.6mil and expenditures are generally trending at 25% of budget and revenues at 23%. On the capital side, the primary component is the NextGen Transit Facility project, and we are in the environmental and engineering phases. Mauk stated that fuel costs are under budget (20%) to date and staffing expenses are at 25% of budget.

Mauk explained that Local Transportation Funds (LTF) and federal formula funds are the primary revenue sources for operating and those have been accrued at 25% to date in the financials. However, the agency has not received the equivalent LTF from the member jurisdictions for the current fiscal year. The remaining revenue streams are trending slightly above budget.

D. First Quarter FY 2025 Performance Report

Mauk stated that systemwide ridership increased 7.8% over the same period in 2024. We are at about 70% of passenger trips and just over 80% of the level of service compared to pre-covid. Mauk referred to the staff

report showing that the commuter services have rebounded by nearly 40%, and farebox recovery ratio increased to approx. 11%.

E. Project and Program Updates.

1. NextGen Transit Facility Project

Mauk reported that staff is working with the consultant team, and we have two general layout options. The environmental work is progressing, and we will be doing some biological and noise surveying in the next couple of weeks. Staff began meeting with FTA Region 9, which is a funding partner for this project and will be updating them monthly about the progress.

2. Caltrans Binney Junction/SR 70 Project Phase 2

Mauk reported that recent discussions involved the potential for a property acquisition by Caltrans rather than a temporary construction easement. Staff have provided Caltrans with the fair market value property appraisal that was done in February to inform the process. Staff has also made the argument that given our particular situation and our unique needs as a transit provider, it's not cost effective and likely not feasible to move the entire operation twice in this process.

Director Kirchner asked if this would be an interim move while the permanent facility is being built. Mauk stated that Caltrans is discussing the option of acquiring the current property and paying us to move somewhere until we build our new facility. Mauk stated that the suggestion was made to Caltrans to delay their construction timeline and lease the facility back to us until we can move to our new property. Mauk stated that we are still in the preliminary information-gathering phase and discussions continue.

3. 2024 Sikh Parade Shuttle Report

Mauk reported on the shuttle service provided during the Sikh Parade on the first Sunday of November using 19 low floor vehicles. 204 service hours were provided, which is 20 hours less than last year. Despite the publicized schedule (8:00 a.m. to 6:00 p.m.) our first bus left with passengers at 7:10 a.m. and the last bus left at 6:20 p.m. A total of 394 round trips were operated for an average of 2 loops per vehicle service hour, and we estimate we had about 26,000 passengers. During mid-morning and late afternoon peak periods, reported wait times were no more than 30-45 minutes. A total of 32 transit staff and volunteers, including your former Executive Director, worked the event all day.

This year staff noted a new issue with a significant amount of foot traffic on Hooper and pedestrians trying to flag the bus down. Some attendees physically blocked the buses and attempted to board and in at least one case, a driver was threatened because they would not stop and pick the person up mid-route. Staff reported the issue to event organizers and law enforcement.

V. Correspondence / Information

None

VI. Other Business

None

VII. Adjournment

The meeting was adjourned at 5:02 p.m.

The next regular meeting is scheduled for Thursday, December 19, 2024, at 4:00 p.m. in the Yuba County Board of Supervisors Chambers, unless otherwise noticed.

**AGENDA ITEM IV - B
YUBA-SUTTER TRANSIT
DISBURSEMENT LIST
MONTH OF NOVEMBER 2024**

CHECK NO.	AMOUNT	VENDOR	PURPOSE
EFT	\$ 10,063.93	CALPERS HEALTH	HEALTH INSURANCE
EFT	\$ 5,199.58	CALPERS RETIREMENT	RETIREMENT PAYMENT (EMPLOYER SHARE)
EFT	\$ 839.00	CALPERS 457 PLAN	EMPLOYER CONTRIBUTION
EFT	\$ 949.02	CYPRESS DENTAL ADMINISTRATORS	DENTAL & VSP INSURANCE - NOVEMBER 2024
EFT	\$ 52,985.58	PAYROLL	PAYROLL
EFT	\$ 1,047.09	PRINCIPAL MUTUAL LIFE INSURANCE	L/D/LTD INSURANCE - NOVEMBER 2024
EFT	\$ 46.47	CALIFORNIA WATER SERVICE	FIRE SUPPRESSION - NOVEMBER 2024
EFT	\$ 413.66	CALIFORNIA WATER SERVICE	WATER
EFT	\$ 4,862.27	PG&E	ELECTRIC 10/10/2024 - 11/07/2024
EFT	\$ 65.81	PG&E	ELECTRIC #2 PARKING LOT LIGHTS - NOV 2024
EFT	\$ 27.69	PG&E	GAS - OCTOBER 2024
EFT	\$ 365.87	COMCAST BUSINESS	INTERNET SERVICES - NOVEMBER 2024
EFT	\$ 462.24	COMCAST BUSINESS	TELEPHONE SERVICES - NOVEMBER 2024
EFT	\$ 9,056.60	RAMOS OIL COMPANY	BUS FUEL - GAS 10/11/2024 - 10/31/2024
EFT	\$ 3,592.02	RAMOS OIL COMPANY	BUS FUEL - GAS 11/1/2024 - 11/10/2024
EFT	\$ 350.73	MACQUARIE EQUIPMENT CAPITAL INC	COPY MACHINE LEASE - NOVEMBER 2024
EFT	\$ 350.73	MACQUARIE EQUIPMENT CAPITAL INC	COPY MACHINE LEASE - DECEMBER 2024
EFT	\$ 400.00	FRANCOTYP-POSTALIA, INC	POSTAGE RESET 11/5/2024
EFT	\$ 227.97	UTILITY MANAGEMENT SERVICES	SEWER - NOVEMBER 2024
EFT	\$ 2,821.96	INNOVATE MOBILITY	ONGOING SUPPORT: 10/18/2024 - 11/08/2024
EFT	\$ 127.12	PRIMEPAY	PAYROLL FEES - OCTOBER 2024
EFT	\$ 169.29	ELAVON	MERCHANT SERVICE FEE - NOVEMBER 2024
19008	\$ 263.44	ADVANCED DOCUMENTS CONCEPTS	COPY MACHINE CHARGES - OCTOBER 2024
19009	\$ 175.00	ALL SEASONS TREE & TURF CARE	LANDSCAPING & WEED CONTROL - OCTOBER 2024
19010	\$ 46.00	BIDWELL WATER COMPANY	WATER SERVICE 9/30/2024 - 10/29/2024
19011	\$ 3,556.02	CONNECT CARD REGIONAL SERVICE CENTER	CONNECT CARD SALES - OCTOBER 2024
19012	\$ 12.93	JESSICA SOLIS	REIMBURSEMENT - MILEAGE OCTOBER 2024
19013	\$ 623.38	QUILL CORPORATION	OPERATIONS & JANITORIAL SUPPLIES
19014	\$ 1,100.00	RC JANITORIAL	JANITORIAL SERVICES - OCTOBER 2024
19015	\$ 22,258.40	SC FUELS	BUS FUEL - RENEWABLE DYED DIESEL
19016	\$ 760.00	SMART MARKETING & PUBLIC AFFAIRS	REVISIONS ON BROCHURES
19017	\$ 507,206.21	STORER TRANSIT SYSTEMS	CONTRACT SERVICES & VEHICLE INSURANCE - 9/2024
19018	\$ 535.00	STREAMLINE	WEBSITE SERVICES - NOVEMBER 2024
19019	\$ 109.98	SUTTER COUNTY LIBRARY	CONNECT CARD SALES COMMISSION - OCTOBER 2024
19020	\$ 1,041.60	T-MOBILE	WIFI SERVICES ON BUSES 9/21/2024 - 10/20/2024
19021	\$ 930.00	TECHNOLOGY UNLIMITED	ANNUAL SERVICE AGREEMENT FOR COIN COUNTER
19022	\$ 1,581.38	TEHAMA TIRE SERVICE INC	TUBES/TIRES
19023	\$ 73,525.16	AECOM TECHNICAL SERVICES INC	NEXT GEN FACILITY ENGINEERING SERVICES - SEPT 2024
19024	\$ 2,150.00	ALLIANT NETWORKING SERVICES INC	IT SERVICES - DECEMBER 2024
19024	\$ 868.71	ALLIANT NETWORKING SERVICES INC	ADMIN SUPPLIES: PORT SWITCH FOR SERVER ROOM
19025	\$ 3,500.00	CALIFORNIA TRANSIT ASSOCIATION	2025 PUBLIC TRANSIT SYSTEM MEMBERSHIP DUES
19026	\$ 50.00	CITY OF MARYSVILLE	2024 MARYSVILLE CHRISTMAS PARADE ENTRY FEE
19027	\$ 499.00	HARRIS CHAMBER TEAM	AD IN Y-S CHAMBER OF COMMERCE MAP
19028	\$ 64.00	LISA O'LEARY	VISION REIMBURSEMENT - LO
19029	\$ 20.00	LIVE OAK PARKS & RECREATION DEPT	REGISTRATION FEE FOR BOOTH SPACE - HOLIDAY CELEBRATION
19030	\$ 10,085.00	PROSIO COMMUNICATIONS	MARKETING SERVICES - OCTOBER 2024
19031	\$ 1,851.55	QEST	MAINTENANCE OF BUS STOPS/SHELTERS - 10/24
19032	\$ 477.28	QUILL CORPORATION	JANITORIAL SUPPLIES: PAPER TOWELS, TRASH BAGS, TOILET PAPER
19033	\$ 23,018.54	SC FUELS	BUS FUEL - RENEWABLE DYED DIESEL
19034	\$ 565.47	SECURITAS TECHNOLOGY CORPORATION	SECURITY SERVICES: DECEMBER 2024
19035	\$ 60.00	SHELBY'S PEST CONTROL	PEST CONTROL SERVICES - NOVEMBER 2024
19036	\$ 1,170.40	T-MOBILE	WIFI SERVICES ON BUSES - OCTOBER 2024
19037	\$ 1,850.80	TEHAMA TIRE SERVICE INC	TUBES/TIRES
19038	\$ 6,254.13	THE LEFLORE GROUP	NGTF CONSULTING - OCTOBER 2024
18981		VOID CHECK	VOID CHECK
19039	\$ 3,888.92	RECLAMATION DISTRICT 784	FY 2025 LEVEE & INTERNAL DRAINAGE AT 6035 AVONDALE

\$ 764,522.93

**LAIF
TRANSFERS**

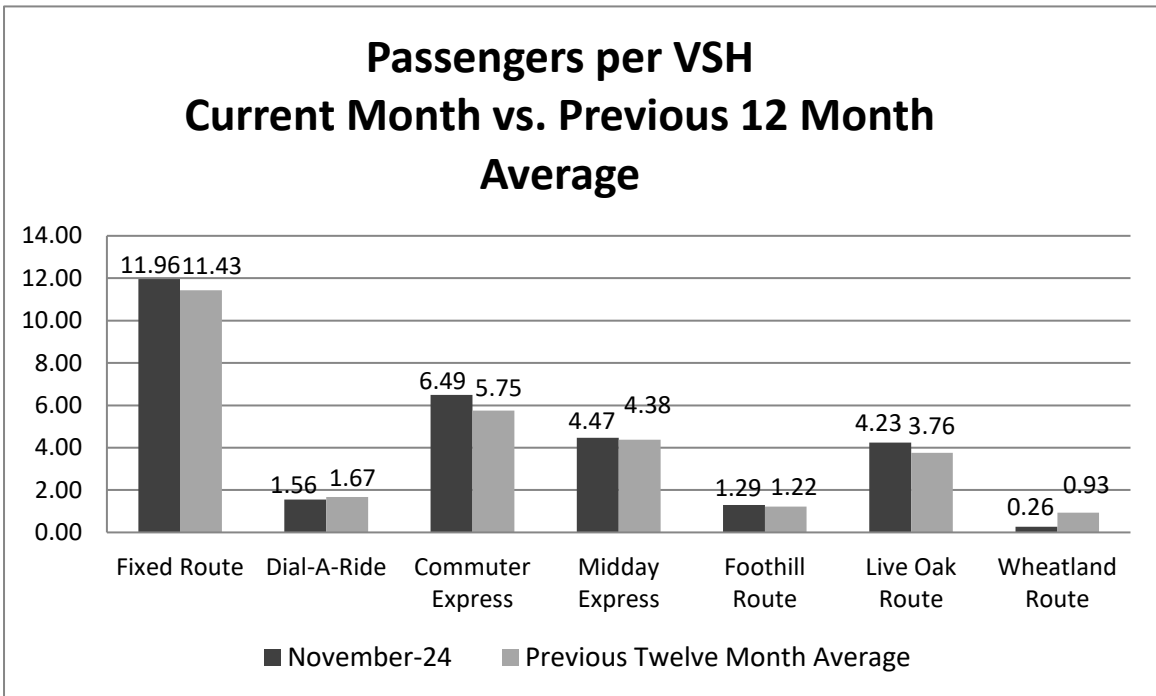
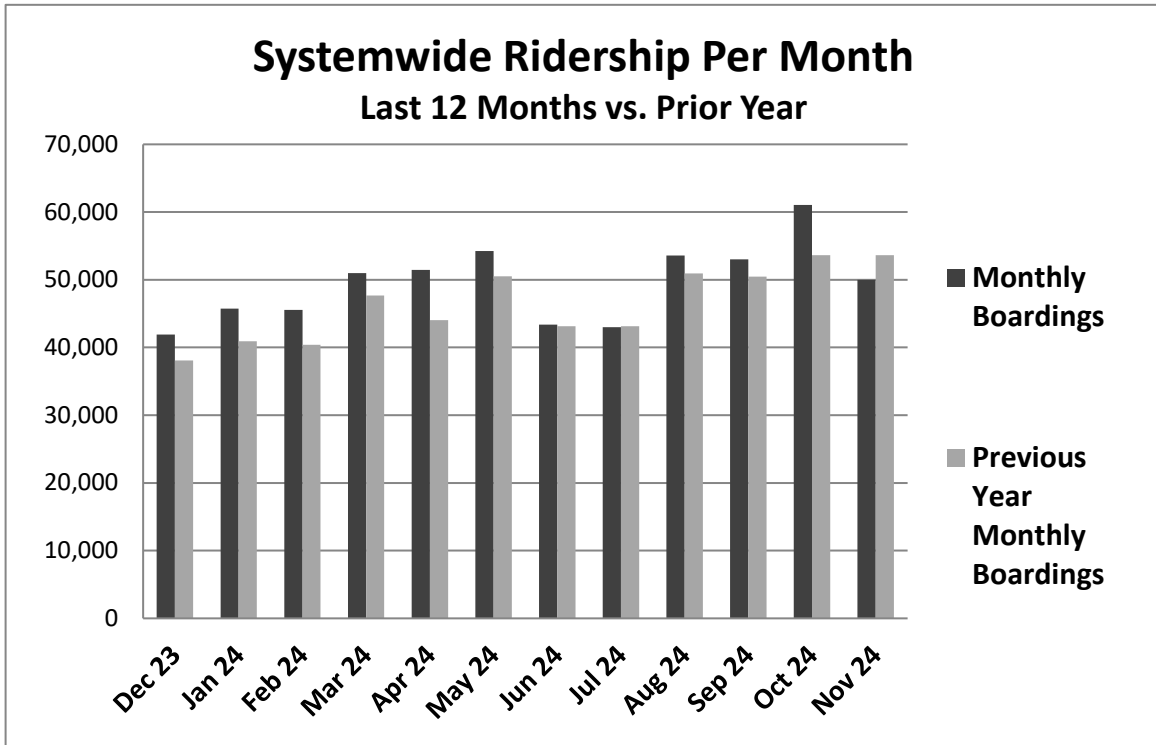
11/5/2024	\$ 232,000.00	TRANSFER FROM LAIF TO CHECKING
11/20/2024	\$ 150,000.00	TRANSFER FROM LAIF TO CHECKING

AGENDA ITEM IV - C

NOVEMBER 2024 PERFORMANCE REPORT

Ridership:	November-24	Previous Twelve Month Average	Fiscal YTD	Previous Fiscal YTD
Fixed Route	43,013	42,125	219,765	207,986
Dial-A-Ride	2,567	2,615	13,989	12,746
Commuter Express	3,588	3,652	21,576	15,023
Midday Express	425	495	2,608	2,568
Foothill Route	94	107	476	756
Live Oak Route	308	303	2,008	1,538
Wheatland Route	12	49	196	76
Total Ridership:	50,007	49,347	260,618	240,693
Vehicle Service Hours:				
Fixed Route	3,595.70	3,687.09	18,749.99	18,424.59
Dial-A-Ride	1,647.96	1,565.32	8,215.29	8,582.68
Commuter Express	552.77	634.66	3,221.30	3,577.19
Midday Express	95.10	112.98	558.94	739.83
Foothill Route	72.64	87.87	423.85	435.84
Live Oak Route	72.74	80.64	394.23	433.53
Wheatland Route	45.54	52.92	267.14	242.14
Total VSH's:	6,082.45	6,221.48	31,830.74	32,435.80
Passengers Per Hour:				
Fixed Route	11.96	11.43	11.72	11.29
Dial-A-Ride	1.56	1.67	1.70	1.49
Commuter Express	6.49	5.75	6.70	4.20
Midday Express	4.47	4.38	4.67	3.47
Foothill Route	1.29	1.22	1.12	1.73
Live Oak Route	4.23	3.76	5.09	3.55
Wheatland Route	0.26	0.93	0.73	0.31
Total Passengers Per VSH:	8.22	7.93	8.19	7.42

NOVEMBER 2024 PERFORMANCE REPORT



AGENDA ITEM V – A
STAFF REPORT

NEXTGEN TRANSIT PLAN MARKETING AND BRANDING

RECOMMENDATION: Adoption of the proposed Yuba-Sutter Transit and microtransit service logos/branding, and authorization for staff to proceed with related updates to printed materials and website, as proposed or amended.

Background

The NextGen Transit Plan (Plan) was adopted in May 2023 to guide the development and implementation of Yuba-Sutter Transit's public transportation services through 2027 and beyond. Included in the Plan is rollout of new on-demand and intercity commuter services, deployment of new customer facing technologies, fare adjustments, and development of rural transportation initiatives. In conjunction with these major service initiatives, the Plan also identifies opportunities for improvement of marketing and communications efforts targeting riders and stakeholders. As new service models are launched, and service expanded into new areas, the Plan recommended a refresh of the existing brand and employment of new marketing initiatives to address diverse target markets, from community leaders to the individuals who ride the bus. Through effective marketing and outreach efforts, the stated goal is to ultimately increase use of the system by helping riders and stakeholders become more aware of the system, know what it does and how it works, be prepared for the upcoming changes, and have a positive image of the system.

The Yuba-Sutter Transit Board of Directors has previously taken the following related actions:

May 18, 2024 - Adoption of the 2023 Yuba-Sutter NextGen Transit Plan as proposed, including the attached Marketing and Branding strategies section (Exhibit A).

December 21, 2023 - Board review and direction to implement the staff's proposed phasing of marketing and community outreach strategies. As proposed, these included procurement of additional staffing and professional services, scope refinement/planning, and deployment of strategies to build awareness and support including the following relevant items:

- Refresh of branding and sub-branding of new services
- Updated logo, passenger materials, and bus stop signage
- Website redesign and development
- Advertising in print media and on transit facilities/buses

March 21, 2024 – Authorization of a professional services contract with a consulting firm for NextGen Transit Plan Marketing and Public Outreach support services.

November 21, 2024 – Continuation of an item requesting award of a professional agreement with a selected vendor for production and installation of vehicle wraps, bus stop signs, and facility signage, pending Board consideration and approval of updated branding.

Discussion

Following Board approval in March 2024, the staff worked with the selected marketing firm to fully develop and begin implementing the marketing strategies discussed above, building on the recommendations in the NextGen

Transit Plan. Attached for Board consideration and potential approval is the resulting logo and branding guide (Exhibit B) developed as part of overall branding effort. The proposed logo represents an updated look and feel while incorporating familiar elements of the existing branding and general color pallet. If adopted, the new logo will be a key element of the Authority's brand identity and therefore consistently featured on all assets, passenger materials, website, marketing collateral, and communications.

In addition to the overall Authority branding refresh, staff recommends the utilization of a unique sub-brand for the new microtransit services to be featured in promotional materials, passenger facing applications, and on the designated vehicles acquired to operate the service. Attached for Board consideration and potential approval is the "MOD" (for Mobility on Demand) microtransit logo and a mockup of potential vehicle branding (Exhibit C). The proposed MOD logo's distinguishing, retro styling is a nod to the historical origins of local on-demand transit services and sets it apart in order to generate public interest as a new and unique service offering.

With the requested action, the staff is now seeking Board approval of the proposed logos/branding and authorization to proceed with related development of the website and updated printed materials. The related vehicle branding and signage component of this project is recommended for approval in a subsequent agenda item.

Staff will be prepared to discuss the proposed actions in detail at the meeting.

Fiscal Impact

The total incremental cost increase for updating printed materials, including administrative communications, printed collateral, passenger materials and wayfinding is \$7,400. It is anticipated that the website updates will be performed in-house. The related vehicle branding and signage capital project component of this plan is recommended for approval in a subsequent agenda item and if approved by separate action, will result in award of a contract with a total value not to exceed \$220,073.86.

Attachments:

1. Yuba-Sutter NextGen Transit Plan, Marketing and Branding Strategies, adopted May 18, 2023.
2. Proposed Yuba-Sutter Transit Brand Guidelines, 2024
3. Proposed Microtransit Service Branding Example



Marketing and Branding Strategies



innovate mobility

INTRODUCTION

As Yuba-Sutter Transit launches its new service modes and expands into Roseville, it is important to use the opportunity to rethink the existing brand and employ some new marketing strategy best practices.

This section of the NextGen Transit Plan includes a review of the existing brand and marketing strategies as well as some best practices to reach out to communities as the new service is being prepared for launch. A marketing and branding review is an important part of a holistic look into a transit agency's public persona. The outward identity of an agency can heavily impact how it is perceived by the public which in turn can have an effect on ridership, engagement, and even funding.

BRANDING REVIEW

Generally, Yuba-Sutter Transit has a strong brand with good brand recognition. The Yuba-Sutter Transit logo and brand are easily identifiable across the service area. Using a consistent color palette throughout all areas of the transit system has helped encourage this brand recognition. Bright green stops and benches help riders find their way and encourage potential riders to take a look. The dark Yuba-Sutter Transit green buses are easily identified and include contact information for the agency on all sides.

In addition, Yuba-Sutter Transit informational pieces are straightforward and simple to understand. The Ride Guide and System Map is a vital information source for experienced riders and potential riders alike. It presents the Yuba-Sutter Transit schedule simply and contains all the important need-to-know information to help riders reach their destination.

While the Yuba-Sutter Transit brand is strong and has good recognition, it could potentially improve with an update to some aspects. In particular, Yuba-Sutter Transit rider information obtained through social media, the website, or the Doublemap smartphone app. Many transit agencies today are updating these areas to attract new riders and improve public perception of bus transit. A fresh coat of paint could revitalize the Yuba-Sutter Transit system in the eyes of potential riders and encourage people to rethink their travel habits.

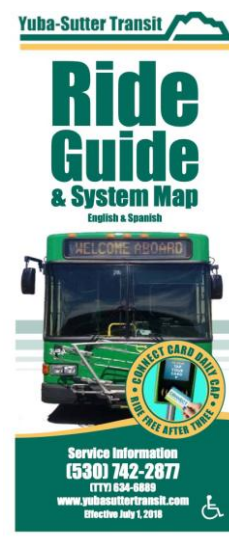


Figure 182 - Current Ride Guide

YUBA-SUTTER TRANSIT LOGO

Yuba-Sutter Transit is the primary provider of public transportation for Yuba and Sutter Counties. For many, its logo and branding mean “public transit.” The iconic Yuba-Sutter Transit logo is visible on the agency’s vehicles, bus stop signs, informational materials, and website.



Figure 183 - Yuba-Sutter Transit Logo

The logo itself has Yuba-Sutter Transit's two-tone color scheme of green and gold that is prominent elsewhere in its brand as well. The transit system's name is accompanied by an iconic image of a mountain representing the local landscape and mountainous rural areas that some of its riders call home. The use of this two-tone color scheme elsewhere in the branding has a positive effect of presenting all aspects of Yuba-Sutter Transit as a singular service. The inclusion of the mountain in the logo helps remind people that Yuba-Sutter Transit is their hometown public transit service.

Throughout Yuba-Sutter Transit's branding the agency incorporates the same mountain logo and green and gold color scheme. This presents a cohesive image of the service and helps tie all their capital assets together. The green is especially noticeable on buses and bus stops and helps people to immediately recognize these as being a part of their transit system.

YUBA-SUTTER TRANSIT WEBSITE

Yuba-Sutter Transit's website is the place where current and potential riders can find anything they need to know about Yuba-Sutter Transit. The website hosts up to date schedules and maps, newsletters, service bulletins, and information on planning studies and future changes. Many of today's transit users depend on digital content from agency websites like Yuba-Sutter Transit's for all their transit information, so special attention is warranted to keep that information up to date and useful.

Yuba-Sutter Transit's website starts at the top with a useful translation feature that can automatically translate the page into one of the many languages supported by Google Translate. Beneath the translate feature is prominently displayed any current service bulletins. These can include stop closures, route detours, or notices about potential delays.

Below the bulletin is Yuba-Sutter Transit's logo, a search tool, and the page's main navigation tabs. Below that is the featured content including linked images advertising new fare pricing and real-time bus tracking. The main portion of the page includes links to recent news, a trip planning tool, a calendar of events, and links to access other features of the website.

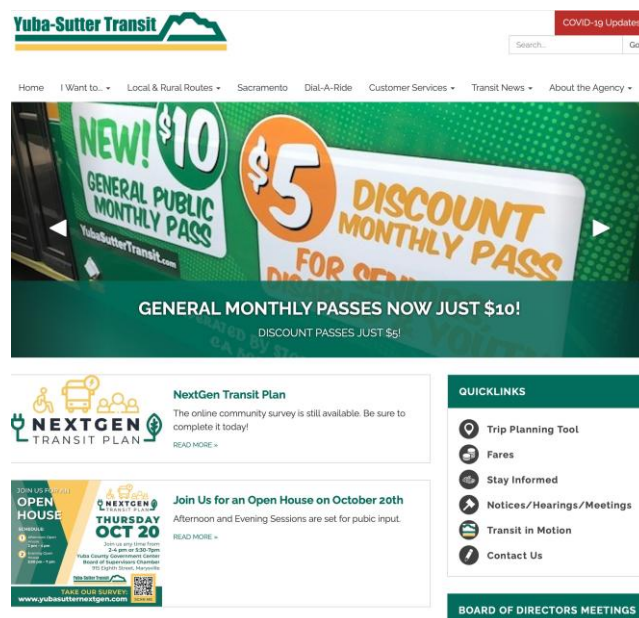


Figure 184 - Website Homepage

Each navigation tab directs to important information to help people understand and use the Yuba-Sutter Transit system. Local and rural routes have their own tab as does Sacramento commuter service and Dial-A-Ride service.

Yuba-Sutter Transit’s website is compatible with both desktop and mobile devices.

BRANDING AND WEBSITE COMPARISONS

THE VINE – NAPA VALLEY, CA

The Vine, a service of Napa Valley Transportation Authority, is one example of a transit brand that has embraced a modern aesthetic with a recent modernization. The Vine uses a wide range of bright colors to signify different routes and incorporates those colors into all of the agency’s branding, including their logo. Despite the eclectic look and modern design, riders still recognize The Vine as their own local transit agency.

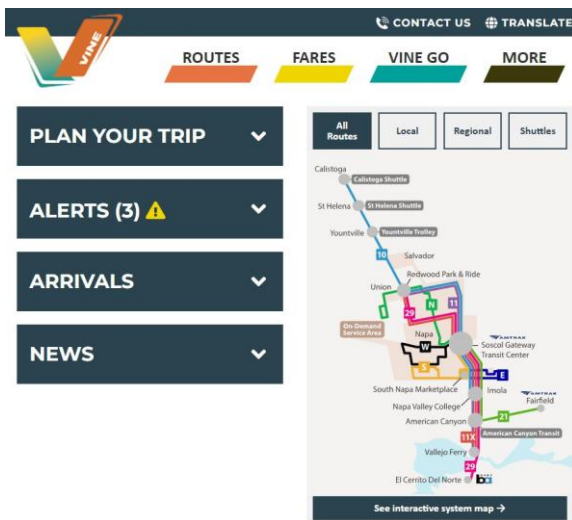


Figure 185 - Logo and Website of The Vine in Napa Valley, CA

MODERN AGENCY WEBSITES

Portland Tri-Met, known for its future-thinking ways has a website that is very user-focused. On the home page is a real-time location of all buses with the trip planner being the main area of interaction for users.

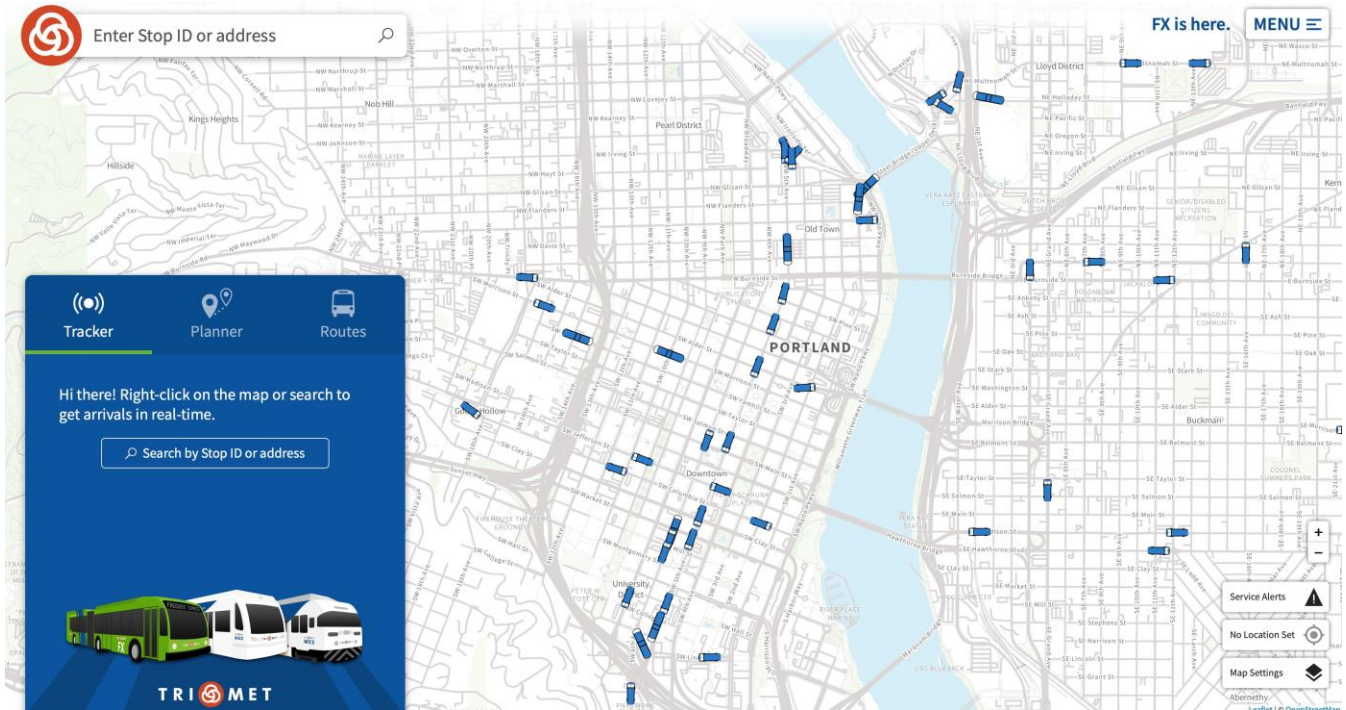


Figure 186 - Portland Tri-Met Website

Foothill Transit in Southern California doesn't take the approach of Tri-Met, but rather puts trip planning front and center on their homepage.



Figure 187 - Foothill Transit Website

SAMPLE BRANDING

The Yuba-Sutter Transit logo and brand color scheme are iconic to the service. They help signal to riders that they are in the right place or about to catch the right bus. However, it is also apparent that the brand has some areas to improve. Many of the branding aspects seem to be outdated compared to peers. Many agencies have chosen to reimagine their brand over the last several years to try and attract new riders with flashy and colorful designs.

Given Yuba-Sutter Transit's ambition of building a NextGen Transit Facility, implementing this NextGen Transit Plan, we believe a modernization of the traditional logo would be appropriate. This modernization evokes a faster service that ties into the agency's focus on electrifying its buses. While this is just a sample, we find that a logo such as this could tie in seamlessly with Yuba-Sutter Transit's ambitions. It is recommended that the Authority complete a full branding exercise as part of the deployment of its NextGen ambitions.



Figure 188 - Sample Modernized Yuba-Sutter Transit Logo

When used on various media – the logo would look as follows:



Figure 189 - Sample Yuba-Sutter Transit Logo Used on Various Media

The logo can easily be resized and even have an added background to utilize on Yuba-Sutter Transit's Facebook page.



Figure 190 - Yuba Sutter Transit Sample Logo on Social Media

When comparing the modernized logo to the existing logo, the sample maintains the Authority's iconic color scheme yet creates more flow and movement rather than the static version today.



NEW SERVICE BRANDING

The service recommendations for the NextGen Transit Plan call for creating three types of service. The services would be broken down operationally as the following:

Crosstown – This would be a traditional transit service operating on fixed schedules and stopping at fixed locations.

Community – This is an overarching umbrella service type that includes the current services known as “Rural” and “Dial-a-Ride” as well as the new on-demand services.

Commuter – This service would be identical to today's service utilizing larger over-the-road buses to complete long haul, and generally peak-only trips to Sacramento and soon Roseville.

	Crosstown	Community	Commuter
Segment Overview	Crosstown Services service the major communities of Yuba City, Marysville, Linda and Olivehurst	Community services connect smaller, more distant areas with the Crosstown. These services will be technology enabled allowing riders to book online (or via telephone). Paratransit eligible customers will get curb-to-curb service, all others will get connections to mobility hubs and major transfer points.	Peak only outbound and return service to major regional locations. Connect to Crosstown and Community services at hubs.
Performance Standards	12-20 PAX per hour 15%+ farebox recovery 0.75-2 seat turnover per trip	3-7 PAX per hour 10%+ farebox recovery 20%+ trip sharing	25-30 PAX per hour 25%+ farebox recovery 0 seat turnover
Span of Service	6:30am-8:00pm Weekdays 8:00am-6:00pm Saturdays	6:30am-8:00pm Weekdays 8:00am-6:00pm Saturdays	5:20am-5:30pm Weekdays
Frequency/Wait/Travel Time	30-minute frequency	15-30-minute wait time 10-30-minute travel time	Commuter services arrive at pre-scheduled times.
Other	Connects to other segments at mobility hubs	Non-paratransit customers cannot travel to destinations on Crosstown Services (other than to hubs)	
Vehicles req. (at full plan)	5 fixed route	10-11 On Demand+2 Flex+2-3 DAR	8 Commuter Buses

Figure 191 - Proposed Service Framework

While these are the operational service types, the Authority should still brand these services separately for public understanding.

ACTION VERBS

Before we discuss branding, we want to provide an overview of something we are calling “Action Verbs.” These are terms that will be utilized throughout the branding recommendations below. They manifest themselves in helping the rider do what they want to do. They also create a sense of what the rider will attain by utilizing the service. Here are some examples:

Community – While “community” itself is not an action verb – the act of creating a community, or serving a community is. We will utilize this term in serving low population areas and helping them connect with shopping and jobs throughout the counties. The term “community” will also support new volunteer programs as they roll out.

Access - While “Access” has traditionally been a term used for ADA accessible transit – we are purposely recommending using this term for these routes as they provide access to the broader Yuba and Sutter counties.

Connect – This critical verb like “Access” represents the opportunity to connect with your fellow residents as in shared rides, and also allows riders to connect to other parts of the service area like never before.

Powered – Yuba-Sutter Transit will be undertaking a major step towards renewable clean energy by electrifying its fleet. The term “Powered” represents not only this electrification, but also a sense of agency that the Authority is giving to its riders.

FIXED ROUTE BRANDING

The proposed two crosstown routes will replace the existing Routes 1 and 3 connecting Yuba City with Linda through Marysville and Linda to Olivehurst respectively.

- It is recommended that the crosstown route traveling from Yuba City to Linda be branded as the **Green** route utilizing half of the logo color scheme.
- And the route traveling from Linda to Olivehurst be rebranded as the **Yellow** route utilizing the other half of the color palette.

RURAL ROUTE BRANDING

No service changes to the rural services are recommended, mostly due to their funding availability. However, the term “rural” strikes a note that is in contrast with “urban” or “suburban” and doesn’t portend the regional access these routes provide. Therefore, the plan recommends rebranding the “rural” services to the following:

- **Wheatland** – Wheatland **Community Access**
- **Live Oak** – Live Oak **Community Access**
- **Foothills** – Foothills **Community Access**

DIAL-A-RIDE BRANDING

The NextGen Service Plan calls for a rollout of new on-demand services which need their own brand, and a phasing out of dial-a-ride services. We recommend maintaining the dial-a-ride brand until the service is phased out in three-four years.

ON-DEMAND TRANSIT BRANDING AND ENGAGEMENT STRATEGIES

The most significant change called for in the NextGen Service Plan is the conversion of existing fixed routes into on-demand transit zones. These zones primarily operate in one of the major four cities spanning the service area and provide connections to the rest of the service area through the crosstown routes discussed earlier. These services are very different than the walk-up and go type of service that riders may be accustomed to. So, the branding of these new services must also accompany a community service and education plan. Following is a summary of the branding and preliminary community outreach best practices that the Authority should employ prior to launching these new services.

BRANDING

Many agencies are using the term “Go” or “Forward” or “Connect” for their on-demand transit services. Some options the Authority could use are as follows:

- **Yuba-Sutter Go**
- **Yuba-Sutter Connect**
- **Yuba-Sutter On-Demand**
- **Yuba-Sutter Microtransit**

Utilizing a type of branding above and this naming convention gives Yuba-Sutter Transit a modern solution to engage new riders and help connect existing riders.

TECHNOLOGY AND SERVICE DEPLOYMENT STRATEGIES

Deploying on-demand services is not as simple as using a new technology and giving riders an app. Following is a step by step set of best practices.

- 1) **Fully understand the technology** – This cannot be done during an RFP process. Also, many technologies are very similar, and technologists all believe that their solution is the be all end all hope to save transit. We recommend having an objective based set of thresholds that the technologists must adhere to. For example – instead of a timeline of activities – the technologists must provide a plan with deliverables. Such as a marketing and outreach plan as well as a training plan.
- 2) **Provide education on the new service and how it works** – This will require Authority staff to be in the field holding popup events at the major trip generators throughout the service area. If the technology company can support this program, it will be easier. However, it will be key to helping people understand the changes and how they work. The Authority should also plan on blanketing social media for weeks prior to the launch with videos and FAQs.

Drivers should be given cards in multiple languages that they can provide to riders about the changes.

- 3) **Training cannot be minimized but should also not be the center point of the project** – Dispatch and driver training will be necessary; however, Yuba-Sutter Transit shouldn't focus on too much training. Many of these tools are web-based and intuitive. Trainees should have two 30–45-minute sessions a few weeks prior to launch and be asked to bring their questions for the second training. Gamifying training could also be a benefit with employees competing with each other to gain the most knowledge.
- 4) **Community organizations should be involved in getting the word out** – The NextGen Transit team has built a list of community organizations. This list should be relied upon to help provide education to riders.
- 5) **A soft launch should be part of the timeline** – A one-week soft launch where select riders and staff can be used as a sort of “open-beta” to allow testing of the services. This will require fixed routes to operate on top of the new services, however, a soft launch can go a long way in smoothing out bugs prior to the actual launch.
- 6) **Data should be gathered and reviewed regularly** – A weekly meeting should be held upon launch of the service with the technology provider to ensure that the data is matching the service expectations and where there are issues. Drivers should be queried at the completion of each shift about issues they faced. After 3-4 weeks, the meetings can be held monthly, and then quarterly.

COMMUTER SERVICES BRANDING

As there are no major changes to the commuter services into Sacramento, there is no need for a change in branding. However, it is recommended that Authority work with riders to consolidate the commuter schedules prior to the launch of the Roseville service. The commuters have been the most responsive in terms of feedback as part of the NextGen Transit Plan, so online surveys, Facebook posts, etc, will help get feedback from riders. It is recommended that the Authority provides choices such as arrival times in Sacramento rather than receiving open-ended responses.

Prior to the launch of the service into Roseville, the Authority should engage residents, specifically those in Yuba County about their desire to travel to Roseville. This will help set the start and end times for the service as well as help market the service. Notifications should be placed at the Government Center, McGowan Park and Ride, Plumas Lake and Wheatland about the new service so potential riders can be made aware.

KEY RIDER ENGAGEMENT ELEMENT RECOMMENDATIONS

AUTHORITY WEBSITE

The Yuba-Sutter Transit website is presented well and maintains logos and colors that are consistent with branding used elsewhere in the system. This consistency is important to maintain the integrity of the Yuba-Sutter Transit brand.

The layout of the website makes sense, and the navigational options make it easy for people to find what they need. The prominent search option is also helpful.

The automatic translation feature built into the webpage ensures that accessibility is available for nearly anyone without Yuba-Sutter Transit staff needing to manually translate each page.

The accessibility of Yuba-Sutter Transit's DoubleMap real-time bus tracker is also a plus. Today real-time information is the standard for transit agencies nationwide. Making that information easy to find and readily available is vital to helping passengers become familiar with the system. It also cuts down on customer service calls.

In general, the Yuba-Sutter Transit website is laid out very traditionally with a vertical scrolling operation. There are a few areas where the website can be updated however:

- 1) The main reason visitors will come to the Yuba-Sutter Transit website is to obtain information on where their bus is. Using Portland Tri-Met's website as an example, restructuring the home page of Yuba-Sutter Transit with a real-time map could be a good way to quickly help riders.
- 2) Yuba-Sutter Transit's website does have a trip planning tool that utilizes google maps for trip routing directions which is good, however, it is at least three clicks and two page jumps before eventually getting the information a rider needs. Reorienting the center of the website to be destination based is another approach. Having an "I want to go" bar that quickly opens up the route map, next bus arrival, fare and travel time would go a long way to helping riders quickly get information on their trip.

RIDE GUIDE AND SYSTEM MAP

One of Yuba-Sutter Transit’s most used informational pieces is their Ride Guide & System Map. This brochure can be found at various places through the Yuba-Sutter Transit service area. It is often a rider’s first experience with the system and can heavily influence the decision to use Yuba-Sutter Transit for a trip or not.



Figure 192 - Current System Map

One of the most common complaints about transit system maps and schedules in general is that they are hard to understand for those not familiar with the system. It is important for these vital information pieces to be clear and easy to understand for somebody who may be evaluating transit as an alternative to other transportation. If a potential rider can’t understand the system map, they may simply choose not to ride.

In the case of Yuba-Sutter Transit’s Ride Guide, the map and schedule are presented simply. The Ride Guide also includes instructions on how to read the schedule and how to ride Yuba-Sutter Transit in addition to detailed information about fares, the Connect Card, ride tips, ADA service, holidays, discount eligibility, accessibility, and where to find additional information to plan your trip or contact the Yuba-Sutter Transit offices. This information is repeated in Spanish as well.

Figure 193 - Route Schedules

ASSESSMENT

Although the map and schedule are presented simply, there are several opportunities to improve legibility and update visual aspects of the Yuba-Sutter Transit Ride Guide.

First, the map and overall color schemes used in the Ride Guide make it appear older compared to more vibrant maps from their peers such as Corvallis (OR) Transit. The Yuba-Sutter Transit map in comparison has flatter graphics with less detail and lower contrast in addition to more muted colors which was once the standard for most transit agencies. Today transit maps often include brighter colors and terrain layers to help increase legibility and appear more attractive to potential riders.

One potential area for confusion is the inclusion of suspended trips in Yuba-Sutter Transit's schedule.

On Routes 2A and 2B there are several trips that are highlighted in red to indicate they are suspended until further notice. The inclusion of these trip times may be confusing for new riders.

Lastly, the Ride Guide is attempting to convey a lot of information in a single document. The "Fixed Route Service" and "Other Yuba-Sutter Transit Services" sections on the bottom of the second page present all users with a large amount of information which may only pertain to some riders. Reducing the amount of information included in the Ride Guide may allow for schedules and other information to be presented in a larger font. It could also lower the apprehension for new riders who are trying to understand the basics of the system. A second document may still be used in print or digitally to convey information that does not fit on the Ride Guide.

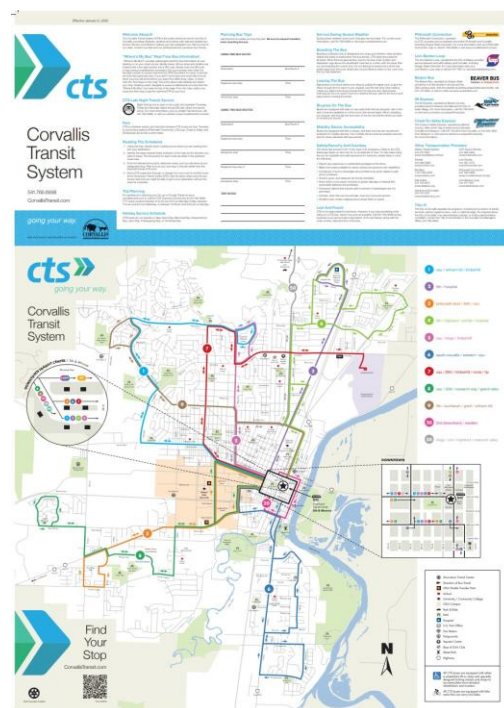


Figure 194 - System Map of Corvallis (OR) Transit

In general, the Yuba-Sutter Transit Ride Guide does a good job of conveying the important information a rider would need to understand the Yuba-Sutter Transit system. The guide includes a simplified map to help users navigate, schedules that are clear, and instructions on how to use the map and Yuba-Sutter Transit system. Minor updates can be made to improve legibility and make the Ride Guide look more modern or attractive.

With the simplification and new modes of service that are recommended in the NextGen Transit Plan, the Authority can do away with its complex ride guide and only include a system map of Community Access, Crosstown and Commuter routes along with the Connect zones. The other side of the ride guide can include fare and how to ride information.

MONTHLY NEWSLETTER

Many transit agencies struggle to get important information out to their riders. The broad audience of transit lends itself to a wide range of people who use it and need access to information about service changes, fare changes, or to simply stay involved with news that could impact them or fellow riders. Access to information through the internet, email, and even phone calls can be difficult for some transit users, but they rely on this information as much as others do.

To help reach their riders Yuba-Sutter Transit produces their monthly Yuba -Sutter Transit Newsletter. This is a helpful way to keep riders informed and get important notices out to the public. The newsletter is available on the Yuba-Sutter Transit website as well as on board buses. Yuba-Sutter Transit also partners with local community organizations to host the newsletter at places across the service area.

The newsletter contains various notices. These can include information about fare changes or upcoming holidays which impact service. It also contains information about local events and programs that can help transit riders such as a local senior dial-a-ride voucher program in one recent issue of the newsletter. It also acts as a possible avenue to collect public feedback on potential service changes. In a recent issue public engagement related to the NextGen Transit Plan was advertised. A public hearing about COVID-related service reductions was also advertised.

ASSESSMENT

The Yuba-Sutter Transit monthly newsletter is an incredibly helpful tool to keep riders up to date on important information. It allows people who may have no other access to information to remain up to date and invested in events which could impact them. Being made available on Yuba-Sutter Transit buses and at local organizations is a great way to make the newsletter available to all riders. One of the other major benefits of the newsletter is that it acts as a very thorough community relationship database. This has allowed Yuba-Sutter Transit to better inform and receive strong feedback on the NextGen Transit Plan.

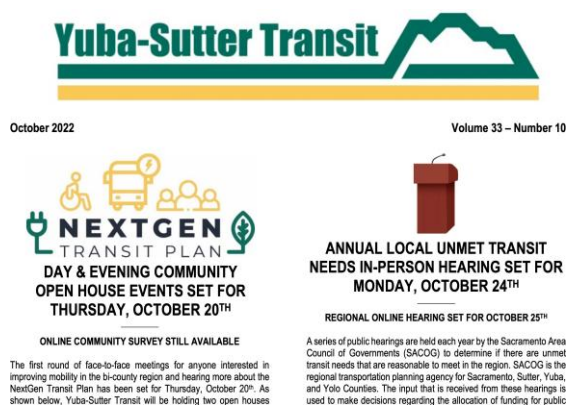


Figure 195 - Yuba-Sutter Transit Monthly Newsletter

One potential area of improvement is to utilize more colors and graphics in the newsletter to help it stand out more. In the busy lives of today’s transit riders, bright colors and eye-catching photos can help draw attention to the Yuba-Sutter Transit newsletter. This may present a challenge for an agency with limited time and resources, but even small updates could help.

An additional option to increase readership of the newsletter and even awareness of the Yuba-Sutter Transit system is to provide copies of the newsletter in even more places and ways. A more extensive, but potentially costly, option is to introduce direct mailings of the newsletter to households and businesses within the service area. This could be combined with other local government mailings to cut costs.

SOCIAL MEDIA AND RIDER ENGAGEMENT

Social media has been gaining prominence in public transit agencies in their communication strategies and daily management goals and performance metrics to guide their social media development, many are increasing their social media presence to better engage with their riders and the community. Public transit ridership and the amount of transit provided usually determine social media investments. Yuba-Sutter Transit does have an active Facebook page where they regularly post updates and information about the system and operation. The Authority also has an Instagram page with 314 followers.

Like Yuba-Sutter Transit, most agencies utilize social media to help answer questions and inform riders.



Figure 196 - Example of a Newsletter from Fairfax City, VA

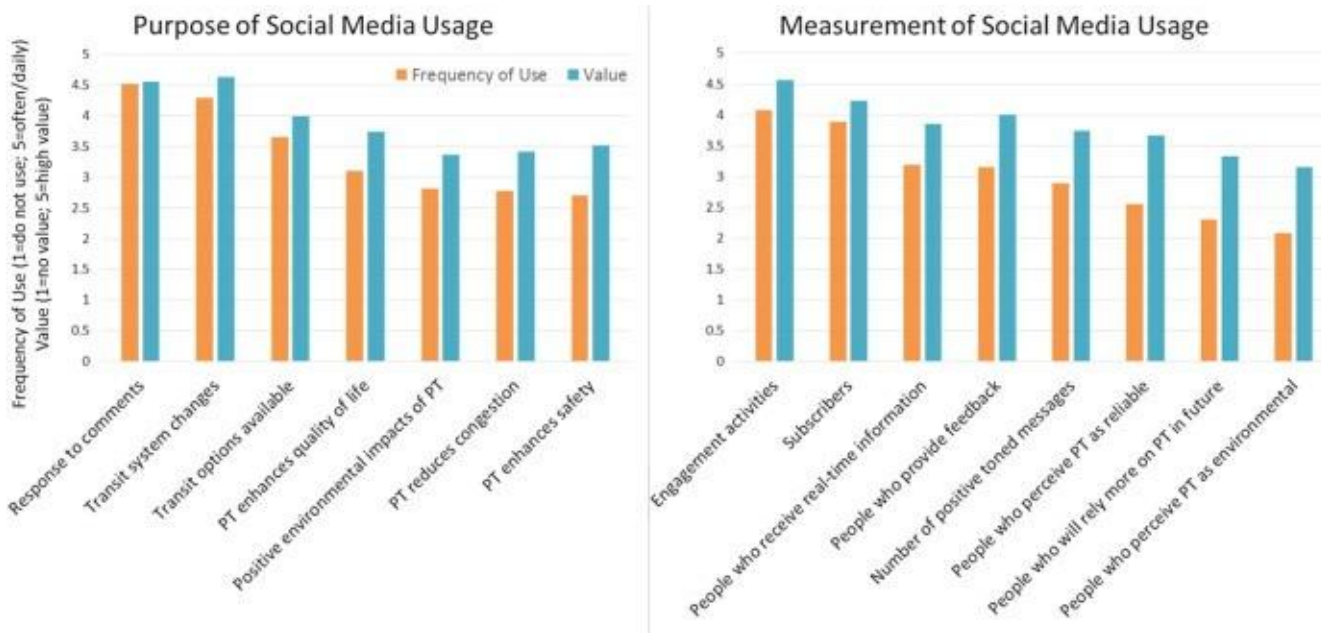


Figure 197 - Usage and Measurement of Social Media by Transit Agencies

ASSESSMENT

Yuba-Sutter Transit does not have a significant social media presence, and the Facebook page has 58 followers. However, social media presence is not necessarily something transit agencies need to focus on. Ideally, the goal is to create engagement by providing information about stop outages, reroutings, etc. Some strategies to engage the public are to regularly create promotions such as San Diego MTS’ “Why Choose Transit” campaign. As part of the campaign, MTS polled riders over social media to hear their thoughts and opinions on why they ride, and then featured them prominently in the campaign.

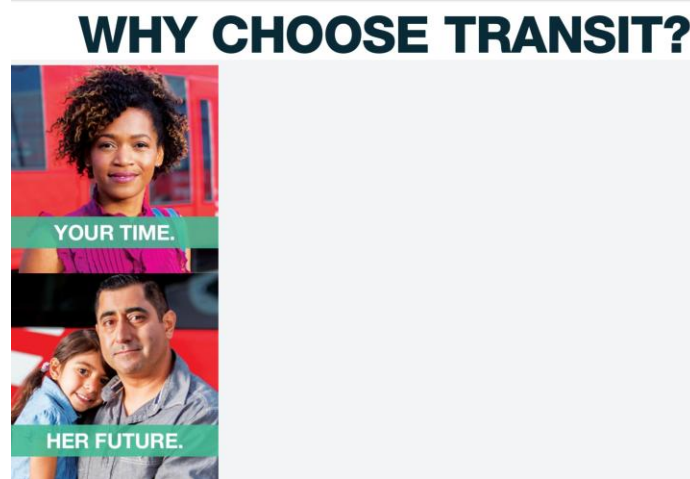


Figure 198 - San Diego MTS "Why Choose Transit" Campaign Website

Transport for London gave out virtual badges via a social media promotion to celebrate their employees and their riders. The “Small Words. Big Impact” campaign was recognized for helping reduce incidents and violence on public transit.



Figure 199 - TFL Small Words. Big Impact. Campaign



BRAND

GUIDELINES

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Historic Downtown Marysville

About Yuba-Sutter Transit

At Yuba-Sutter Transit, our mission is to provide safe and cost-effective public transportation services that enhance mobility and improve the quality of life for residents of Yuba and Sutter Counties.

Our motto – Safety. Service. Smiles. – reflects our core values. Safety is our highest priority, ensuring protection for passengers, the public, and our employees. We strive to meet the diverse needs of our community by offering reliable services that balance scope, cost, and quality.

With a focus on customer service, we foster positive interactions among passengers, employees, and the greater community. Join us in our commitment to building a better, more connected community through excellence in public transportation.

■ Overview

The Yuba-Sutter Transit brand was designed to create a consistent and recognizable identity for our community. This document serves as a guide for all departments, and anyone involved in representing Yuba-Sutter Transit, providing clear instructions on how to appropriately use logos, colors, typography, and other visual elements.

By following these guidelines, we ensure a unified and professional appearance across all communications, helping to convey the spirit and identity of Yuba-Sutter Transit with clarity and consistency.

Our Logo



Our Logo

The Yuba-Sutter Transit logo is a key element of the brand's identity, representing its core values and services. To ensure consistency, the logo must remain unaltered—no stretching, modifying, or editing is allowed. Only the approved versions should be used.

Whenever possible, use the full-color logo to reflect the vibrant identity of Yuba-Sutter Transit. Use the black or white versions when color limitations apply.

The primary logo is the stacked version, best suited for most applications. The horizontal version may be used when space is limited or when a wider format fits better within a design.

Additionally, a round badge logo is available for special use cases, such as social media profiles, promotional items, or other situations where a compact, circular format is preferred. This badge version maintains the integrity of the brand while offering flexibility in presentation.

Vertical / Stacked



Horizontal / Side-By-Side



Badge / Circle



Logo Use

To maintain a consistent and professional brand identity, the Yuba-Sutter Transit logo should always be used correctly. Follow these guidelines for proper usage:

Color Variations: Use the full-color version of the logo whenever possible. In situations where color is restricted or a simplified look is needed, opt for the black or white logo versions. Avoid adding shadows, gradients, or any other effects that alter the original logo design.

Background Control: The full-color logo should be used on white or light-colored backgrounds to ensure visibility. For dark backgrounds, use the white logo to maintain contrast. Avoid using the logo on overly busy or low-contrast backgrounds that make it difficult to read.

Correct Use of Logo



White background
(full color)



Colored background
(single color and high contrast)

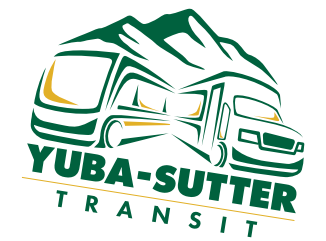
Incorrect Use of Logo



Drop shadow or other effects



Disproportionate scaling



Logo rotation



Image flipping



Color modification

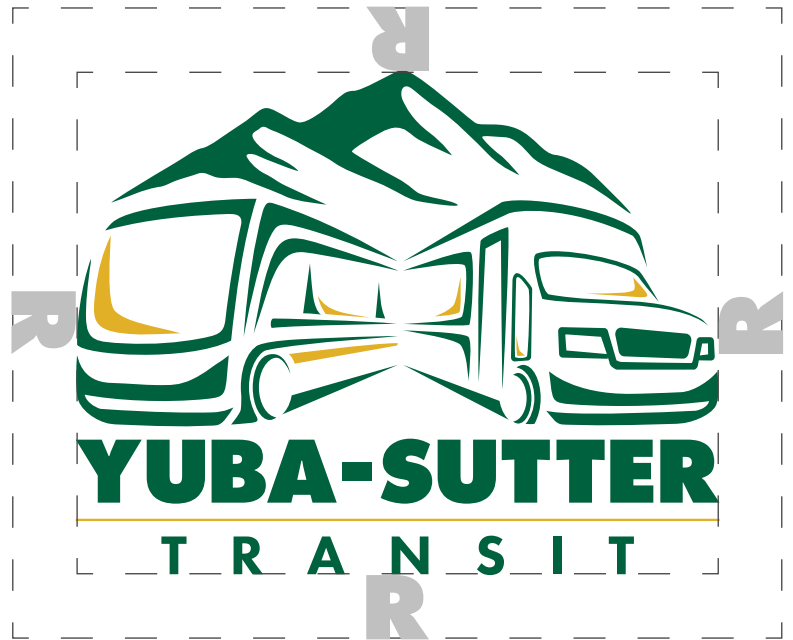


Low-contrast backgrounds

Logo Use (cont.)

Clear Space: Maintain a minimum clear space around the logo equal to the height of the “R” in “YUBA-SUTTER” This space ensures that the logo remains visible and uncluttered, free from any surrounding text or graphics.

Minimum Size: To ensure readability, the logo should never be displayed smaller than 1 inch in height for the stacked version and 0.5 inches in height for the horizontal version. This prevents distortion and maintains clarity.



Graphic Elements





■ The Buttes

Our visual identity is further enriched by the use of key graphic elements that represent the unique character of our region. The primary graphic element is “The Buttes” – an image that symbolizes the natural beauty and iconic landscape of the Yuba-Sutter area.

The Buttes graphic serves as a visual anchor, providing a sense of place and connection to the community. It can be used across various materials to enhance brand storytelling and create a consistent visual theme. When incorporating this element, it should always be treated with respect to maintain its integrity and align with the overall brand aesthetic.



20% Concrete Gray opacity over white backgrounds



15% White opacity over solid color backgrounds



The Buttes, when not appearing in the logo, should only be used as a watermark in the color and opacities listed above.

Both peaks should be clearly visible and centered to the document and go into the bleed.

Our Colors



Our Colors

The Yuba-Sutter Transit color palette is a key part of our visual identity, reflecting the vibrancy and strength of our community. Each color has been carefully selected to convey the spirit of our region and ensure consistency across all brand materials.

Yuba Green symbolizes growth and the natural beauty of our surroundings. Sutter Gold represents optimism and the rich history of our area.

Asphalt Gray and Concrete Gray provide a solid, neutral foundation, ensuring that the brighter colors stand out while maintaining a balanced and professional look.

These colors should be used consistently across all materials to maintain a cohesive brand image. These are the specifications for each color to ensure accuracy in both digital and print applications.



YUBA GREEN

RGB 0,97,62

HEX #00613E

CMYK 100,32,93,30



SUTTER GOLD

RGB 226,176,39

HEX #E2B027

CMYK 4,32,100,0

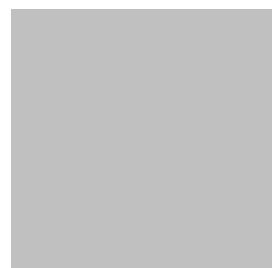


ASPHALT GRAY

RGB 69,69,69

HEX #474747

CMYK 67,60,58,43



CONCRETE GRAY

RGB 191,190,190

HEX #BFBEBE

CMYK 25,20,20,0

Accessibility

Ensuring that all Yuba-Sutter Transit materials are accessible to everyone is a top priority. This includes adhering to the Americans with Disabilities Act (ADA) standards for color contrast, which help ensure that our brand colors are readable and inclusive for all audiences, including those with visual impairments.

Our colors—Yuba Green, Sutter Gold, Asphalt Gray, and Concrete Gray—have been tested for compliance with ADA color contrast guidelines. This ensures that text, graphics, and background colors maintain sufficient contrast to be clearly visible on both digital screens and printed materials. Using these guidelines helps us create a more inclusive experience for all members of our community, supporting readability and engagement.

Text and key information should always maintain a minimum contrast ratio of 4.5:1 with its background to comply with ADA standards.

ADA COMPLIANT COMBINATIONS OVER BACKGROUND COLOR

YUBA GREEN	ASPHALT GRAY
WHITE	WHITE
SUTTER GOLD*	SUTTER GOLD
CONCRETE GRAY*	CONCRETE GRAY
SUTTER GOLD	CONCRETE GRAY
YUBA GREEN	YUBA GREEN*
ASPHALT GRAY*	ASPHALT GRAY
WHITE	
YUBA GREEN	
ASPHALT GRAY	

* Font size for ADA compliance is 18pt or larger.

Our Fonts



Fonts

Typography plays a vital role in our brand's visual identity, conveying personality and enhancing readability across all materials. For Yuba-Sutter Transit, we have selected two key typefaces to create a harmonious and professional look.

Titles and Headers: We use Bahncraft Bold for all titles and headers. This font offers a strong and modern presence, capturing attention and establishing a clear hierarchy in our messaging.

Regular Copy and Captions: For body text and captions, we utilize Avenir in all weights. This versatile typeface provides excellent readability and a contemporary feel, ensuring that our messages are clear and accessible to all audiences.

By consistently applying these fonts across all communications, we reinforce our brand identity and enhance the overall user experience.

BAHNSCRAFT BOLD

TITLE TEXT
(18pt +)

HEADER TEXT
(14pt)

AVENIR
(ALL FONT WEIGHT OPTIONS)

PARAGRAPH TEXT
(12pt)

CAPTION TEXT
(10pt)

Business Suite



Letterhead

The Yuba-Sutter Transit letterhead is crucial for maintaining a professional and consistent brand image in all official communications. It should be used for all formal correspondence without any modifications to the logo, header, or footer.

Ensure that the logo, address, and contact details are properly aligned and easy to read.

Print the letterhead on white paper using the official brand colors, and preserve the original format for digital use.

Maintain sufficient clear space around the logo and text to enhance readability.

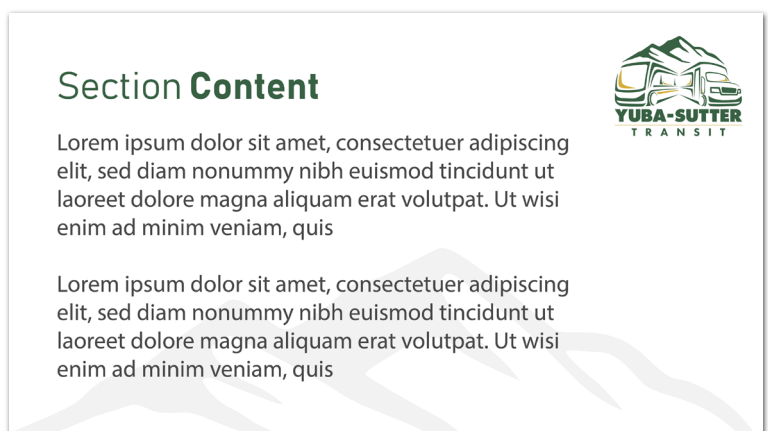
Adhering to these guidelines helps to ensure clear and professional communication.





■ Presentation Template

The Yuba-Sutter Transit presentation template is key to maintaining a cohesive brand identity in all presentations. It should be used for all official presentations to ensure consistency in the use of the logo, colors, and fonts.



Email Signatures

The email signature block is mandatory for all external communications and may also be used for internal emails. A simplified version is acceptable for internal use if necessary.

The font settings for the signature should maintain consistency: the name should be in Avenir Black, 12pt, while the rest of the business information is in Avenir Book, 12pt.

Do NOT alter the email signature in any way. This includes, but is not limited to, adding quotes, changing colors, inserting clip art or other graphics, removing the logo, rearranging contact details, or displaying it in a way that conflicts with Yuba-Sutter Transit's brand guidelines.

Additionally, do NOT use colored backgrounds, patterns, or any other decorative elements in emails. The background must remain white, with the only font color exception being the name in the signature block.

CORRECT USAGE

John Employee
Employee Position

000.000.0000 office
000.000.0000 mobile

jemployee@yubasuttertransit.com



INCORRECT USAGE

John Employee
Employee Position

(000) 000-0000 office
000.000.0000 mobile

jemployee@yubasuttertransit.com



"Hard work beats talent when talent doesn't work hard."





MOD

mobility on demand
by Yuba-Sutter Transit



AGENDA ITEM V – B
STAFF REPORT

VEHICLE AND SIGNAGE REBRANDING PROJECT AWARD

- RECOMMENDATION:**
- 1) Adopt Resolution #8-24 approving the addition of a capital project titled, “Vehicle and Signage Rebranding” to the Fiscal Year (FY) 2025 Capital Program Budget in the amount of \$220,000, utilizing previously unclaimed State Transit Assistance (STA) and unexpended Federal Transit Administration (FTA) Sec. 5339 program funds.

 - 2) Approve a professional services agreement with Allstar Wraps, LLC, in an amount not to exceed \$220,073.86, for production and installation of vehicle wraps, bus stop signs, and facility signage, and authorize the Executive Director to execute, pending legal counsel approval.

Background

This item was continued from the November 21, 2024, regular Board meeting agenda. Action to revise the FY 2025 Capital Budget has been added to the requested actions to facilitate the use of previously unclaimed STA and unexpended FTA Sec. 5339 funds to complete the project.

Discussion

Yuba-Sutter Transit issued a Request for Proposals (RFP) No. 24-10 on October 9, 2024, seeking a qualified vendor to undertake activities relating to the replacement of the Authority’s branding on all its vehicles, bus stops, and facilities. Yuba-Sutter Transit received a total of three (3) proposals by the published deadline, with two finalists (Sapphire Marketing and Sign Company, LLC and Allstar Wraps, LLC) being shortlisted for the competitive evaluations.

After reviewing the proposals, it was determined that Allstar Wraps, LLC was the highest-rated, responsible proposer in this procurement. With the requested action, the staff is recommending award of the project to Allstar Wraps, LLC and authorizing the Executive Director to execute the attached contract. It is anticipated that the work will be completed within six months of the notice to proceed. Staff will be prepared to discuss the project and the recommended action in detail at the meeting.

Fiscal Impact

The proposed agreement with Allstar Wraps, LLC for rebranding of vehicles and signage will have a total value not to exceed \$220,073.86. If approved, the project will be added to the FY 2025 Capital Program Budget.

Vehicle and Signage Rebranding	
Federal 5339	\$ 38,105
TDA-STA	<u>\$ 181,895</u>
	\$ 220,000

Attachments:

- 1) Draft Resolution 8-24, Fiscal Year 2025 Revised Budget Adoption
- 2) Proposed Revised FY 2025 Capital Program Budget Detail
- 3) Draft Professional Services Agreement, Allstar Wraps, LLC

YUBA-SUTTER TRANSIT AUTHORITY
RESOLUTION NO. 8-24

FISCAL YEAR 2025 REVISED BUDGET ADOPTION

WHEREAS, *The Yuba-Sutter Transit Authority was formed in 1975 for the purpose of providing public transit services to the residents of the Bi-County Area; and,*

WHEREAS, *Pursuant to Paragraph 4 of the Yuba-Sutter Transit Authority Joint Powers Agreement, as amended, the Board of Directors shall adopt a final budget on or before May 31 of each year for the fiscal year commencing July 1; and*

WHEREAS, *The proposed budget for the fiscal year ending June 30, 2025 reflects operating expenditures of \$9,647,000 and revised capital expenditures of \$4,692,000.*

NOW, THEREFORE, BE IT RESOLVED that the Yuba-Sutter Transit Authority Board of Directors does hereby adopt the revised Fiscal Year 2025 budget by the following vote:

Ayes:

Noes:

THE FOREGOING RESOLUTION WAS DULY AND REGULARLY INTRODUCED, PASSED AND ADOPTED BY THE YUBA-SUTTER TRANSIT AUTHORITY AT A REGULAR MEETING HELD ON DECEMBER 19, 2024.

Chairman of the Board

ATTEST:

*Lisa O'Leary
Secretary to the Board*

CAPITAL PROGRAM FUNDING DETAIL

	<u>FY 2025 Adopted Budget</u>	<u>FY 2025 Revised Budget (Proposed)</u>
<u>Maintenance & Operations Facility</u>		
Federal 5311	\$ 364,492	\$ 364,492
Federal 5311 CRRSAA	963,628	963,628
TIRCP	900,000	900,000
SACOG Maintenance & Mobilization	475,000	475,000
TDA-State Transit Assistance (SGR)	1,113,880	1,113,880
TDA-State Transit Assistance (STA)	<u>200,000</u>	<u>200,000</u>
Total Facility	\$4,017,000	\$4,017,000
<u>Facility Repairs and Improvements</u>		
TDA-STA (allowance)	\$ 50,000	\$ 50,000
<u>Bus Stop Repairs and Improvements</u>		
TDA-STA (allowance)	\$ 50,000	\$ 50,000
<u>Vehicle Purchase/Replacement</u>		
TDA-STA	\$ 45,000	\$ 45,000
<u>Miscellaneous Capital</u>		
Cal-ITP Implementation Project		
TIRCP	\$ 172,648	\$ 172,648
TDA-STA	<u>47,352</u>	<u>47,352</u>
	\$ 220,000	\$ 220,000
<u>On-Demand Start-up Costs</u>		
TDA-STA	\$ 90,000	\$ 90,000
<u>Vehicle and Signage Rebranding</u>		
Federal 5339		\$ 38,105
TDA-STA		<u>\$ 181,895</u>
		\$ 220,000
Total Capital	<u>\$4,472,000</u>	<u>\$4,692,000</u>

ART EXAMPLE

25-foot 2014 CHEVY/GLAVAL TITAN II 4500

Dial-A-Ride



Current Design



New Design

ART EXAMPLE

45-foot MCI-Sacramento Commuter
35-foot 2013 Gilling- Fixed Route



Current Design



Current Design

NEW DESIGNS

Art design will be used for both the Gillings and the MCI's



ART EXAMPLE

23-foot 2023 New England Frontrunner
On-Demand "Micotransit" (MOD) service



Current Design

NEW DESIGNS

23-foot 2023 New England Frontrunner
On-Demand "Micotransit" (MOD) service

Option A



Option B

