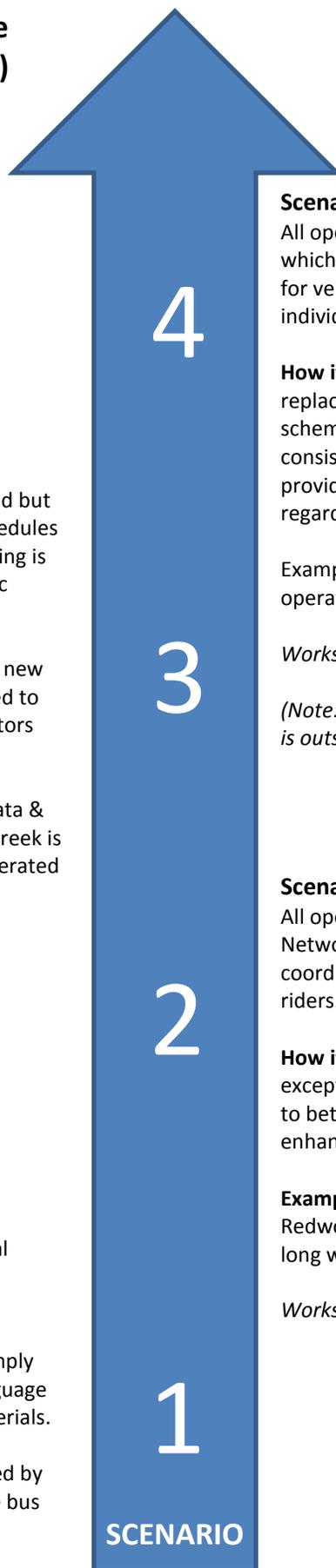


## UNIFIED REGIONAL BRAND:

Four scenarios ranging from the least amount of change (#1) to the greatest amount of change (#4) required for implementation.



### Scenario 3:

All operators are absorbed into a single regional brand but retain their own identities. Operators coordinate schedules to better facilitate connectivity for riders. Route naming is unified. Individual routes may be provided by specific operators.

**How it works:** All transit service is provided under a new brand, such as Humboldt Transit. Routes are renamed to offer consistency across the county. Individual operators continue to provide specific routes.

**Example:** Route 20: Arcata North is operated by Arcata & Mad River Transit System. Route 50: Hoopa-Willow Creek is operated by KT-Net. Route 72: Tish Non Village is operated by Redwood Transit System.

*Works with Website Scenarios #2 and 3.*

### Scenario 1:

All operators add "Part of the GoHumboldt Regional Network" to all vehicles and marketing collateral. Operators retain their own identities.

**How it works:** Business as usual. Operators will simply add a decal to their buses and some additional language to online and print marketing and information materials.

**Example:** Redwood Transit continues to be operated by HTA using existing vehicles. A decal is added to the bus and extra wording to marketing collateral.

*Works with Website Scenarios #1, 2, and 3.*

### Scenario 4:

All operators are absorbed into a single regional brand, which includes a single "look" (logo, color scheme, etc.) for vehicles, route names, etc. Operators do not retain individual identities.

**How it works:** Over time, existing vehicles will be replaced by uniform vehicles with the same color scheme and branding. Routes are renamed to offer consistency across the county. All transit will be provided under the new brand, with no differentiation regarding who is operating which route.

**Example:** A new brand entity (such as Humboldt Transit) operates all routes using vehicles with a consistent look.

*Works with Website Scenario #4 only.*

*(Note: Whether this requires operational consolidation is outside the scope of this marketing plan.)*

### Scenario 2:

All operators add "Part of the GoHumboldt Regional Network" to all vehicles and marketing collateral and coordinate schedules to better facilitate connectivity for riders. Operators retain their own identities.

**How it works:** Pretty much the same as Scenario 1, except that additional regional planning will be needed to better coordinate schedules at connection points to enhance regional connectivity.

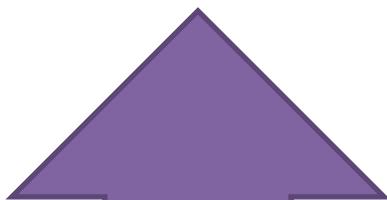
**Example:** Service to Arcata Transit Center provided by Redwood Transit System and A&MRTS is coordinated so long waits are not required for connecting passengers.

*Works with Website Scenarios #1, 2, and 3.*

# UNIFIED REGIONAL

## TRANSIT WEBSITE:

Four scenarios ranging from the least amount of change (#1) to the greatest amount of change (#4) required for implementation.



### Scenario 3:

One regional website includes service information from all operators, replacing individual operator websites. Operators retain individual identities.

**How it works:** One entity manages all transit information for operators throughout the county via one website. This could be an expansion of the HTA website. Operators do not continue to operate their individual transit websites but do retain individual identities.

**Example:** HTA.org becomes the source for all transit trip planning and service information in the county. Links are provided to neighboring operators outside the county.

*Works with Branding Scenarios #1, 2, and 3.*

### Scenario 1:

All local websites include "Part of the GoHumboldt Regional Network" and have links to all other services in the county.

**How it works:** Modest changes are made by each individual operator. There is no additional stand-alone website.

**Example:** HTA adds links to routes operated by KT-Net and Blue Lake Rancheria to the main page of its website. KT-Net includes links to all transit systems in the county on its web page.

*Works with Branding Scenarios #1 and 2.*

4

### Scenario 4:

One regional website represents a single regional transit system. Operators do not retain individual identities.

**How it works:** All transit is provided under a single unified brand, and therefore information is provided on one single website. In practice, this is very similar to Scenario 3, but it represents a unified brand rather than individual operators.

**Example:** A new stand-alone website with a trip planner is created to reflect the new unified brand. Links are provided to neighboring operators outside the county.

*Works with Branding Scenario #4 only.*

3

### Scenario 2:

HTA website incorporates data from all services into its trip planner and includes links to other operators. Would remain under the control of HTA. Could be identified by a regional brand name even if managed by HTA.

**How it works:** HTA takes responsibility for adding KT-Net and Blue Lake Rancheria to its trip planner and continues operating its website as usual. Each operator would continue to operate its own individual website. Links to all operator websites are included on HTA.org.

**Example:** KT-Net and Blue Lake Rancheria schedule information is incorporated into HTA's trip planner. All sites add links to other operators as in Scenario #1.

*Works with Branding Scenarios #1, 2, and 3.*

2

1

SCENARIO