

ITEM 9.C.

MOORPARK CITY COUNCIL AGENDA REPORT

TO: Honorable City Council

FROM: Yugal K. Lall, City Engineer/Public Works Director
Prepared by: Shaun Kroes, Senior Management Analyst

DATE: October 8, 2009 (CC meeting of 10/21/2009)

SUBJECT: Consider Moorpark City Transit Logo and Bus Design



BACKGROUND/DISCUSSION

On July 1, 2009, City Council approved the purchase of three, 32-foot, El Dorado National Compressed Natural Gas (CNG) buses. Staff is proposing a new design for the proposed buses. Attachment 1 presents the proposed layout, drafted by Moorpark Business Services Center. The bus color scheme uses the Pantone Matching System (PMS) colors previously approved by City Council for the Moorpark City Seal.

- Blue is PMS 299
- Green is PMS 367

The proposed Moorpark City Transit (MCT) design establishes a logo for MCT that can be used on the buses as well as literature (such as brochures and the City's website). The new curved design was intended to update the buses and have them appear in a less formal fashion, compared to straight lines that have been used in the past. The font type for "Moorpark City Transit" and "City of Moorpark" is Serpentine D, Bold/Italicized. The "MCT" logo is a customized font design and "Powered By Natural Gas" is Helvetica Black Oblique. If approved by City Council, the new design layout would be installed on all three new buses. The City seal is also detailed on the design, including one seal below the driver-side window, one seal on the back of the bus, and another seal on the CNG tank in front of the bus.

The City buses are fully funded by the American Recovery and Reinvestment Act (ARRA). The federal grant strongly encourages that the buses include two logos indicating that they were ARRA funded. The first logo (Attachment 2) is the "Recovery.Gov" logo, designed to identify all ARRA projects approved and funded by the United States Department of Transportation (USDOT). The second logo (Attachment 3) is the "TIGER" logo which is also specific to USDOT projects. Both logos attempt to provide transparency and

accountability to show the public where their tax dollars are working to promote recovery and reinvestment in the nation's infrastructure. The City is encouraged to display the logos inside the bus as well as outside of the bus. Staff proposes placing two bumper stickers on the rear bumper on the right-hand side of each bus. This is an acceptable location per federal guidelines. The logos will be placed inside the buses as well, though staff has not yet selected a specific location.

FISCAL IMPACT

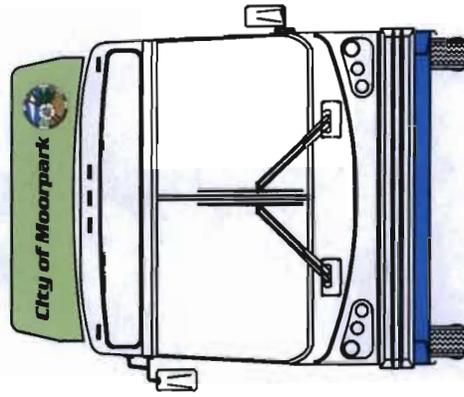
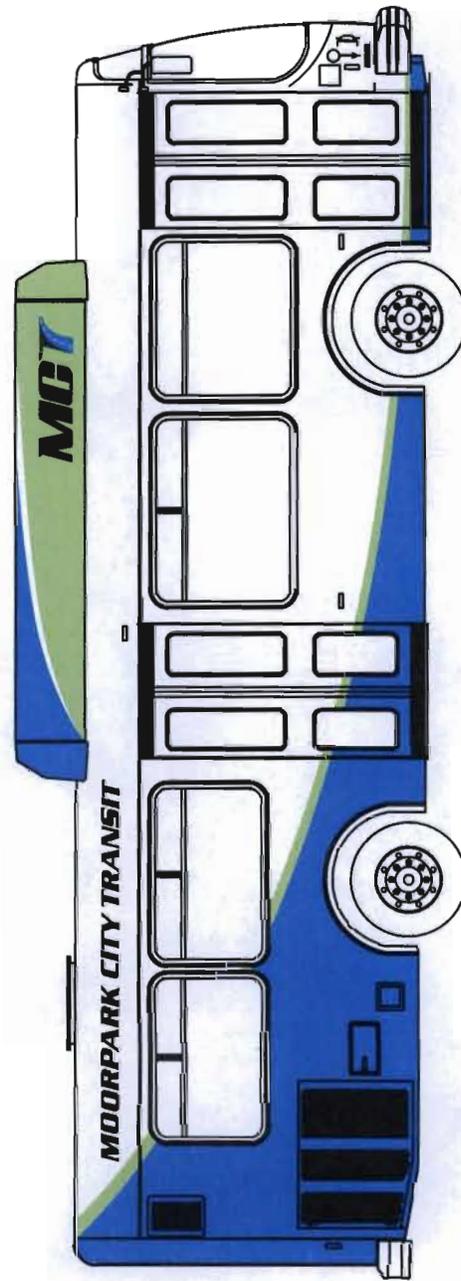
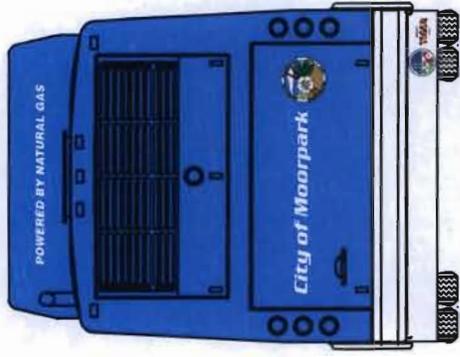
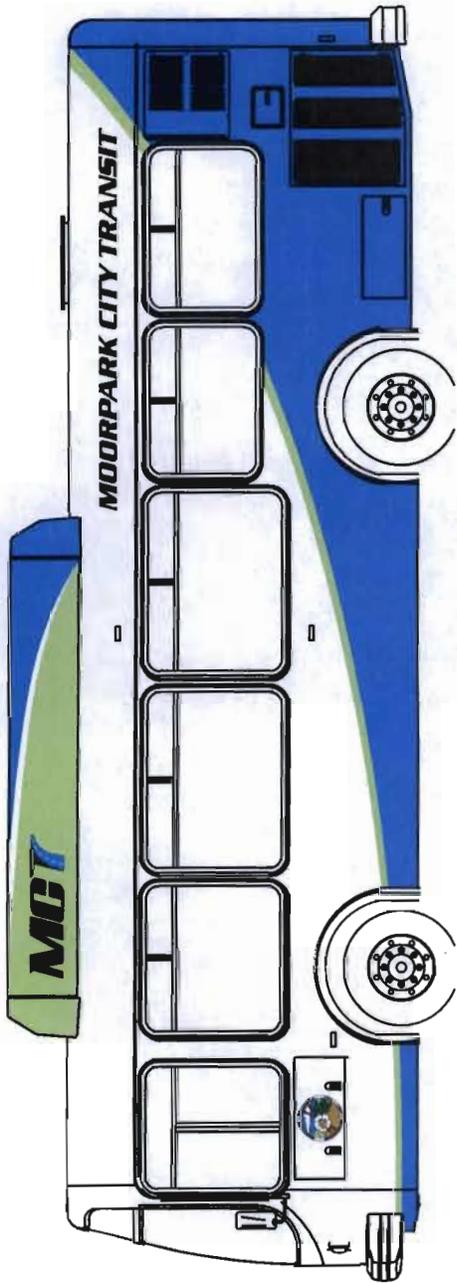
The bus purchase order already includes approximately \$2,500.00 per bus for installing decals on all of the buses (buses will be decaled, as opposed to painting). Funding is provided by a federal ARRA grant, which does not require any local match.

STAFF RECOMMENDATION

Approve proposed design and logo for Moorpark City Transit.

Attachments:

1. Proposed bus design and Moorpark City Transit logo.
2. Recovey.gov logo
3. TIGER logo.



MGT MOORPARK
CITY TRANSIT



USDOT

MARKER

DOT.GOV