



**HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS**  
**Regional Transportation Planning Agency**  
**Humboldt County Local Transportation Authority**  
**Service Authority for Freeway Emergencies**  
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**AGENDA ITEM 5b**  
SCC Meeting  
February 20, 2018

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DATE: February 8, 2018  
TO: Service Coordination Committee (SCC)  
FROM: Oona Smith, Senior Planner  
SUBJECT: **Draft Regional Transit Marketing and Unified Brand Plan (TMP)**

### **STAFF REPORT**

#### **Contents:**

- Staff's Recommended Action
- Staff Summary
- Draft *Regional Transit Marketing and Unified Branding Plan*

#### **Staff's Recommended Action:**

1. Introduce the item as an action item;
2. Allow staff to present the item;
3. Receive public comment;
4. Discuss item and direct staff as necessary.

#### **Staff Summary:**

The objectives of this study are to pursue ways to make transit services easier for users to understand and navigate, and to provide a seamless experience between the different services in the region. The goal is to ultimately increase ridership (of new, latent, and existing riders).

Kathy Chambers of Moore & Associates prepared the draft *Regional Transit Marketing and Unified Branding Plan* (TMP) following the SCC's direction (per the August 2017 meeting) to proceed with developing "Scenario 3" of a unified regional transit website and unified regional brand, but with the operators still retaining their existing individual brands. Transitioning to a single regional brand ("Scenario 4") remains as a potential development in the future. Moore & Associates also considered input from the SSTAC and the recently adopted *2017-2022 Transit Development Plan* in order to prepare the draft TMP.

The SSTAC reviewed the draft TMP at their January 3, 2018, meeting. The following summarizes their comments:

- HTA's recent website update includes route information for the various transit agencies; therefore a new website may not be necessary.
- Buses currently have a number of logos; did not see a benefit of adding another logo. A single logo may cause confusion for transit riders, e.g., a single logo but different fares.
- The drafted statement "Humboldt County is home to ancient redwood forests, the mythical Big Foot, and high-quality marijuana farms" (under Situational Analysis) is too narrow. There is much more to Humboldt.
- In the table of "Top Humboldt Employers," Humboldt State University should be included (Table 7, page 7).

The SCC is requested to review the draft plan and provide feedback, particularly on the recommended marketing tactics and on the three proposed regional brand concepts. Based on the SCC's feedback, Moore & Associates will prepare the final TMP. If the SCC selects a preferred brand concept, the consultants will include a style guide in the final TMP.

Please note that the plan, or selecting a preferred brand concept, does not commit transit agencies/operators to carry out the marketing and/or branding scenarios. The next steps would be to discuss regional support, and determine which implementation steps to proceed with, including identifying associated costs and project funding.