

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Transit – Approve new bus design**

**RECOMMENDATION:**

Recommendation of the City Council Transportation Committee that City Council approve a new bus design.

**FUNDING:**

Funding is provided in the bus procurement.

**BACKGROUND/ANALYSIS:**

The City of Torrance, Transit Department – known to the general public as the Torrance Transit System (TTS) – has been in operation since 1940. The next calendar year will mark the department's 70<sup>th</sup> Anniversary and to commemorate nearly three quarters of a century of service to the Torrance community, TTS is embarking upon a *Re-Branding and Marketing Campaign*.

The purpose of the *Re-Branding and Marketing Campaign* is to promote access and utilization of public transit, and to continue outreach to special ridership populations such as senior citizens, students and the disabled residents of Torrance. Studies have shown that a city's transit service plays an integral part in promoting civic pride and denotes a self-sufficient and well balanced community.

Coinciding with Transit's 70<sup>th</sup> Anniversary is the department's Fleet Modernization Plan. This three-phase project is designed to replace the department's current all diesel bus fleet with more environmentally friendly, Hybrid Gasoline-Electric buses by 2015. As planned by the department, the first of these new vehicles are scheduled to arrive in early 2010. Staff is currently in final contract negotiations with the bus manufacturer (New Flyer of America) and has been asked to submit a final design concept for the new vehicles by June 16, 2009.

Staff presented the Re-Branding concepts to the Council Transportation Committee at its special meeting of June 12, 2009 for their immediate review and recommendation. The attached is the design recommended by the committee for your review and concurrence.

Designs were created by Graphic Artist, Daniel Estrada and ILIUM and Associates. The design presents a concept of how the Transit Fleet would appear after Re-Branding. Staff must note that the current bus design dates back to the early 1970's. These renditions do not include advertising space concepts at this time, however, that is an option that can be discussed prior to final approval. The back of the bus, as well as the side panels may be dedicated for future bus advertising.

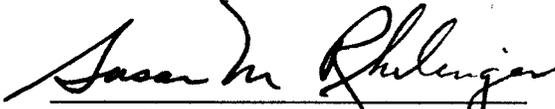
Selecting the design concept at this time is crucial as it will be much more cost effective to paint the buses during the pre-production phase as opposed to post production (e.g. - \$1,200 in selecting the theme now, versus \$5,000 after vehicle delivery). Once the new design is adopted, all Torrance Transit buses in service will be repainted to match the new color scheme.

Respectfully submitted,

CITY COUNCIL TRANSPORTATION COMMITTEE

  
Councilmember Cliff Numark, Chair

  
Councilmember Tom Brewer, Member

  
Councilmember Susan M. Rhlinger, Member

ATTACHMENTS: A) Recommended Bus Design

