

**ORANGE COUNTY
BOARD OF COMMISSIONERS**

ACTION AGENDA ITEM ABSTRACT
Meeting Date: June 24, 2008

**Action Agenda
Item No. 4-dd**

SUBJECT: Orange Public Transportation Doing Business as The Orange Bus

DEPARTMENT: Aging/Transportation

PUBLIC HEARING: (Y/N)

No

ATTACHMENT(S):

INFORMATION CONTACT:

Jerry Passmore, 245-2009
Al Terry, 245-2008

PURPOSE: To authorize Orange Public Transportation (OPT) to do business as "The Orange Bus" with the re-design of the web site, vehicle color change, and marketing towards this transition.

BACKGROUND: Coordinated Agency Transportation was established by the Orange County Board of Commissioners to serve agency supported residents of rural Orange County. In 1999, Coordinated Agency Transportation changed its name to Orange Public Transportation (OPT) to provide general public as well as human service transportation. With this change the system was recognized as a transit system that was for all rural Orange County residents. The challenge is to prepare a bus seat for the next generation by linking transit solutions between generations that lived through the depression to the generation that requires independence. Transportation agencies will be challenged to provide a service that will entice others to utilize the service. It is the County's responsibility to provide alternatives to private vehicles to ensure access to all Orange County programs, agencies and general public use.

With the transition of Orange Public Transportation (OPT) doing business as "The Orange Bus", the community will have a transit system that is easy to remember, increase visibility, and provide a more general public system to all Orange County residents. "The Orange Bus" will include new vehicle colors (Burnt orange), development of a new web site (The Orange Bus), and transition all marketing materials to promote general public ridership.

With the projected growth in Orange County over the next five years, it is imperative that transportation solutions are in place to accommodate the growth. With this transition, Orange County will be in the forefront offering a mobility choice that is efficient, recognizable, effective, and open to all residents in the County.

This marketing image was reviewed and approved by the Transportation Services Board on May 13, 2008.

FINANCIAL IMPACT: There will be no additional financial impact for the County. Vehicle purchases will continue as usual through North Carolina Department of Transportation grants. Marketing funds will remain the same but will be utilized to publicize the change from Orange Public Transportation to "The Orange Bus".

RECOMMENDATION(S): The Manager recommends that the Board authorize Orange Public Transportation (OPT) to do business as "The Orange Bus" with the re-design of the County web site, vehicle color change, and marketing towards this transition.