

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 9/11/2019

Staff Report No. 19-296

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager
SUBJECT: Status of BRT Livery Design and Sponsorships

BRIEFING ITEM

RECOMMENDED ACTION(S):

Consider receiving a report on the status of BRT livery design and sponsorships.

BUDGETARY/FISCAL IMPACT:

None for livery design; costs were incurred and paid by approved FY18-19 budget.

BRT line sponsorship is estimated to generate between \$400,000 and \$600,000 annually, with individual station naming rights value estimated at \$10,000 to \$40,000 each, depending on the station. Sponsorship revenue will help offset operating and maintenance costs of the BRT service.

BACKGROUND/RATIONALE:

In January 2016, the recommendation to seek BRT sponsorships, develop the Tempo brand identity, and develop sponsorship policies as detailed in Staff Report 16-050 was approved unanimously by the Board of Directors.

In February 2019, contract 2019-10381 was awarded to Unit Partners to work as a consultant in the creative development of the vehicle wrap design. Unit Partners worked with staff to survey stakeholders for input and collaborate with the artistic enhancement team to develop a concept and design that leverages the diversity of neighborhoods throughout the corridor and utilizes design elements featured in the shelter artistic enhancements-tying the vehicles and stations together in a cohesive branded design.

The District also conducted a competitive procurement process for BRT sponsorship consulting and awarded contract 2019-10379 to The Superlative Group in April 2019. AC Transit staff worked with the consultant to develop a comprehensive database of District assets in which a sponsor may have visibility. From this database, the consultant conducted an asset valuation to determine the projected value of line and station naming rights sponsorships. Target partnership categories, valuation methodology and sales strategies have been identified and Superlative is currently reaching out to potential sponsors.

ADVANTAGES/DISADVANTAGES:

The livery design incorporates a “tempo” theme of rhythm and movement while showcasing elements of the

station art enhancements, including some of the textures utilized in station fabrication materials. A modular system has been created for the wrap, for easy repair of body damage. And, decal coverage is minimized at the corners of the bus, which are the points of frequent damage. There is minimal window obstruction in this design, which allows for greater light and safety. And, the artwork includes space to easily and seamlessly integrate sponsor recognition. The design and color scheme integrate well with the wayfinding signage that is already in production. There are no disadvantages in moving forward with this design.

ALTERNATIVES ANALYSIS:

This report does not recommend an action.

PRIOR RELEVANT BOARD ACTION/POLICIES:

Staff Report 16-050 - Approve recommendation to develop the Tempo visual brand identity, *et al.*

Staff Report 15-190 - Naming options for AC Transit's East Bay Bus Rapid Transit service and approve the selection of the name "Tempo" for the service

ATTACHMENTS:

None

Approved by:

Beverly Greene, Executive Director of External Affairs, Marketing & Communications

Reviewed by:

Salvador Llamas, Chief Operating Officer

Ramakrishna Pochiraju, Executive Director of Planning & Engineering

Prepared by:

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