

TO: James L. App, City Manager
FROM: Jim Throop, Director of Administrative Services
SUBJECT: Paso Robles Transit System Branding
DATE: August 5th, 2008

Needs: For the City Council to consider approval of the Branding Concepts for the Paso Robles Transit System.

Facts:

1. The Paso Robles Transit System began service in 1991 with Dial-a-Ride. Fixed Route Service began in 1994, with an expansion to two buses in 1995.
2. The Paso Robles Transit System has seen ridership increase each year. In FY 2007 the Transit System experienced a ridership increase of eight percent.
3. The Transit System currently handles over 196,000 riders per year.
4. A marketing plan was created in July 2006 and one of its main findings was the creation of new updated brand for the Transit System. This branding was to include a new name and more detailed and colorful graphics.
5. The Pierre Rademaker Design group was hired to create a new brand for the Transit System. Their proposal is "Paso Express". It consists of a burgundy background with black and gold accents and the word "Paso Express" along the side of each bus (see attachment A). It also includes new, more clearly discernable bus stop signage (see attachment B).

Analysis &
Conclusion:

The marketing plan, created in July 2006 for the Transit System, included a new branding which consisted of a new name, new colors, new bus stop signage and new updated route times, map and brochure.

This branding will benefit by additional advertising and numerous meetings and presentations by the City's Transit Coordinator.

The Coordinator will be scheduling presentations with groups such as; PTA, Schools, Senior Center and others. These presentations will educate the public on the ease and benefits of using public transportation.

Fiscal

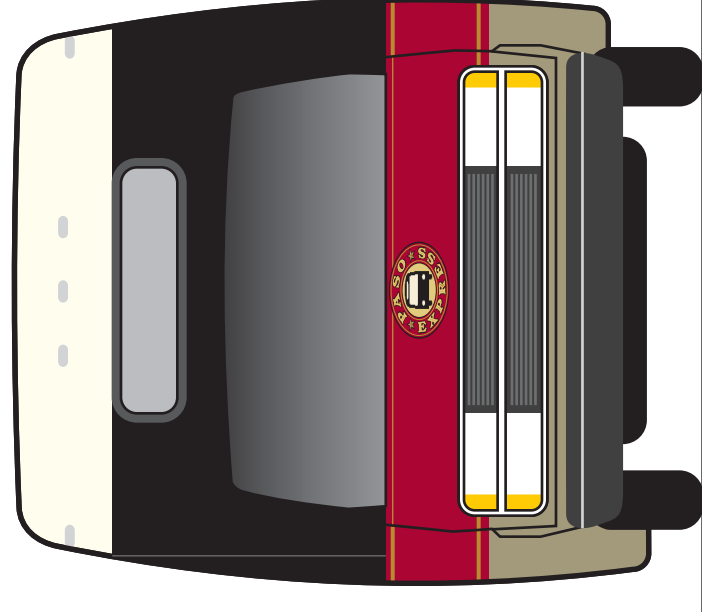
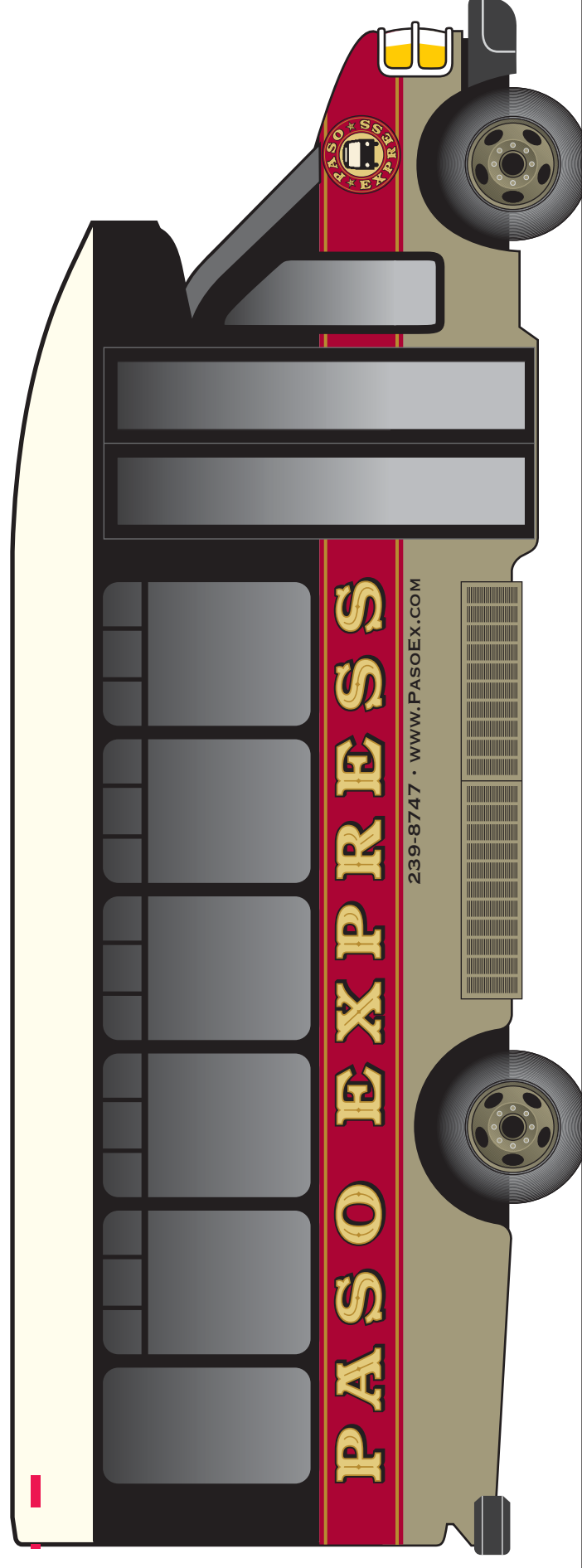
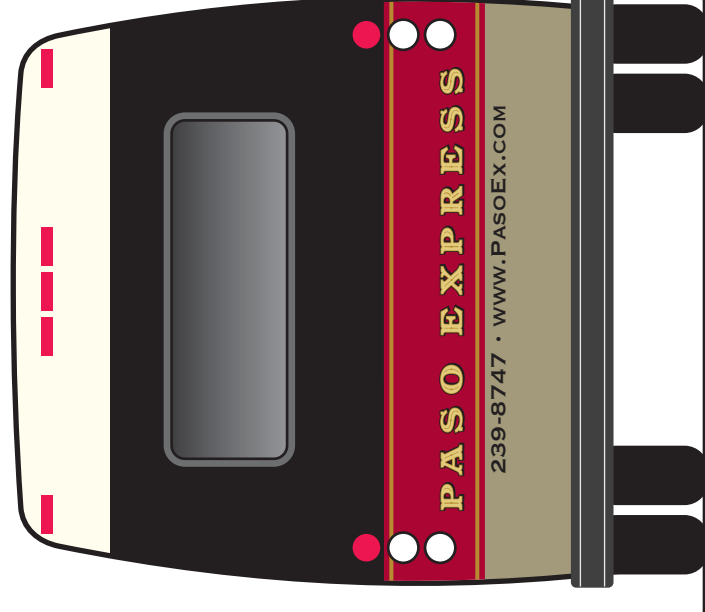
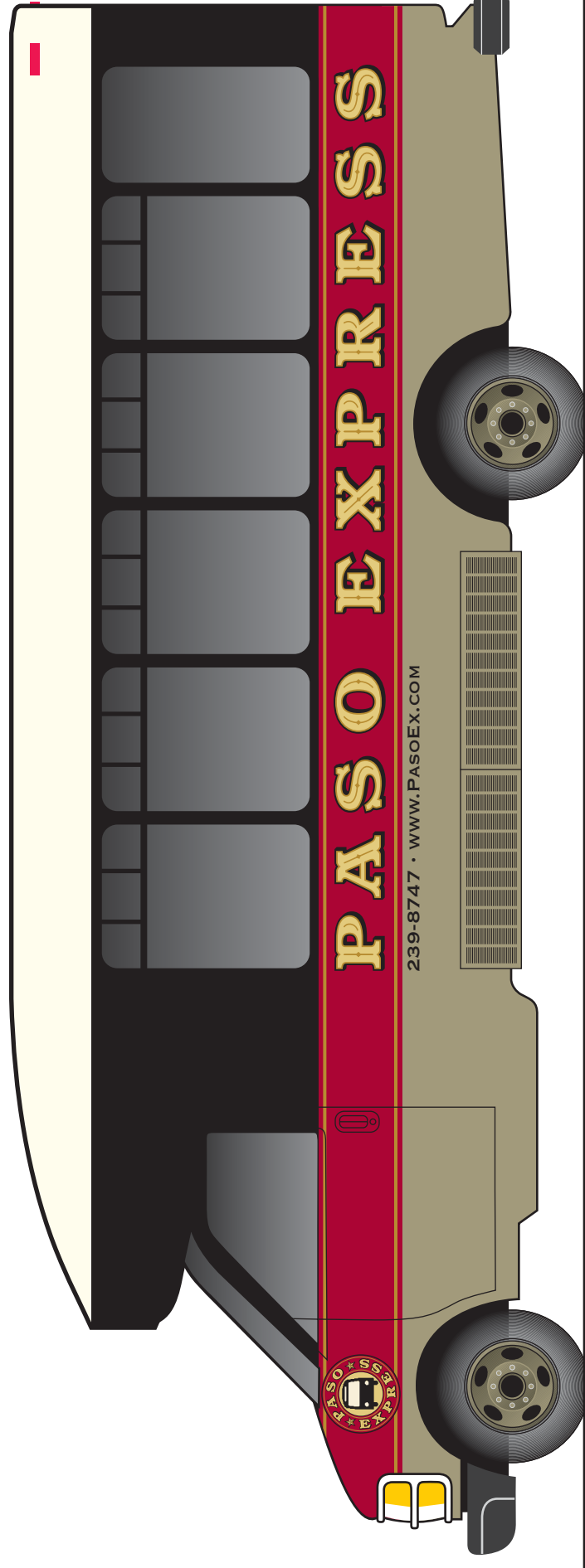
Impact:

The Transit System's budget for FY2009 includes funding for the re-branding so no additional funding will be needed at this time.

Options:

- a. That the Council adopt resolution No. 08-xxx approving the new branding of the Paso Robles Transit System to be named "Paso Express", or
- b. Amend, modify or reject the above option





RESOLUTION NO. 08-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING THE BRANDING FOR THE PASO ROBLES TRANSIT SYSTEM

WHEREAS, transit service has been available in Paso Robles for over 17 years, and

WHEREAS, it is important to create a branded service that citizens will remember and recognize by sight and name; and

WHEREAS, a marketing plan was created in July 2006 with the purpose of promoting the transit system; and

WHEREAS, the graphic design company, Pierre Rademaker Design group was selected and created the "Paso Express" brand,

WHEREAS, the marketing and branding was budgeted in the FY 2009 Transit System operating budget.

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles to authorize the Paso Robles Transit system be branded, by names, colors and signage as the "Paso Express".

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 5th day of August 2008 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Deborah Robinson, Deputy City Clerk