



December 12, 2014

To: Executive Board

Subject: **Request for Proposals (RFP) No. 15-028 - Repainting Decal Installation and Heavy Maintenance on 30 60-foot Articulated Buses**

Recommendation

Authorize the Executive Director to issue RFP No. 15-028 for the repainting, livery upgrade, bus decal installation and heavy maintenance on 30 60-foot articulated buses.

Background

Foothill Transit's procurement of 42-ft. Compressed Natural Gas (CNG) buses includes Foothill Transit's new Mural Design livery. This design features active arches that reflect motion while simulating the communities that Foothill Transit serves. A green accent color plays into the environmentally friendly aspects of public transportation while bright white paint provides a crisp, bright backdrop for the new livery.

In October 2013, the Board approved the livery update of Foothill Transit's fleet that will not be retired within the next 18 months. Phase I of the rebranding project involves 56 42-foot low-floor CNG buses that were procured from NABI within the last four years, which are the series 1700, 1800, and 1900.

The next fleet vehicles to be updated with new livery are the 30, 60-foot articulated buses that run the Silver Streak service. When it was originally launched, the Silver Streak was branded as a unique Foothill Transit line -- a high capacity rail-on-rubber style of service crossing 40 miles of the San Gabriel Valley into Downtown Los Angeles. The livery striping matched the rest of the fleet, but a unique, retro-style logo was created to call out the specialness of the service. The new proposed design options (**Attachment A**) for the Silver Streak hold true to that original intent and unique brand while keeping the 60' vehicles visually consistent with the rest of the fleet.

Both new designs closely match the primary fleet design with some branding differences. Option A emphasizes the new green color featured in the



primary fleet while adding a flowing stripe of silver and a new Silver Streak logo that maintains the strong sub-brand of the service. Option B puts the silver in the dominant position with the green in the secondary brand position. This design establishes the primacy of the Silver Streak brand through the strong use of color, more intensely signifying difference from the rest of the fleet while echoing the arcs of the primary fleet design.

After thorough review, staff recommends the Executive Board adopt Option A as the new Silver Streak livery. This option offers the greatest operational and fleet flexibility, allowing the Silver Streak fleet, with its more subtle sub-branding, to be interlined with other local or express lines as the 60-foot vehicles are on their way to or from operating Silver Streak service. In addition, the dominance of the green in Option A more firmly establishes that this is Foothill Transit service, reducing the potential for customer confusion and solidifying the agency brand as primary.

In addition to the livery update will be a much needed refreshing of the interior and drivetrain of the coaches. Each 60-foot articulated coach assigned to Silver Streak service averages in excess of 50,000 miles per year and while the coaches have not yet reached their 12-year expected life, many are approaching the 500,000 mile threshold for eligibility for retirement. Rather than retire these coaches, a more efficient use of Foothill Transit's capital funds would be to perform heavy maintenance on these coaches, which would include the livery update.

Budget Impact

Foothill Transit's adopted FY 2014/15 Budget and Business Plan includes funding to initiate heavy maintenance of the Foothill Transit fleet.

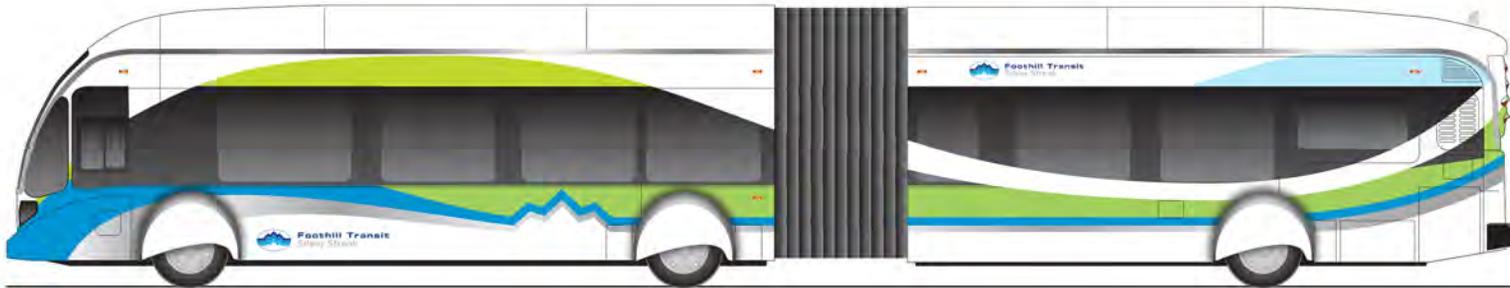
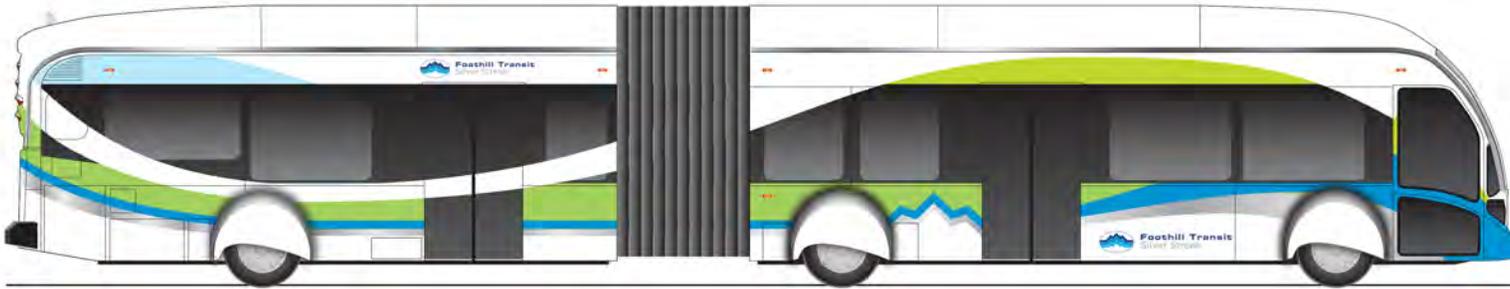
Sincerely,

Handwritten signature of Roland M. Cordero in black ink.

Roland M. Cordero
Director of Maintenance & Vehicle Technology

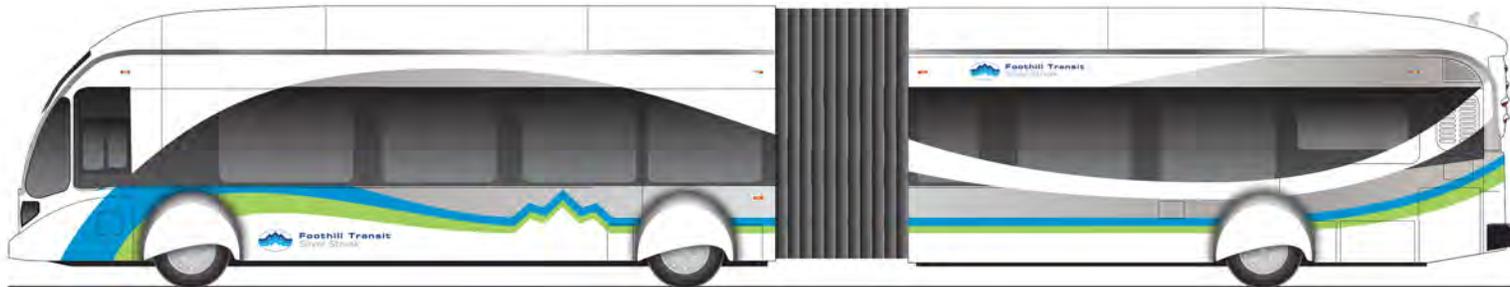
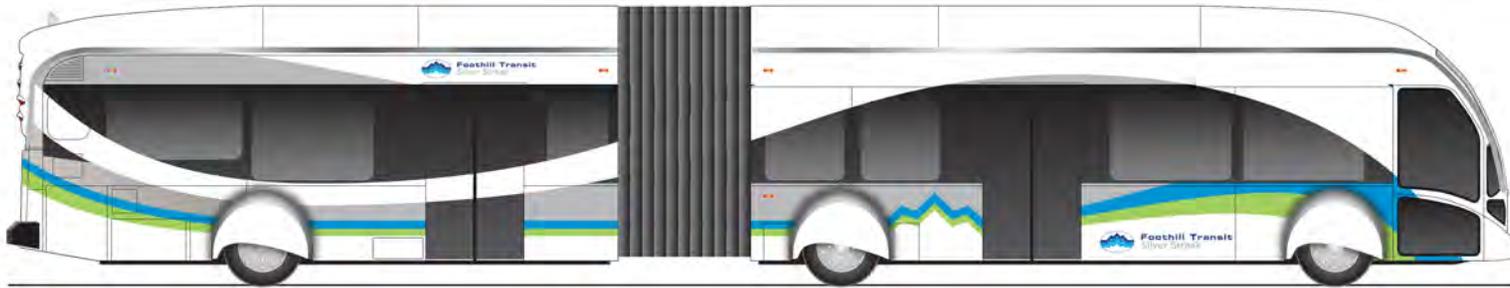
Handwritten signature of Doran J. Barnes in blue ink.

Doran J. Barnes
Executive Director



OPTION A - Green Dominant

Attachment A



OPTION B - Silver Dominant

Attachment A