Eagle Valley Transportation Authority

Board of Directors - Meeting Agenda Avon Council Chambers 100 Mikaela Way, Avon, CO 81620 Wednesday, April 12, 2023 - 12:30 p.m.

Link for Remote Participation:

Regular Meeting:

When: Apr 12, 2023 12:30 PM Mountain Time (US and Canada)

Topic: EVTA Board Meeting

URL: https://us02web.zoom.us/webinar/register/WN_yT_xrRuiTPC1zTIQ8Fz9dA

Phone: 346 248 7799 Webinar ID: 813 5886 9022

- 1. Call to Order
- 2. Approval of the Agenda
- 3. Approval of the March 2023 Minutes

(majority vote)

4. Public Comment

Public Comment will be accepted for items not on the regular meeting agenda. Please state your name and community of residence. Public comment is limited to 3 minutes per individual.

- 5. Board Member Oaths of Office
- 6. Appointment of New Board Secretary
 - Approval of Resolution 2023-09, Concerning The Appointment of a Secretary to the Board Of Directors (majority vote)
- 7. Selection of Marketing Vendor
 - Approval of Resolution 2023-10, Authorizing Interim Executive Director to Enter into Services Agreement with Marketing Consultant

(majority vote)

8. Retreat Follow Up

(majority vote)

- Approval of Resolution 2023-11, Adopting Interim Strategic Plan
- 9. Communication and Outreach Update

(information)

10. Interim Director's Update/Future Topics

(information)

11. Executive Session

Executive Session pursuant to C.R.S. §24-6-402(b), (e) and (f), for the purposes of receiving advice of legal counsel, discussing personnel matters and determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators with regard to the Executive Director position.

- 12. Appointment of a Personnel Committee
 - Approval of Resolution 2023-12, Authorizing the Creation of a Personnel Committee (majority vote)
- 13. Approval of job description, selection of finalist, designation of personnel committee, and any other actions related to recruitment, selection, and hiring of the Executive Director, if necessary.

 (majority vote)
- 14. Adjourn

MINUTES OF THE EAGLE VALLEY TRANSPORTATION AUTHORITY BOARD OF DIRECTORS MEETING MARCH 8, 2023

A meeting of the Eagle Valley Transportation Authority ("Authority") Board of Directors ("Board") was held on March 8, 2023, at 12:30 p.m. The meeting was held in person at the Avon Council Chambers located at 100 Mikaela Way, Town of Avon, Colorado, 81620, and on zoom. Notice of the meeting was posted on March 3, 2023, and included agenda items, location and time, as well as the teleconference information, needed to participate in the public portion of the meeting. The Notice of Board of Directors Meeting dated March 3, 2023, and the certification of posting are attached hereto.

ATTENDANCE

Directors in Attendance:

Director Amy Phillips, Mayor and Councilor, Town of Avon

Director Dave Eickholt, Beaver Creek Metro District

Director Jeanne McQueeney, Commissioner, Eagle County

Director Barry Davis, Councilor, Town of Vail

Director Earle Bidez, Mayor, Town of Minturn

Director Janet Bartnik, Councilor, Town of Eagle.

Directors Absent:

Director Robert "Bob" Hill, Member of the Board of Trustees of the Town of Red Cliff

Also in Attendance:

Tanya Allen, Regional Transportation Director, Eagle County

William "Bill" Ray, Transit Consultant, WR Communications

Ineke De Jong, Administration Manager, Town of Avon

Jessie Cooper, Fleet asset Supervisor, ECO Transit

Sage Thornbrugh, Planning & Development Manager, ECO

Transit

Dayana Herr, Administration Supervisor, ECO Transit

APPROVAL OF THE AGENDA

Director Phillips mentioned that a new topic will be added to this meeting's agenda. This new topic is to discuss the authorization of a letter of support for an ECO Transit grant application.

APPROVAL OF MINUTES

Director Phillips presented the Minutes dated February 8, 2023, for approval, and asked if there were any requests for corrections from other Directors. Hearing none, Director Davis motioned to approve the Agenda, as amended. Director Eickholt seconded this motion, which passed with a unanimous 6-0 vote.

PUBLIC COMMENT

No member of the public had a comment at the time of this meeting.

AGENDA ITEMS

5. Accounting Update

5.1 Approval of Resolution 2023-08, Accounting Contract

Ms. Allen explained that a contract was prepared with Community Resource Services to provide accounting and book keeping services to the EVTA, she also mentioned that this was a fee per service contract up to the budgeted \$30,000.00 amount. This contract runs from March 1,2023 to January 1, 2024.

Director Bidez made a motion to approve Resolution 2023-08. Director McQueeney seconded this motion, which passed with a unanimous 6-0 vote.

4.2 Approval of 2022 Audit Exemption Request

Ms. Allen said that EVTA accountants have recommended doing an audit exemption request for fiscal year 2022. She explained that the since the Transportation Authority was created in 2022 with no financial activity, the accounting firm has to prepare this document for submission.

Director Bartnik made a motion to approve the 2022 Audit Exemption Request. Director Davis seconded this motion, which passed with a unanimous 6-0 vote.

5. Selection of Legal Counsel

Ms. Allen explained that there were eight responses for the legal RFP, with four finalists invited to interview. She said that the decision is to recommend moving forward with Collins, Cole, Flynn, Winn, and Ulmer (CCFWU) as the EVTA general legal counsel. Director Bartnik said that even though she missed one of the interviews, it was very clear for her that this was the most suited group to help with the EVTA needs.

Director Bartnik made a motion to approve the selection of legal counsel. Director Davis seconded this motion, which passed with 5 votes in favor. Director Eickholt abstained.

6. Communication and Outreach Update

Mr. Ray explained that he has been supporting the planning of the EVTA retreat and is working on finding an appropriate facilitator. He said he has also been helping Director Bartnik and Director Bidez with the process of identifying a process for recruiting a permanent EVTA Director and staff. In addition, he has been adding new content and improving the EVTA website and creating new public information materials that will be distributed to local newspapers and partner organizations.

Director Phillips asked about one of the quick facts from the public information materials that talked about existing ECO operations transferring to the EVTA over the course of the next year. Ms. Allen said that this fact mentions that operations will "begin" to transfer over the course of next year but she is correct in assuming full transfer will take longer. Mr. Ray said he will clarify this on the public outreach materials.

7. Retreat Planning Update

Ms. Allen stated that they have confirmed the date and place for the upcoming EVTA Strategic Planning Retreat, which will take place on Wednesday March 22 at the Grandview room located on the top deck of the Lionshead parking structure. She said that Greg Bellomo from Government Performance Solutions was selected as the facilitator and confirmed the Board was comfortable with his proposal and selection. Ms. Allen talked about the proposed agenda for this meeting and said that Director McQueeney, Mr. Ray and herself had already held a preliminary meeting with Mr. Bellomo to talk about this meeting agenda's goals.

Mr. Ray shared an outline of the proposed retreat, adding that Mr. Bellomo was requesting board members and alternates to think about the answer to three questions. These questions are:

- -What operating principles should we observe so we function as an effective, cohesive board?
- -What challenges must we tackle and which ones are the most urgent?
- -What ideas do you have to ensure that we meet expectations of those we serve?

Director Phillips asked who was going to provide the report after the retreat. Mr. Ray said that Mr. Bellomo will take care of creating and providing this report.

Director Davis said that Town of Vail agreed to provide parking vouchers for those attending the retreat.

8. Letter of Support for ECO Transit Grant Application

Ms. Allen said that ECO Transit is currently in the process of preparing a large Federal grant application for vehicle replacements and new vehicle purchases. This grant will help update ECO Transit's current fleet and support future expansion of service expected as it transitions to the EVTA. She mentioned that this will be submitted by ECO Transit but she believes it is very powerful to have a letter of support from the EVTA board. Ms. Allen said they were considering asking for up to sixteen vehicles, with a significant number of those being battery electric.

Director Bartnik made a motion to approve the Board President signing a Letter of Support for ECO Transit's grant application. Director Bidez seconded this motion, which passed with a unanimous 6-0 vote.

9. Director Update and Future Topics

Ms. Allen said that she would like to include these updates at the end of every meeting moving forward. She mentioned that substantial progress has been made on the Administration set up. We have received notice of January Sales Tax collections and were finishing the setup process to have this revenue deposited in EVTA accounts. Ms. Allen also mentioned that they have received 7 responses to the marketing RFP, and if a

	recommendation is made before the retreat they will be invited to that meeting. Ms. Allen said that there will be an internal transition team meeting with Eagle County next week, to talk about the key points for staff transition.
	11. Executive Session
	The EVTA Board members moved to a private executive session to discuss personnel matters pursuant to the Eagle Valley Transportation Authority Executive Director position.
NEXT MEETING	April 12, 2022.
	Chair or Vice Chair
	Secretary

To: The Eagle Valley Transportation Authority Board

From: Tanya Allen, Interim Executive Director

RE: Designating a New Secretary

Date: 4/7/2023

The EVTA Board designated interim legal counsel Kaplan, Kirsch, and Rockwell (KKR) as Secretary at the 12/16/2022 Board meeting to meet the immediate procedural need.

New legal counsel for the EVTA, Collins, Cole, Flynn, Winn, and Ulmer (CCFWU), has been formally retained since the last EVTA Board meeting and there is a need to appoint a new Secretary to the Board.

According to Article 8 of the EVTA Bylaws, the Secretary may be a Director or a Staff Member.

Duties of the Secretary (Section 8.06 (c)):

The Secretary shall give, or cause to be given, notice of all meetings (including special meetings) of the Board, keep written minutes of such meetings, have charge of the Authority's seal (if any), be responsible for the maintenance of all records and files and the preparation and filing of reports to governmental agencies (other than tax returns), have authority to impress or affix the Authority's seal to any instrument requiring it (nad, when so impressed or affixed, it may be attested by his or her signature), and have other such authority, powers, and duties as are appropriate and customary for the office of Secretary of entities such as the Authority, and as the Board may otherwise prescribe. The Board may designate a staff person to be the Secretary. If a Treasurer has not been appointed, the Secretary shall also serve as Treasurer and may use the title of Treasurer in performing the functions of Treasurer.

The Board is being asked to name a new Secretary and approve Resolution 2023-09, Concerning The Appointment Of A Secretary To The Board Of Directors.

EAGLE VALLEY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2023-09

CONCERNING THE APPOINTMENT OF A SECRETARY TO THE BOARD OF DIRECTORS

WHEREAS, Eagle Valley Transportation Authority ("Authority") was created by that certain Eagle Valley Transportation Authority Intergovernmental Agreement by and among Beaver Creek Metropolitan District; Town of Avon, Colorado; Eagle County, Colorado; Town of Eagle, Colorado; Town of Minturn, Colorado; Town of Red Cliff, Colorado; and Town of Vail, Colorado, dated as of September 1, 2022 (the "Authority IGA"), providing for the establishment of the Authority as a Colorado regional transportation authority pursuant to the Regional Transportation Law, Title 43, Article 4, Part 6, Colorado Revised Statutes, as amended; and

WHEREAS, pursuant to Article 5 of the Authority IGA, the Board of Directors of the Authority ("Board") shall appoint a Secretary; and

WHEREAS, the Board previously appointed Kaplan Kirsch & Rockwell LLP as Secretary and now desires to appoint a new Secretary.

ADOPTED AND APPROVED this 12th day of April, 2023.

AUT	HORITY	
By:		
,	Amy Phillips, Board Chair	

EAGLE VALLEY TRANSPORTATION

To: The Eagle Valley Transportation Authority Board

From: Tanya Allen, Interim Executive Director

RE: Marketing Vendor Selection Update

Date: 4/7/2023

The EVTA released its RFP for Marketing and Branding Services on February 13. We received 7 high-quality responses and narrowed the field down to two finalists. We interviewed these finalists during the week of March 27. While both finalists were impressive, the review committee recommends moving forward with Studio Six based on their proven track record of working with transit agencies looking to modernize systems and increase ridership.

The Board is being asked to approve the attached Resolution 2023-11, Authorizing Interim Executive Director to Enter into Services Agreement with Marketing Consultant. This resolution will allow the Interim ED to move forward with negotiating a contract and initial scope of work with Studio Six, within currently budgeted limits. The 2023 EVTA Budget includes \$50,000 for Marketing and Branding activities.

EAGLE VALLEY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2023-11

AUTHORIZING INTERIM EXECUTIVE DIRECTOR TO ENTER INTO SERVICES AGREEMENT WITH MARKETING CONSULTANT

WHEREAS, Eagle Valley Transportation Authority ("Authority") was created by that certain Eagle Valley Transportation Authority Intergovernmental Agreement by and among Beaver Creek Metropolitan District; Town of Avon, Colorado; Eagle County, Colorado; Town of Eagle, Colorado; Town of Minturn, Colorado; Town of Red Cliff, Colorado; and Town of Vail, Colorado, dated as of September 1, 2022 (the "Authority IGA"), providing for the establishment of the Authority as a Colorado regional transportation authority pursuant to the Regional Transportation Law, Title 43, Article 4, Part 6, Colorado Revised Statutes, as amended; and

WHEREAS, pursuant to Section 43-4-604(3)(f), C.R.S., the Board of Directors of the Authority ("Board") has the power to appoint, hire, and retain employees, agents, engineers, attorneys, accountants, financial advisors, investment bankers, and other consultants; and

WHEREAS, the Board hereby finds and determines that engaging a marketing consultant is appropriate and necessary to the function and operation of the Authority.

NOW THEREFORE, be it resolved by the Board of Directors of the Eagle Valley Transportation Authority that:

- 1. <u>Services Agreement</u>. The Interim Executive Director is hereby authorized to execute a services agreement between the Authority and _______ for marketing services in a total amount not to exceed \$______, consistent with the proposal attached hereto as <u>Exhibit A</u> and upon terms and conditions approved by the Authority's legal counsel and the Interim Executive Director.
- 2. <u>Severability</u>. If any part, section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.
- 3. <u>Effective Date</u>. This Resolution shall take effect and be enforced immediately upon its approval by the Board.

ADOPTED AND APPROVED this 12th day of April, 2023.

EAGLE VALLEY TRANSPORTATION AUTHORITY
Amy Phillips, Board Chair

EXHIBIT A

Proposal

[Attached]



STUDIOSIX

EAGLE VALLEY TRANSPORTATION AUTHORITY

TransitBranding.com 1114 Neon Forest Circle, #6

Longmont, CO 80504 Studio Six Branding@gmail.com303.652.6230



March 2, 2023

We get people on the Ms. Tanya Allen
Director
ECO Transit
Eagle Valley Transportation Authority
3289 Cooley Mesa Road
Gypsum, Colorado 81637-1070

Dear Ms. Allen:

Thank you for the opportunity to submit a proposal for Eagle Valley
Transportation Authority. Enhancing regional transportation infrastructure
is a big task, one with many stakeholders with diverse goals and priorities.
Building transportation systems that effectively serve the needs of regional
residents and stakeholders is both our passion and expertise.

WEXPERIENCED TRANSIT BRANDING + MARKETING AGENCY

At Studio Six, we have a passion for moving people, both literally and figuratively. We are a highly specialized branding and marketing agency that develops transit brands which elevate the experience of mass transit. From the team that created one of the first branded transit systems in the nation, sit back, relax and leave the driving to us.

At Studio Six, we specialize in branding regional transit systems in rural resort communities such as the Lift in Winter Park; SMART (San Miguel Authority for Regional Transportation) in Telluride; Ride Glenwood in Glenwood Springs and the Village Shuttle in Snowmass. In addition to working with transit agencies in mountain resort communities, we brand and market transit systems around the country including North Central RTD serving the Santa Fe and Taos region; MeVa Transit in Merrimack Valley, Massachusetts; Salt Lake City's Frequent Transit Network; Open Plains Transit in the Nebraska Panhandle; SCCOG in Trinidad and GO Boulder's high frequency system. Studio Six also marketed the largest fare free transit initiative in the country for more than 14 Colorado systems.

PROVEN PROCESS = MEASURABLE RESULTS

After the rebranding process, our transit systems have a strong track record of significant and measurable ridership increases. APTA states that the national average of ridership increases after a transit rebrand is 6-20%. Our systems consistently outperform the national average due to the combination of fine-tuned strategy and authentic creative.

Please note: All content in this document is proprietary to our process. (Continued)

CLIENT **SUCCESS HIGHLIGHTS**

Merrimack Valley, MA

120% ridership increase after rebranding and going fare free (2023)

North Central, NM

Strong support from the pueblo communities and regional residents (2023)

Salt Lake City, UT

400% ridership increase after launching a Frequent Transit Network campaign (2018)

Winter Park, CO

103% ridership increase, Colorado System of the Year 2017 & 2019, \$12 million grant award (2017-2020)

Telluride, CO

Immediately attracted new millennial riders (2018/19)

Boulder, CO

50% ridership increase in weekend ridership (2018)

Snowmass, CO

150% ridership increase (winter 2018/19)

THE SECRET

The secret to significant ridership increases is our process. It begins with listening carefully to your goals and objectives. We then develop branding and marketing programs that accomplish these goals within your budget and timeline.

At the heart of our creative work is community engagement and facilitation. By putting community stakeholders in the driver's seat and collaborating closely with local residents and business owners, we are able to deliver solutions that meet the goals of everyone at the table. We call this process, DESIGN BY THE COMMUNITY. FOR THE COMMUNITY. We believe that when community transit systems reflect the communities they serve, widespread community support increases.

STRATEGIC COMMUNICATIONS

After 18 years of working with hundreds of clients, Studio Six has managed civic communications and worked with communities ranging from 2,000 residents to cities of two million. This work includes creating communication programs that keep residents informed of city-wide news. Our team has managed strategic communications for cities when it mattered the most, including communications during Covid. During the pandemic, we directed and filmed speeches from executive staff, maintained website communications and managed the social media channels to ensure residents were abreast of safety protocols. This experience will be invaluable when there is a need to manage expectations as EVTA is built.

BUILDING SUCCESS

We have the skills, experience and team to help you build a highly successful transit organization. To learn more about our work, go to TransitBranding.com. If Studio Six is awarded the project, I will be the EVTA project manager and primary contact. The presenter team will include myself, Amy Lane and Krzysztof Walder. We look forward to meeting your team and together, building a thriving transit system for Eagle Valley.

Sincerely, Traci Jones Principal & Creative Director Studio Six

STUDIO SIX PRESENTER TEAM

TRACI JONES

Principal + Creative Director 1114 Neon Forest Circle #6 Longmont, CO 80504 StudioSixBranding@gmail.com 303.652.6230

AMY LANE

Marketing Strategist 1114 Neon Forest Circle #6 Longmont, CO 80504 Amy@StudioSixBranding.com 970.231.9921

KRZYSZTOF WALDER

Digital Media Manager 1114 Neon Forest Circle #6 Longmont, CO 80504 KW@StudioSixBranding.com303.638.9849



Understanding of the Project

EAGLE VALLY TRANSPORTATION AUTHORITY

EVTA (Eagle Valley Transportation Authority) was formed to enhance regional transportation throughout the Eagle Valley Region. ECO Transit will be the backbone of this new system. The goal is to enhance the coordination between the local transit systems in Vail, Avon and Beaver Creek; improve air service and expand the transportation services.

Funded by a half penny sales tax, EVTA's goal is to enhance regional collaboration and cost-sharing, improve transportation and transit systems and better address the needs of the region's workforce, employers, residents and visitors. New funding generated by the EVTA's sales tax will be earmarked for the following enhancements:

- Fare-free transit service to reduce traffic congestion and parking demands from Edwards to Vail, including Avon, Beaver Creek, Minturn and Eagle-Vail.
- New limited-stop express service at peak workforce commute hours.
- Year-round, lower cost flights at Eagle County Airport to help provide more options for local residents and to support the valley's economy.

**** LONGER TERM ENHANCEMENTS FOR THE EVTA

- Zero-emissions conversion of ECO Transit's Highway 6 bus service to help meet the region's shared climate goals.
- Improved transit facilities, including affordable workforce housing for transit employees.
- Regionwide, long-term planning to address transportation needs 20 to 30 years in the future.
- Local services such as local bus services in Avon, Beaver Creek and Vail will
 continue to be operated by those communities and will not immediately become
 part of the EVTA.

(Continued)



N PROJECT GOALS

The goals of this large-scale branding and marketing initiative are many. The first goal will be to brand the system and educate the public about the organization. Ongoing communication is required to convey consistent progress and ensure that taxpayers feel their money is being well managed and is benefiting the region. Our primary goal will be to attract new riders to the system, giving them greater access to employment, medical, shopping, social and recreational opportunities. We will also be focused on attracting choice riders to reduce parking, congestion and pollution issues. The ultimate goal is to increase ridership of the system, serve more people and create overall enthusiasm for transit.

A dynamic new brand, core communication tools and strategic marketing are needed to create an impactful image for this new organization. It is also essential to keep the public informed of news and progress on an ongoing basis. We believe the new image should be created in collaboration with community stakeholders. They will help establish the look that best represents Eagle Valley residents and their goals and aspirations for the system. EVTA will prioritize the branding and marketing tasks to be accomplished first.

N SOME OF THESE DELIVERABLES MAY INCLUDE:

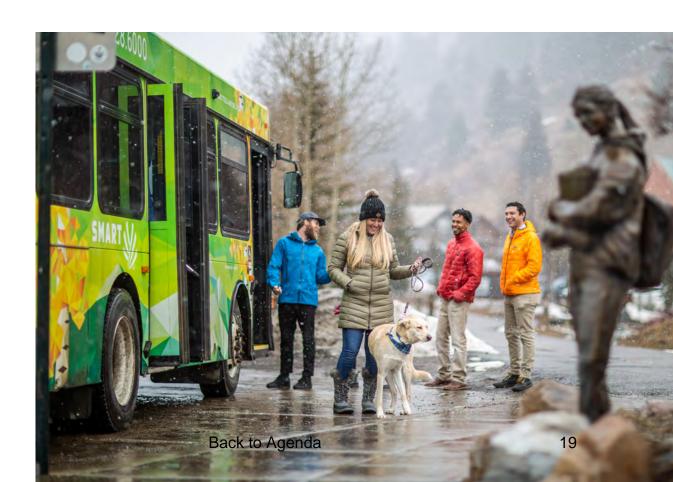
- · A new visual identity, name and tagline
- Mapping system and displays that are easy to use and appeal to tourists
- Promotion of seasonal schedule changes
- Development of educational brochures, travel training and other system features
- Potentially a rebranded fleet
- Schedules and a cohesive signage system
- Marketing to include integrated campaigns promoting the service which may include print advertising, direct mail, earned media, events, social media, etc.
- Public Relations
- Copywriting
- Marketing research and segmentation
- Messaging matrix for different audiences
- Web design
- Social media management
- Reporting on campaign effectiveness



ADDITIONALLY, WE SEE AN OPPORTUNITY FOR:

- A Report on Progress (video-based or print) to create awareness of EVTA news and accomplishments
- Body of photography after the system has been branded for use in marketing and social media
- Video assets that include rider testimonials and how to ride tutorials
- Graphic standards
- Media kit to be distributed to community partners who will help promote the service
- Branded infotainment video featuring local business advertising. This could be a source of revenue for the system
- Scripts and talking points for drivers, call center customer service representatives and all public facing EVTA representatives

Developing successful transit branding and marketing requires community facilitation, market research, communications strategy, strong design and management of fabricators, printers, creative vendors, etc. Studio Six has expertise in all of the areas outlined in the RFP. We will work hard to ensure EVTA is successful and that your community is proud of the system and its brand. In working with you, our goal is to make transit appealing and welcoming to both locals and visitors. We look forward to answering any questions about our work or experience.





Not Your Typical Creative Agency

Studio Six would work collaboratively with EVTA to create a dynamic brand that is unique to the Eagle Valley region. With a core area of focus in transit branding and marketing, we have built a team that is wildly creative, extremely detail oriented and experienced in the core areas of transit branding including map design, fleet design, visual identity, integrated marketing campaigns, social media management, media buying, PR, illustration, video production, signage design, web design and fabricator management.

We are passionate about transforming how people perceive and experience public transportation. We have helped cities launch new transit systems from the ground up, brand new routes, launch high frequency systems, promote new services, update maps and schedules and, most importantly, we do this through deep and ongoing collaboration with each community.

MAN UNUSUALLY WELL-BALANCED GROUP

Our team is comprised of scientific minds that bang out unbreakable strategies and give our creative work a reason for being—frighteningly creative writers, graphic designers and art directors. Account execs who not only pay attention, but truly care (otherwise, we'd run them out of town). Proofreaders and statistics people who triple check like that high school teacher who wore the same blazer your entire senior year.

WHY STUDIO SIX?

Transit is a complex industry that requires the ability to:

- 1. Work with community stakeholders, listen intently to feedback and then execute creative solutions that meet the criteria established
- 2. Understand how to stretch budgets for maximum impact and seasonal changes
- 3. Develop effective media buying strategies to reach target markets
- 4. Understand behavior change strategies and social marketing techniques
- 5. Design beautiful transit brands that are high quality that will stand the test of time
- 6. Design authentic transit brands that resonate with core audiences
- 7. Be detail-oriented and have the tenacity to proof endless details on maps, timetables and schedules
- 8. Be collaborative. Marketing transit is a team sport. It requires close collaboration with the client, community stakeholders and outside vendors and fabricators

\\ ASSESS

\\ CREATE

**** AMPLIFY

Research & Competitive Analysis

Competitive Analysis

Focus Groups

Market Research

Branding Strategy

Survey Analysis

From top to bottom. Inside have designed it, signed it, posted it, managed it, celebrated it.

Brand Development

Naming

Identity & Logo Design

Transit System Photography

Map Design

Signage Design

Print Collateral

Graphic Standards

Website Design

Annual Reports

Branded Interiors

Communication **Templates**

Advertising & Promotion

Social Media Campaigns

Advertising & Marketing

Campaigns

Press Releases

Event Collateral

Trade Show & Event

Marketing

Media Coordination

Videos

W Accolades



Inc. Magazine



Art Directors Club of Denver



LogoLounge



American Institute of Graphic Artists



Princeton University Press



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We get people on the bus.

Technical Proposal



- Attracts new riders
- · Provides the mobility infrastructure which is the backbone of your community
- Enhances the lifestyle of local residents providing access to jobs, medical, shopping, recreation and social opportunities
- Increases the economic vitality of the region
- Reduces congestion
- Reduces pollution
- Creates community pride
- Represents and reflects your community

Our branding and design process at Studio Six has been customized to help transit agencies accomplish these goals. Central to our process is working closely with your Board of Directors, staff and community stakeholders to build a brand and marketing collateral that shapes a positive perception of your system. We are well versed in keeping communities informed about progress as systems grow and achieve major milestones, in addition to managing day-to-day communications and outreach.

Our three step process ensures that our transit brands reflect the communities they serve. The first phase in this process is the Assess Phase.

Assess Phase

W RESEARCH, RESEARCH, RESEARCH.

The secret to creating a brand that will resonate with the Eagle Valley communities and increase ridership is deep and thorough research and stakeholder participation. By engaging residents and business owners in the transit branding process, we will gain invaluable feedback on:

- How to brand the system so it is distinctive from other Colorado resort communities.
- How to brand the system so it resonates with Eagle Valley regional residents and visitors.
- How to market the services so the service is easy to use by those visiting for the first time and for those who use the system often.



We get people on the bus.

BRANDING DISCOVERY SESSIONS

Studio Six will conduct a series of collaborative stakeholder sessions to better understand the community's vision for the new EVTA transit brand. We recommend (2-3) onsite sessions each held in different locations to ensure easy access for regional residents with (10-15) people per session.

Prior to these sessions, we will analyze your system and all relevant reports and studies. We will conduct further research about the community to better understand the demographics, economic drivers and what makes Eagle Valley unique. After this research is completed, we will customize our stakeholder sessions and presentations specifically for the Eagle Valley region. With a series of interactive activities, the stakeholders will establish communication goals and design criteria for the new brand.

During these branding discovery sessions, we will discuss the visual brand, potential marketing approaches and review the current maps and schedules.



ASSESS PHASE DELIVERABLE: After the Branding Discovery Sessions, we will create a Summary of Findings document that provides an overview of our research and recommends a branding strategy. This will be reviewed by EVTA staff and approved before we delve into the Create Phase when the branding materials are created.

Create Phase

BRAND DEVELOPMENT

After the discovery sessions, Studio Six will then begin brand development. The priorities of the Board and community stakeholders will be the first items that we develop.

**** LOGO DESIGN

Based on the information in the RFP, we are assuming that the logo and tagline will be one of the first brand elements that will be needed. As a branding company, logo development is an area of focus at our agency. The key to a strong logo is extensive design exploration; this is when the magic happens. Our logo work has been published by: Princeton Press; Logo Lounge 3, 4, 6 and Masterbook 1 and 4; Art Director's Club of Denver; AIGA and Corporate Identity USA. (Please see our separate logo portfolio included in the Dropbox folder.)

**** TECHNICAL PROPOSAL



We get people on the bus.

If there is an opportunity to design the fleet, we will develop the logos and fleet in conjunction with one another. After extensive design exploration has been completed, we will have a follow-up session with our stakeholders to present (3) concepts for the logo and (3) fleet designs. In these sessions, members of the group will have an opportunity to vote on their preferred brand.

**** CORE TRANSIT TOOLS

After the logo and the fleet (potentially) have been designed, the next step is to design the core communication tools such as the website, signage, route maps, rider guides, app tutorials and branded stops. This is an essential step in making the rider's experience easy and seamless. Simple and attractive information will be designed with the proper hierarchy; contrast and legibility will help the user navigate the system with ease.

Specifically, the art and science of designing effective service information is dependent on how simply the information is presented and then directing the user's eye to the most important information. Type size, contrast and legibility must meet ADA requirements as well. (Please go to **TransitBranding.com** to see samples.)

WEBSITE DESIGN

Studio Six will work with EVTA to develop a user-friendly website that meets all accessibility guidelines, is easy to navigate and presents the system in a friendly, welcoming style. (While not a transit site, we designed and programmed **BCService.com** for one of the largest accounts receivable management companies in Colorado.)

CUSTOM PHOTOGRAPHY & VIDEO

High quality lifestyle photography is important to capturing the system in action. We have a transit photographer and videographer on staff who captures riders, drivers and the communities the system serves. This will be the foundation of all of your marketing and social media. (**TransitBranding.com** for samples.)

N BRAND EXECUTION

After the core materials are designed, Studio Six will oversee fleet wrapping/painting (potentially), signage fabrication, printing and media to launch the new transit system on time and on budget.



CREATE PHASE DELIVERABLE: After the core tools are designed and completed, we will develop a comprehensive brand guideline that includes logo usage, signage standards, brand messaging, photo usage and define the use of all of the graphic elements that create a signature look for the EVTA transit brand.



We get people on the hus.

Amplify Phase

MARKETING DEVELOPMENT

After the core branding tools are created, we then shift into marketing the service and amplifying your message. Robust marketing is essential to creating both widespread and targeted awareness for the transit service. It requires an integrated marketing approach with all touchpoints designed consistently, with a common look and voice. All collateral will be designed to generate excitement and a positive perception of the service with a focus on increasing ridership. Increasing ridership requires the brand (the art) to resonate and it also requires a deep understanding of media buying and marketing strategies (the science). Our integrated campaigns reach the right people in the right way.

W BUDGET FOCUSED

Our media strategies are designed to optimize your budget and reach specific target markets through geographic and demographic targeting. We will conduct A/B testing to study which online ads are performing well and recommend media buys that are designed to reach specific audiences. In this phase we will launch:

- Press releases
- Outreach campaigns

Events

Social media campaigns

N DESIGNING FOR SEASONAL CHANGES

We are experts at communicating service changes through Change Day marketing materials. Route map and signage updates, social media, e-newsletters, radio and press releases are all common outreach methods for communicating changes in service allowing riders to adjust to the new routes and schedules. All of the Studio Six transit clients regularly update their services; we are experienced in updating all materials and working with local media and vendors to ensure the community is ready for the seasonal service changes. The use of QR codes is also beneficial for ease of updates.



AMPLIFY PHASE DELIVERABLE: After the marketing is launched, we will provide media analytics and we will monitor ridership reports. This will allow us to make adjustments if needed throughout the campaign.

Studio Six can begin work immediately. We are very experienced and can execute the scope with a responsive timeline working toward a third quarter deadline.





The Lift

Transit System Branding & Marketing, Facilitation, Logo, Signage, Photography, Core Communication Tools, Social Media, Map Design, Brochures, Video-Based Campaigns

N PROJECT SUMMARY

The Town of Winter Park had a big challenge. Their transit system was dirty, dated and was called the "old prison buses" by local residents. It did not match the image of the community in the process of modernizing, growing and working to attract visitors and tourism dollars. The Town initiated a large-scale transit branding initiative to create an improved transit system to better serve locals and visitors and to be more competitive with neighboring resort communities. Studio Six was hired to design an entirely new transit system for the Town of Winter Park in 2016. Our team led the rebranding initiative that included a new visual identity, fleet, city-wide signage and wayfinding, marketing campaign and mapping system—all in time for ski season just 2.5 months after our initial stakeholder session.

We worked closely with community stakeholders to meet diverse communication objectives established in the branding discovery sessions. After intense design exploration, we created a dynamic, eye-catching solution that uniquely represents Winter Park.

Our team also oversaw timelines, budgets, vendors and fabricators to deliver a comprehensive branded transit system within a very aggressive timeline.





NESULTS

The Lift ridership increased immediately after the rebranded system launched. Within six months, ridership had increased 103 percent. The Lift won the Colorado Transit Resort Agency of the Year in 2017 and 2019. In 2020, the system was awarded a \$12 Million grant to build a new transit maintenance facility. After the system expanded service into Granby, ridership increased 135%.

N DESIGNING EFFECTIVE TRANSIT REBRANDS

Much like EVTA, the Lift serves a Colorado resort community and was launched as a completely new brand. When branding a new system like EVTA, or that of Winter Park, knowing how to effectively facilitate community branding sessions is essential to gaining strategic insights from stakeholders. This is the core of our creative process. In these collaborative sessions we ask the right questions and engage community residents in designing transit systems that uniquely reflect community attributes and differentiators.

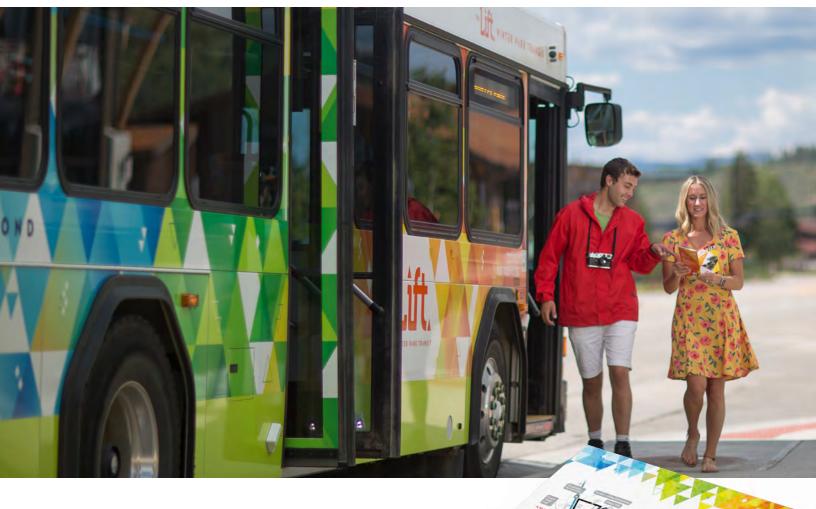
NOTICE CHANGES

Both Lift and EVTA experience dramatic seasonal ridership fluctuations requiring transit materials to be designed in a flexible, cost-effective way. The materials will need to change as service levels change to accommodate high season and off season ridership demand. We develop marketing programs that are easily updated and cost effective.

MARKETING FOR RURAL RESORT AUDIENCES

Like the marketing campaign for Winter Park, marketing campaigns for EVTA will be customized for Eagle Valley audiences who live, work and play here. We study each community to ensure our messages and branding will resonate with current riders and prospective riders.





The Lift Fleet Branding and Collateral

The first component of the brand that was developed was the fleet design which inspired the marketing collateral. The signature Lift pattern is colorful and energetic, much like the brightly-colored ski and snowboard gear that resonated with the stakeholder group.

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Transit Signage

Studio Six developed city-wide signage for the Lift's transit system including exterior wall-mounted signage at the transit center, interior environmental graphics at the transit center and stop signage. The system is unified with signature brand elements that create an uplifting feel inviting people to ride the Lift.







BEFORE



AFTER

Where We Started

Ready to leave behind its antiquated school buses, the Town of Winter Park recognized an economic development opportunity. With tourism as the major industry for the town, providing exceptional transit service for visitors and local residents was a key priority. Modernizing the system and shaping the perception of Winter Park as a four-seasons destination was the inspiration for the rebrand. The brand designed by Studio Six represents the angular geography and the four seasons of Winter Park in a colorful, modern style.













Ride Glenwood

**** Facilitation, System Logo, Fleet Branding, Fabrication Coordination and Management

Studio Six was hired to develop a refreshed brand for the community's transit system that serves both local residents and visitors. We facilitated a collaborative stakeholder session during which participants established criteria for a brand that would feel authentic to this community known for its natural hot springs. The Studio Six design team explored diverse options which met the criteria established. A very enthusiastic stakeholder group chose one design that was then developed into the brand. Studio Six oversaw the fabrication details and installation.





SMART

Branding & Marketing, Facilitation, Signage, Core Transit Collateral, Photography, Strategic Communications, Website Design

Studio Six was hired to develop a 360-degree branded transit system that serves Telluride, Colorado's regional commuters. With an aggressive deadline, Studio Six designed a new fleet, signage, maps and marketing collateral. We led a series of collaborative stakeholder sessions that defined the goals of the project and feedback from these sessions laid the foundation for a highly successful regional system. Our team developed a custom brand and managed multiple printers, fabricators and fleet vendors to execute a system and launch on time and on budget.

Results: SMART is primarily utilized by a commuter audience. Immediately after launch, the system saw an increase in millennial riders. In 2022, SMART was awarded a highly competitive federal grant for \$2,568,000 to expand the size of the fleet.











PRESS RELEASE--FOR IMMEDIATE RELEASE September 7, 2022

MEDIA CONTACT
SMART Executive Director David Averill
Phone: (970) 239-6034 Mobile: (970) 988-1219
Email: david.averill@smarttelluride.com



SMART is awarded Federal Grant of \$2,568,000

to expand fleet and meet regional transportation needs

Telluride, Colo.— As a part of the San Miguel Authority for Regional Transportation's (SMART) commitment to providing regional transportation options, SMART submitted a highly competitive grant application to the U. S. Department of Transportation's Federal Transit Administration (FTA) with the goal of expanding the SMART fleet. SMART is proud to announce that the agency was awarded \$2,568,000 with a local match of \$642,000 to purchase new vehicles allowing the transit agency to serve more regional residents in San Miguel and Montrose Counties. This grant will allow SMART to purchase the following vehicles:

- (4) 40' transit buses—(2) to replace the existing Norwood buses, (1) for a new Montrose to Telluride service, and (1) as a spare vehicle for either route
- (3) replacement vanpool vehicles, and
- (1) new cutaway bus to be used on the Lawson/Down Valley/Rico/Off-Season route for regular service and for backup duties.

This federal grant awarded to SMART was part of a \$1.66 billion bipartisan initiative designed to improve the nation's transportation infrastructure and reduce air pollution. The FTA received 530 eligible applications for this funding by transit systems, states and territories across the U.S. with SMART being one of 150 systems to receive investment.

Over the next five years, the Bipartisan Infrastructure Law provides funding for (2) transit programs designed to improve transit fleets and bus facilities.

 FTA's Low or No Emission (Low-No) Grant Program makes funding available to help transit agencies buy or lease U.S.-built low- or no-emission vehicles, including related equipment or facilities. The Bipartisan Infrastructure Law provides \$5.5 billion over five years for the Low-No Program—more than six times greater than the previous five years of funding. For Fiscal Year 2022, approximately

Strategic Communications and PR

Studio Six manages the media coordination and PR for our clients. This press release was written by Studio Six and submitted to the local publications to ensure the community is abreast of the progress SMART is making to build regional infrastructure in the San Miguel region. Please see this document in its entirety in the DropBox folder.





Online parallax ad designed for mobile devices. The campaign promotes the Transit app for real time bus tracking when in Snowmass Village.

The Village Shuttle

Facilitation, Core Communication Tools, Covid Campaign, Transit App Campaign, Signage Concepts, Photography, Website Consultation

The Town of Snowmass Village is consistently working to provide an exceptional transit experience for Snowmass residents and visitors who rely on the service during their stay. The Town hired Studio Six to develop a new mapping system for the transit system. The scope has consistently grown and we have developed integrated marketing programs for a variety of campaigns including one which promotes real time bus tracking with the Transit app.

Results: After a new mapping system was launched, ridership increased 150%. This was due to a number of factors including high visitation to the resort and improved communication tools.



MeVa Transit

Facilitation, System Logo, Naming, Trademarking Coordination, Fleet Design, Signage

Previously known as MVRTA, the name did not roll off the tongue. The fleet was dated and looked like a typical municipal transit system. This large regional transit system north of Boston was "A mere fixture in the background of the community," as explained by the Transit Administrator. The goal was to create an eye-catching, modern system that appealed to community residents.

Lawrence, Massachusetts, one of the primary cities that the system serves, is proud to be named the first "Minority Majority City in the U.S." with 80% of the population Latino. With a large percentage of the population from the Caribbean, the bright, vivid colors seen in the building facades of Old San Juan were the inspiration for the color palette for our new transit system. The brand was designed to create a new perception of public transportation in Merrimack Valley—one that is bold, joyful and vibrant. Working closely with regional stakeholders, Studio Six renamed the system MeVa Transit, short for Merrimack Valley. The new name is now easier to pronounce than the former MVRTA, and the logo and fleet design is memorable and modern.

Results: After the system went fare free and the fleet was rebranded, ridership increased 120%.







Moving a Region Forward

The original fleet was dated, felt very generic and did not represent the region nor the people who call Merrimack Valley home. Our creative team designed a new fleet that is colorful and appeals to an audience that is attracted to bright colors and bold graphic designs. The MeVa logotype includes a series of arrows representing forward motion. MeVa Transit—moving the region forward with a modern flair.









Moving a Region Forward

Fleet design is one of the most important elements of any transit brand and directly impacts the image and perception of your transit agency. As important as your transit system's logo, your rolling billboards (whether 30, 35 or 40 feet), become iconic to your community. How your system looks, what it communicates, the feeling it projects, will play a major role in how your community perceives public transportation. Studio Six designed the MeVa fleet to create increased visibility for the system with a modern look and energetic vibe.





Zero Fare Campaign

Radio, Paid Social Media, Print, Posters, Banners

Studio Six was hired to develop the marketing campaign and toolkit to be used by rural transit agencies around the state to promote the free fare campaign during the month of August. Studio Six, in collaboration with CASTA, developed a marketing strategy that would assist rural agencies with campaign promotion. A robust set of tools—ranging from brochures, social media, radio, posters, banners etc.—were developed to be turn-key and easily implemented by transit agency staff. Designed to amplify the illustrative RTD campaign, we designed a co-branded campaign to ensure consistency throughout the state.

Results: Colorado transit agencies increased ridership from 2% to 59% in August of 2022 with the Zero Fare campaign and marketing program.





ART Transit System

Branding, Signage, Facilitation & Change Day Collateral

With an aging fleet of buses, routes needing reconfiguration and a system that lacked a strong identity and brand, the Asheville Transit Department recognized a need for an entire system update. After being awarded a \$2.1 Million federal grant, the department was poised to transform the system and redefine the perception of mass transit in their community. Studio Six and Urban Trans were hired to rebrand and launch the system that would modernize transit and the rider experience in Asheville. Studio Six facilitated an internal stakeholder session and developed a brand that communicated the concept of sustainability in the lush rolling hills of North Carolina's Blue Ridge Mountains. Studio Six created the visual identity, fleet branding and managed the installation of the new brand.

Results: Within one month of the launch, ridership increased by more than 4,000 new trips. Studio Six also managed map and schedule updates for 21 routes when annual system-wide route reconfigurations were implemented.











The perception of mass transit in Asheville was elevated and within the first month ridership increased by over

4,000 new trips



ART

The new brand represents the lush rolling hills of the Asheville region and integrates a modern leaf pattern symbolizing Asheville's dedication to environmental sustainability. The logotype we designed integrates the leaf into the counterspaces of the letterforms for a completely custom look.



We get people on the bus.



Salt Lake City

Name of the state of the state

Salt Lake City and Utah Transit Authority partnered to launch a new Frequent Transit Network in August of 2019. Three new routes were launched that met the FTN criteria with 15-minute frequencies and extended service hours. Studio Six was hired to brand and market the new services. Prior to marketing the service, Studio Six facilitated numerous stakeholder sessions to gain invaluable market research. After the initial stakeholder sessions, Studio Six developed an integrated advertising and marketing campaign which consisted of geo-targeted direct mail, Spotify advertising, paid digital, PR, print, three maps and website assets. This campaign was developed in a one-month time frame to meet an aggressive deadline for the service launch.

Results: Not only was widespread awareness created throughout the city but ridership increased after the service and campaign launched by 433% on Route 2, 275% on Route 9, and 35% on Route 21. Additionally, Studio Six developed surveys and pre-packaged community stakeholder materials that allowed city staff to conduct in-person information meetings with the city residents about the new services.











Integrated Campaign

From print, to digital, to direct mail and maps, this integrated campaign was cohesive between all media, generating awareness and creating excitement for the FTN. The results were realized with increased ridership on each of the three FTN routes. **Back to Agenda**





Trinidad Branding

City Branding, Tourism Magazine

Studio Six was hired to develop a new visual identity that represented unique attributes of Trinidad. With one of the largest inventories of historic architecture per capita in the state, highlighting the town's historic architecture was a goal of the rebrand. Studio Six developed a new city seal, colorful city magazine, city fleet vehicles and concepts for signage.

Results: Trinidad is integrating the branding in touchpoints throughout the city and thousands of travel planners are requested by visitors each month. Multiple versions of the travel planner magazine have been reprinted due to its popularity and success in highlighting all that Trinidad has to offer.

TransitBranding.com



Presenter

- University of Colorado's Architecture Department (Guest Lecturer on Design)
- Colorado Assoc. of Transit Agencies (CASTA)
- National Conference on Rural Public and Intercity Bus Transportation (RIBTC)
- Transit Agencies of South Carolina Conference
- Presenter at CTAA Virtual Conference
- $\bullet \ Launch \ Longmont$
- Ontario Transportation Expo Speaker, Toronto, Canada
- SWTA Regional Conference

More about Traci

- A pizza connoisseur
- Loves to explore new hiking trails
- Passionate about designing large-scale work that positively impacts communities
- Design junkie
- Has the heart of a teacher and has taught at the University of Arizona and Front Range Community College

Traci Jones

II

Principal, Creative Director

Traci is our off-the-charts talented creative mind and strategic branding expert with a talent for writing and graphically solving any challenge she is delivered. Traci brings with her 25 years of unmatched experience. Her professional career has included highly regarded creative agencies: Sayles Graphic Design, Nordensson Lynn Advertising, Creative Alliance and Communication Arts (Stantec-Boulder). She served as the Senior Designer at the Creative Alliance where she art directed the agency's largest accounts. Additionally, she served as an Environmental Designer at Communication Arts; it was here where she worked with the City of Boulder to develop one of the first branded transit systems in the country. Today, Traci leads a team of expert creative and strategic marketing professionals to brand transit systems and develop communication tools for systems around the country. Studio Six also develops large-scale signage, wayfinding and graphic interior projects.

Education

MFA Graphic Design, University of Arizona; BFA Graphic Design, Drake University

Project Experience

MeVa (Merrimack Valley Transit)

Brand development, naming, signage, fleet design, community facilitation

NCRTD (North Central Regional Transportation District)

Brand development, signage, fleet design, community facilitation

SMART (San Miguel Authority for Regional Transportation) Branding

Brand development, map design, wayfinding, phase I website, stakeholder facilitation, photography

Snowmass Village Shuttle Map Design, Advertising Campaign

Brand development, map design, advertising campaign, social media video, stakeholder facilitation

Salt Lake City Frequent Transit Network Launch Campaign

Strategic plan, advertising campaign, social media campaign, stakeholder facilitation, shelter design with custom site furnishings

Winter Park's The Lift Transit System Branding & Wayfinding

Fleet design, maps, advertising, visual identity, promotional collateral, signage, displays, graphic standards, stakeholder facilitation, PR

Ride Glenwood Branding

 $Fleet\ design,\ visual\ identity,\ map\ brochure\ design$



More about Amy

- Loves good coffee
- Handy with tools and flips houses on the side
- Passionate about environmental issues
- Makes cool things out of ordinary items
- Believer in learning new things, like playing the violin
- \bullet Fitness junkie
- Art, design, & architecture lover

Community Involvement

- Longmont Downtown Development Authority marketing consultant
- Board member, Habitat for Humanity of Estes Park
- Led a successful ballot initiative addressing affordable housing and green energy development in Longmont

Amy Lane

II

Designer & Marketing Strategist

Amy has a magical mix of practical analytics, marketing strategy experience and a keen sense of design. Her past business experience, coupled with understanding the human psyche, gives her a unique edge on how to approach marketing communication. As a result, her content and design speak directly to the core emotions of the audience for a powerful connection. Over the past 20 years, Amy has managed multi-disciplinary projects that include weaving branding into every facet of a project, from the architecture and interior design, to graphics and digital media. Amy has well-rounded multimedia skills to produce integrated marketing campaigns in any media required by the marketing program.

Education

BA Psychology; BS Business Administration with a Marketing Emphasis, University of Colorado, Boulder

Project Experience

High Country Bank

Brand development, research & competitive analysis, social media management

CASTA Zero Fare Campaign

Media buying, marketing strategy, campaign development

Estes Valley Library

Brand development, sign design, graphic standards and templates, interior design consulting, annual reports, illustration, newsletter campaign

Windsor-Severance Library

Brand development, naming, visual identity, graphic standards and templates, mobile library design

National Right to Read Foundation

Brand development, visual identity, graphic standards, templates, website

YMCA of the Rockies

Annual reports, capital campaign appeals, donor outreach, seasonal campaigns, visual identity and collateral



More about Krzysztof

- Always travels with his camera by his side
- Enjoys exploring Colorado through hiking, camping, mountain biking and fly-fishing
- Enjoys studying art, design ♂ photography
- Has photographed
 Diana Ross, Seal,
 Kenny Loggins, Kacey
 Musgraves, Michael
 McDonald of the
 Doobie Brothers, Earth
 Wind & Fire and
 more entertainment
 professionals
- Is passionate about learning and is thirsty for knowledge and new technologies

Krzysztof Walder

II

Media Producer, Videographer, Photographer, Programmer

As our Senior Digital Producer, Krzysztof is an award-winning photographer with more than 20 years of experience in a wide range of fields. He also has extensive expertise in video production, web development and web application programming, giving him a diverse skill set that he can apply to any project. His filming and videography capabilities are instrumental for creating compelling video content with a story-telling approach. This is an essential part of maintaining strategic communications for our transit and municipal clients.

Having previously worked as a programmer at West Unified Communications, Krzysztof has acquired extensive knowledge in web technologies and has sharpened his abilities in numerous programming languages and web frameworks.

Krzysztof has been practicing photography throughout his entire life and has developed a sophisticated approach to portrait and lifestyle photography. He possesses the ability to put people at ease in front of the camera and creates imagery that is genuine and authentic.

Education

AS, Web/Multimedia Management & Webmaster, Community College of Denver

Project Experience

BC Services

Web strategy ♂ development

Snowmass Village Shuttle

Integration of Plan Your Trip Trillium solution on website

Winter Park's Lift Transit System

Lifestyle photography, photo editing, model direction

On-Location Photography, Video Production & Motion Graphics

Telluride Express, Bustang, SMART, City of Dacono, City of Longmont

Various Clients

Writing front-end and back-end code to create custom web solutions, microsites $\ensuremath{\mathfrak{S}}$ landing pages in both HTML, Bootstrap, JavaScript, PHP, SQL



More about Linda

- Loves to volunteer at local non-profits
- Is nicknamed the "Energizer Bunny" by everyone who knows her
- Loves spending time with her nine-year-old granddaughter Emily
- Will go above and beyond to meet strict project deadlines
- Manages a dental bus providing services for underserved residents

Linda Jones

II

Quality Control Manager

Linda is the Studio Six quality control manager. She has an eagle eye for details, numbers and graphic consistency. Linda's early career began at Beloit College where she was the Executive Assistant to the Library Director for 27 years. Here she was responsible for all of the details required to effectively oversee the library administration, from budgets to reports to staff communication. At Studio Six, she reviews all of the documents prior to printing and throughout the design process. She oversees long multi-page documents, detailed maps and transit schedules, annual reports and signage. Our clients value the accuracy and attention to detail she brings to each project.

Education

BS, Business Education & Minor in Library Science, Western Illinois University

Project Experience

SMART (San Miguel Authority for Regional Transportation)

Map, signage and marketing review

Snowmass Village Shuttle Map Design, Advertising Campaign

 $Social\ media\ advertising\ campaign\ review$

City of Dacono

Review of all marketing collateral for the city and the Police Department

City of Boulder, High Frequency Transit Branding

Review of all marketing collateral

Winter Park Transit, The Lift

Review of maps, schedules, signage and all marketing collateral

Asheville Transit

Review of all 21 maps and schedules for a major system reconfiguration

City of Longmont

Review of multiple campaigns over the last 15 years

Trinidad Trolley

Review of map and travel planner magazine



Recent Awards

- Regional Emmy® Award
 - Boston NATAS '22
- Marcom Award
 - Platinum Winner '21
- Dot Comm Award
 - Platinum Winner '22
- Hermes Creative Award
 - Platinum Winner '22
- Viddv Award
 - Platinum Winner '22
- · Ava Digital Award
 - Platinum Winner '21
 - Gold Winner '20

More about Dakota

- Loves to take photos
- Used to be an outdoor trip leader and taught outdoor survival training
- Plays recreational sports when he isn't designing
- Competes in design challenges
- Has a fur baby that he does agility training with
- Plays disc golf on the weekends
- $\bullet \ \textit{Is a Myers Brigs ENTP}$

Dakota Hitt

II

Motion Graphic Designer

Dakota is our award-winning designer of all things motion. He has an eagerness for pushing the boundaries of technology, working in all facets of design, and helping others tell their stories. Dakota is an expert (and often a trainer) in the Adobe Creative Suite including After Effects, Photoshop, Illustrator, and Premiere Pro, along with various 3D applications like Maya, Cinema 4D, Blender—making him a Swiss army knife poised to create striking animations in any style. Dakota brings 10 years of client facing design from news, digital and advertising media companies. He has worked on projects from large broadcast packages to social media ad campaigns and virtually everything in between.

Dakota's expertise allows him to work quickly and bring static imagery to life with a level of sophistication very few video editors have.

Education

BS Computer Animation, Full Sail University

Project Experience

SMART (San Miguel Authority for Regional Transportation) Branding Video editing and animation

ZERO FARE Advertising Campaign

Video editing and animation



More about Kyle

- Proud father of a twoyear-old son
- Has a passion for outdoor adventure
- Avid home chef
- Loves all animals
- Eats, sleeps and drinks design
- Loves to push the limits of design

Kyle Faucheux

Fleet Branding Designer

II

Kyle is our highly creative and experienced vehicle branding designer with a talent for bringing a client's vision to life while solving branding and design needs. With more than 15 years of professional design experience, Kyle has been a lead designer on diverse branding projects. His graphic solutions catapult brands to increase ridership and create strong brand recognition. Kyle's passion for design and eye for detail set him apart from other vehicle branding designers. By carefully studying the vehicle architecture and complex curves of the vehicle, Kyle is exceptional at making his designs seamless in 3D applications. Listening to clients' needs and drawing inspiration from the environment around the project, Kyle is able to bring ideas and visions to life while creating unique, clean and original designs.

Education

BFA, Bachelor of Fine Arts, University of Nebraska, Lincoln, NE

Project Experience

Open Plains Transit

Brand development, vehicle wraps

USAFA Buses and Glider Team Trailers Design

Led the design team in creating graphics for vehicle wraps for various bus sizes and custom glider trailers using new and established USAFA branding

Remember Pearl Harbor Event

Created graphics for the bus wrap that carried the remaining survivors of Pearl Harbor to a celebration event

Colorado School of Mines

Led the design team in creating athletic departments interior and exterior graphics and signage. Graphic development for field signs, wall graphics and record boards

Regis University

Camp Bow Wow

Assisted in the facilitation of the rebranding of internal graphics at various locations nationally



More about Martha

- Teaches the Latino community about recycling and composting
- Spends free time with her family and dog Chulo
- Teaches Zumba classes
- Exercise fanatic

Martha Garcia

 $Spanish\ Translator$

II

Martha is the Studio Six Spanish translator and has extensive expertise translating civic documents with the highest level of detail. She has translated professionally for more than 22 years. With a passion for language accuracy and maintaining contextual meaning, her verbal and written bilingual language skills are of the highest level. Her detailed-oriented approach to translating and proofing allows our team to produce bilingual materials for government and transit sectors when the highest level of professional translation is required. With Martha's expertise, our marketing materials connect with Latinx audiences which is a large part of our transit and municipal communications work. She has translated for integrated marketing campaigns including radio, social media, newsletters, long reports and videos.

Martha's work ethic, professionalism and dedication to the team is an invaluable asset. With her many years of experience, she works expeditiously to ensure tight timelines are met and she also works well under pressure—an invaluable asset for any position.

In addition for translating for Studio Six, she acts as a Public Relations specialist during City of Longmont public meetings and translates all written public documents from the city and the Longmont Waste Diversion Department.

Project Experience

SMART (San Miguel Authority for Regional Transportation)

Translation of all marketing materials

Salt Lake City Frequent Transit Network

Translation of maps, marketing materials and social media

City of Dacono

Translation for ongoing marketing campaigns and city communication materials

City of Longmont

 $Translation for\ environmental\ waste\ diversion\ and\ composting\ campaigns$





More about Lorena

- Fine art creator
- Sunshine seeker
- Texture toucher
- Mountain biker
- Granola bar maker
- Animal lover
- $\bullet \ Outdoor \ adventurer$
- Color enthusiast

Lorena Fox

Multi-Media Designer

Lorena is a design professional specializing in building brands with a solid strategic foundation and fresh visual life. She is versatile, conceptual and passionate for all things design. Lorena offers a balance between the creative and analytical mindset and will bring an insightful approach to any project with the highest standard of delivery.

Lorena studied fine art through various classes and curriculum in Barcelona, North Carolina, Minnesota and Colorado. She has more than 25 years of design experience, working as a multimedia designer, art director and senior designer at award-winning agencies in North Carolina and Colorado. Lorena has deep expertise in diverse industries ranging from transit to higher education.

She has a passion for user-focused design and an eye for accuracy. She believes that open and clear communication plays a vital role in ensuring every step in the process goes smoothly. Lorena has extensive knowledge in UI website and product design, branding and identity, print design and packaging design.

Education

BA, North Carolina State University, Raleigh, NC Art and Design Curriculum, University of Montana, Missoula, MT

Project Experience

Via (formerly Special Transit)

 $Brand\ development, comprehensive\ branding\ package\ including\ website,\ vehicle\ wraps\ and\ annual\ reports$

CU Continuing Education and CU Music (Boulder, CO)

Created brand system which included bus signage and large scale banners for the University of Colorado colleges

IZZE Sparkling Juice

 $Designed\ packaging,\ bus\ signage,\ jumbotron\ animations,\ vehicle\ wraps\ and\ advertising$

Uplight, Boulder CO

Created Customer 2030 Event Conference signage and environmental wraps



More about Matt

- Loves the outdoors and getting out to hike
- Is dad to a miniature golden retriever named Murphy
- Learning new skills is a favorite pastime
- Enjoys playing the guitar
- Is passionate about branding and iconography
- Has a life-long goal of visiting every national park in the U.S.

Matt Gorlarski

Multi-Media Designer

II

Matt comes from a world of creative and strategic visual design. He brings with him a decade of branding and graphic design experience working with in all facets of design.

Matt will meet any design challenge and will go above and beyond to meet the goals of each project. He is a creative who's focused on solving problems and building connections through holistic visual design and direction. Matt can take a complex idea and distill it to be better understood and received by the intended audience.

Matt brings brand stories to life through design that honors the strategy and core insights that make a brand unique. With this ideal at heart, he has a track record of excellent client success in branding, fleet vehicle wraps, trade show exhibits and signage.

Education

BFA, Graphic Design, Advertising, Web Design, Kutztown University of Pennsylvania Magna Cum Laude

Project Experience

D'Arrigo New York

Logo, website, brand materials and wrap for the company's fleet of trucks

Target Logistics

Designed trade show booth and signage with a focus on brand messaging and visual appeal

Cabarrus County Fair Wayfinding

Wayfinding system providing fair-goers with clear navigation and a cohesive visual identity reflecting the fair's values and traditions

D'Arrigo Trade Show Display

Trade show booth based on previously designed brand and messaging

Admark Graphics

Created a brand system including logo, messaging, tagline and identity system

Solis Midtown Luxury Apartment

Brand identity communicating high-end living experience to potential residents



More about Violet

- Passionate history buff and collector of odd relics
- Loves all things charcuterie
- Is a devoted dog lover
- Has a never-ending love for the design process

Violet Carlon

Multi-Media Designer

II

For 25 years, Violet has been consistently catching the eyes and hearts of clients with her imaginative, strategic and concept-driven approach to design. She is an insightful communicator, team member and project manager with a portfolio of successful projects developing innovative visual brands, print and digital corporate communication campaigns, consumer packaged goods and exhibit environments for B2B, B2C and nonprofit clients.

Violet sees herself as an ever-evolving visual storyteller. Her stories have been seen at airports, grocery stores, libraries, museums, corporate headquarters, campuses and mountain tops. She is dedicated to client service, understanding clients' needs and relies on rigorous inquiry, extensive experience and a creative spirit to produce work that is thoughtful, memorable and results-driven.

Education

BS, Design, University of Maryland, College Park Studied graphic design at Corcoran School of Art & Design, Washington, D.C.

Project Experience

Colorado Springs Utilities

Designed the educational exhibit for a new state-of-art water treatment plant for one of the largest water infrastructure projects completed in the U.S. this century

North Texas Municipal Water District

Developed and designed corporate exhibits celebrating completion of several major water infrastructure projects (water treatment plants, dams, reservoirs etc.)

Denver Public Library & History Colorado

Developed and designed exhibits and supporting marketing materials, celebrating Colorado history

Denver International Airport

Developed and designed exhibits and supporting marketing materials, celebrating Colorado history appropriate for display at one of the largest international airports in the western U.S.

Perot Museum, North East Texas Children's Museum, Upper Trinity River Water District

Developed and designed educational exhibits at children's museums promoting local fossil hunting



More about Rachel

- Loves to travel and explore the world
- Passionate about architecture
- Bakes sweet treats far too often
- Spends any free moment outdoors hiking, biking, skiing or camping
- Always hopes to spend more time working with her old printing press

Rachel Olson

Graphic Designer

II

Rachel is a designer with more than 20 years of diverse experience creating publications, annual reports, marketing materials, logos and identity development, exhibition design and environmental graphics in addition to transit specific work. Her experience with high-profile, public-facing brands has allowed her to hone her design skills to visually communicate with various audiences. Stylistically, Rachel's deep skill set allows her to be a versatile designer and develop dynamic, customized branding and marketing unique to each client.

Her design history coupled with her years as an instructor at a local art institution have enabled her to expand her thinking, adapt to our ever-changing times, and bolster her creative approaches to any project or challenge. Throughout her time working with educators, scientists, students and marketers, Rachel has streamlined her abilities to construct visual solutions that resonate with the targeted audience, providing the best possible outcome.

Education

MFA, Graphic Design, Academy of Art College, San Francisco, CA BA, Studio Art, University of Vermont St. Martins School of Art & Design, London, England

Project Experience

GO Boulder

Brand and fleet graphics for a transit system consisting of buses and bike trail system

Denver Art Museum

Exhibition graphics for a temporary installation of artist Georgia O'Keeffe's New Mexico works

Ice Age Discovery Center

Graphics and interior design for an interactive museum in Snowmass, Colorado

National Park Service, Denver, CO

Infographics and map for the 100th anniversary of the National Park Service

University of Colorado, Denver

Marketing materials and publications for the university



More about Silvana

- Billiards shark
- Food is her favorite word
- Loves to volunteer in underprivileged areas of the world
- Obsessed with her carbon footprint
- Plans to start a nonprofit in the Peruvian Amazon
- Has two opinionated kids under the age of 10 and an incredibly patient husband

Silvana Munro

II

Translator, Cultural Broker

Silvana is a passionate detailed-oriented translator, interpreter, facilitator, language auditor, presenter, editor and writer. She specializes in the adaptation of culturally relevant messaging. She is also a mom and entrepreneur with more than 10 years of international experience in translation and interpretation for various organizations such as the United Nations, Asia-Pacific Economic Cooperation and various municipalities in Colorado. She has experience serving the Hispanic Community in Longmont as a bilingual and bi-cultural broker for more than four years. Racial, social and language equity are her core values.

Education

BA, Translation and Interpretation of French, Italian and English, Sacred Heart University, Lima-Peru

Certifications and Community Work

Graduate from Boulder County Leadership Fellows, FLTI, Promotoras, Boulder County Cultural Brokers, Voices for Justice

Volunteer and Board Member for different non-profits including Longmont Food Rescue, Spellbinders, Habitat for Humanity, Sustainable Resilient Longmont, BRAVO Fund, food share centers and shelters for abused girls in Peru

Project Experience

City of Longmont Just Transition Plan

Facilitation in Spanish, translation of presentations, website, brochures, surveys; interpret for the Just Transition Plan Committee; outreach efforts around Longmont

City of Longmont Audit of Bilingual Employees Program

Develop strategies for recruitment and retention of bilingual employees, assess the current Spanish tests and provide new Spanish testing with higher standards, facilitate bilingual focus groups, benchmark salaries in other states

Community Foundation of Boulder County, TRENDS Report

Present in Spanish the latest findings of the TRENDS Report, organize presentations with community partners, translation of written materials

United Nations Headquarters, Peru

Translation of press releases, interpret in meetings



More about Allison

- Was the communication director for the 1996 Dole-Kemp presidential campaign
- Spoils her adorable dog Max
- Started her leadership early by heading up Student Counsel in High School
- Is a perpetual volunteer and loves getting involved

Allison Griffin

II

Public Relations Consultant

Allison is an award-winning communications professional with more than 20 years experience in reputation management, message development, issue advocacy and coalition development for governmental clients since 2003. Allison has successfully helped clients with issues such as electric deregulation, insurance reform, telecommunications and transportation.

Allison's experience extends to the nation's capital where she worked in capacities ranging from grassroots organizations to Press Secretary for US Representative Henry Bonilla of Texas, earning the distinction of being named a "Rising Star" by *National Journal*.

Never one to shy away from hard work, Allison also has a long record of volunteerism. She served on the boards of the Arthritis Foundation, Lake Highlands HS PTA, Lake Highlands Education Foundation and the Dallas Transit-Oriented Development Tax Increment Financing District, to name a few.

Education

BA, Government, BA, Journalism, University of Texas, Austin, TX

Project Experience

Lyndon B Johnson Express Project

Led a comprehensive communications effort to inform numerous stakeholders in the \$2.7 billion LBJ Express road expansion project in Dallas Texas. Included earned and paid media, digital communications, community relations and public affairs, as well as an award-winning marketing effort that bolstered corridor businesses throughout construction

Puente de la Unidad Bridge Project

Public relations strategist working with Webb County, TX to build an international bridge across the Rio Grande. Developed key messages and a multifaceted public relations plan that communicated the benefits of the project to media, local voters and government entities on the state, national and international level

Citizens for a Healthy Travis County

Comprehensive communication strategies to pass a proposed hospital district for Travis County, with special focus on quelling opposition from likely opponents. The project secured overwhelming approval by voters





Client References

Client Name Town of Winter Park, The Lift Transit System

Project Description Rebranding of the Lift Transit System (See Lift project pages) for rural resort community

Project Dates 2016—Currently working with Winter Park

Project Manager Michael Koch, Transit Manager, 970.726.8081 x210, mkoch@wpgov.com

Client Name MeVa (Previously MVRTA)

Project Description Comprehensive system-wide branding, fleet, signage, naming for regional system in Massachusetts

Project Dates 2021—Currently working with MeVa

Project Manager Noah Berger, Administrator, 978.469.6878, nberger@mvrta.com

Client Name SMART (San Miguel Authority for Regional Transportation)

Project Description Comprehensive system rebranding, signage, maps, etc. (see SMART project page) for rural resort community

Project Dates 2018—Currently working with SMART

Project Manager David Averill, Executive Director, 970.708.4066

david.averill@smarttelluride.com

Client Name South Central Council of Governments

Project Description Ridership campaign, direct mail, social media

Project Dates 2023

Project Manager Aaron Lopez, Transit Director, 719.845.1133 ext. 217, alopez@sccog.net

Client Name North Central RTD

Project Description Transit system rebrand, maps, logo, on-demand app design, custom font, fleet design, print collateral, tagline

Project Dates 2020-23

Project Manager Anthony J. Mortillaro, Executive Director, 505.629.4713, anthonym@ncrtd.org



TRACI JONESPrincipal, Creative Director,
Designer



AMY LANE
Designer
& Marketing Strategist



KRZYSZTOF WALDER Media Producer, Videographer, Photographer, Programmer



LINDA JONES

Proofreader

STUDIO SIX SUBCONTRACTING TEAM



DAKOTA HITTMotion Graphic
Designer



KYLE FAUCHEUX

Fleet Branding

Designer



MARTHA GARCIA

Spanish

Translator



SILVANA MUNRO Multilingual Translator



VIOLET CARLON Multi-Media Designer



LORENA FOX Multi-Media Designer



MATT GORLARSKI Multi-Media Designer



RACHEL OLSEN Graphic Designer



ALLISON GRIFFIN Public Relations Consultant

































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Disadvantaged Business Enterprise

**** Studio Six has the following certifications:

Emerging Business Enterprise (EBE) Certification

Minority/Women Business Enterprise (MWBE) Certification

Small Business Enterprise Certification (SBE) Certification





STUDIOSIX

EAGLE VALLEY TRANSPORTATION AUTHORITY APPENDIX

TransitBranding.com
1114 Neon Forest Circle, #6
Longmont, CO 80504
StudioSixBranding@gmail.com
303.652.6230



From

Studio Six Branding

1114 Neon Forest Cir, Unit 6 Longmont, CO 80504 303.652.6230

Estimate For

Eagle Valley Transportation Authority (EVTA)

Estimate Id

387

Issue Date

03/02/2023

Subject

EVTA Marketing Services—Menu of Services

Description	Amount
MENU OF SERVICES The following menu of services provides costs for typical transit branding and marketing campaign components. This list can be prioritized by your Board of Directors.	\$0.00
NAME AND TAGLINE • Development of system name • Competitive research to ensure the names we are proposing are available • Up to (10) naming options developed • Up to (5) tagline options developed \$4,480	\$0.00
STAKEHOLDER FACILITATION • (2-3) Virtual or onsite branding discovery sessions for (2-3) Studio Six staff • Discussions will gather feedback from community stakeholders on their vision for the system branding • We will discuss the logo and other marketing priorities established by the Board of Directors • If a new mapping system is part of the scope, we will discuss the map at these sessions to gain insight on how the mapping system might be improved • A branding presentation will be prepared to gain a deep understanding of what makes this region so unique from the perspective of local community members. These concepts will be infused into a brand that is personalized for Eagle Valley	\$0.00
Deliverable: A concise report outlining the findings of the stakeholder sessions. This information will be used to build the visual and verbal elements of the brand. \$5,600	
MARKET RESEARCH & MARKETING STRATEGY We recommend the development of a comprehensive year-long marketing strategy. This document will include: • Identification of potential target markets • Demographic information of target markets • Best media to reach target markets • Messaging matrix customized to each target market • Potential partner organizations who can promote your services • Marketing campaigns and media calendar for the year • Event calendar \$8,640	\$0.00

EVTA LOGO	\$0.00
Design exploration	
Exploring unique symbols, fonts and design elements	
• (3-5) logo options	
• Final logo preparation will include all file types: .eps, .jpg, .pdf, .png in color, single color and grayscale	
\$8,800 (3 concepts)	
or	
\$10,400 (5 concepts)	
EVTA SYSTEM MAP	\$0.00
Map includes the following ECO Transit routes:	·
Vail/Beaver Creek Express	
Valley Route	
Minturn Route	
Leadville Route	
Highway 6 Route	
\$7,680	
Map to be used online, at kiosks and in printed formats	
Insets are estimated below and are not included in the larger system map estimate.	
INSET MAPS	\$0.00
Valley Route	
Highway 6 Route	
Leadville Route	
Minturn Route	
Vail, Beaver Creek Express	
\$1,760/map: \$8,800	
(2) DAY PHOTOSHOOT, ART DIRECTION, PHOTO RETOUCH	\$0.00
• Scouting locations in advance	40.00
Art direction with models in preparation for the shoot	
Photo editing and color correction	
Providing more than 100 photos to the client via DropBox	
\$7,360	
(1) DAY PHOTOSHOOT, ART DIRECTION, PHOTO RETOUCH	
Scouting locations in advance	
Art direction with models in preparation for the shoot	
Photo editing and color correction	
Providing 50 photos to the client via DropBox	
\$3,680	
FOLDED MAD & MAD DISDLAVS	00.00
FOLDED MAP & MAP DISPLAYS Price TPD after the format has been established.	\$0.00
Price TBD after the format has been established	
	\$0.00
PRESS RELEASE	
Writing the press release	
PRESS RELEASE • Writing the press release • (2) rounds of revisions • Submit release to (2) publications	

BROADCAST MEDIA—RADIO	\$0.00
Writing script	
Sourcing voiceover talent	
Sourcing sound effects Production of the radio energy	
Production of the radio spot \$3,040	
\$3,U4U	
BROADCAST MEDIA—PRINT	\$0.00
Design of print ad for newspaper, magazine or other print publications	
• (2) options in the conceptual round	
Writing copy	
• Final artwork preparation	
Media coordination and scheduling	
\$1,760/ad	
WEB PAGE DESIGN	\$0.00
• Writing content and developing the visual layout for (2) pages, the home page and one interior page template	
Programming is not included in this estimate	
\$7,200	
SOCIAL MEDIA PAID CAMPAIGNS	\$0.00
Design of video-based paid social media posts with music, voiceover, moving imagery	40.00
Writing post content	
Media coordination	
An example of a social media campaign promoting the Night Lift: https://transitbranding.com/night-lift-transit-	
social-media-ad-winter-park-co/	
\$2,880	
GRAPHIC STANDARDS DOCUMENT	\$0.00
The graphic standards outlines the usage for colors, fonts, logos, photography and messaging	*****
This document will ensure that the brand is used consistently between vendors and internal staff	
\$3,840	
FI FFT BRANDING	\$0.00
FLEET BRANDING	\$0.00
FLEET BRANDING OPTION 1	\$0.00
OPTION 1 • Extensive design exploration	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000 OPTION 2 • Extensive design exploration	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000 OPTION 2 • Extensive design exploration • Design of full wrap with (3) options in the conceptual round	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000 OPTION 2 • Extensive design exploration • Design of full wrap with (3) options in the conceptual round • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client	\$0.00
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000 OPTION 2 • Extensive design exploration • Design of full wrap with (3) options in the conceptual round • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$25,000	
OPTION 1 • Extensive design exploration • Design of (2) options in the conceptual round • Design to include a simple paint schematic, logo application and supplemental graphic elements • Preparation of final artwork for one vehicle • Accurate line artwork of the vehicle to be provided by the client \$18,000 OPTION 2 • Extensive design exploration • Design of full wrap with (3) options in the conceptual round • Preparation of final artwork for one vehicle	\$0.00

*** TRAVEL

• Onsite visits and travel are billed at the standard GSA rates. Costs for onsite visits are not included in the fees above because the number of site visits is not determined. We prefer to have stakeholder sessions in person but virtual is also very effective. We managed the MeVa rebrand virtually with the exception of the photoshoot.

Estimate Total

\$0.00

Notes

The Studio Six hourly rate is \$160/hour.

Studio Six can refer a trademark attorney after the name and logo is finalized. The cost to trademark the name and logo is not included in the Studio Six design fee. EVTA would establish an independent contract with a trademark attorney to do this work. The typical trademarking application process is \$2,000.

This menu of costs does not include printing, signage or fabrication costs.

PRESS RELEASE--FOR IMMEDIATE RELEASE September 7, 2022

MEDIA CONTACT
SMART Executive Director David Averill

Phone: (970) 239-6034 Mobile: (970) 988-1219

Email: david.averill@smarttelluride.com



SMART is awarded Federal Grant of \$2,568,000

to expand fleet and meet regional transportation needs

Telluride, Colo.— As a part of the San Miguel Authority for Regional Transportation's (SMART) commitment to providing regional transportation options, SMART submitted a highly competitive grant application to the U. S. Department of Transportation's Federal Transit Administration (FTA) with the goal of expanding the SMART fleet. SMART is proud to announce that the agency was awarded \$2,568,000 with a local match of \$642,000 to purchase new vehicles allowing the transit agency to serve more regional residents in San Miguel and Montrose Counties. This grant will allow SMART to purchase the following vehicles:

- (4) 40' transit buses—(2) to replace the existing Norwood buses, (1) for a new Montrose to Telluride service, and (1) as a spare vehicle for either route
- (3) replacement vanpool vehicles, and
- (1) new cutaway bus to be used on the Lawson/Down Valley/Rico/Off-Season route for regular service and for backup duties.

This federal grant awarded to SMART was part of a \$1.66 billion bipartisan initiative designed to improve the nation's transportation infrastructure and reduce air pollution. The FTA received 530 eligible applications for this funding by transit systems, states and territories across the U.S. with SMART being one of 150 systems to receive investment.

Over the next five years, the Bipartisan Infrastructure Law provides funding for (2) transit programs designed to improve transit fleets and bus facilities.

1. FTA's Low or No Emission (Low-No) Grant Program makes funding available to help transit agencies buy or lease U.S.-built low- or no-emission vehicles, including related equipment or facilities. The Bipartisan Infrastructure Law provides \$5.5 billion over five years for the Low-No Program—more than six times greater than the previous five years of funding. For Fiscal Year 2022, approximately

\$1.1 billion was available for grants under this program.

2. <u>FTA's Grants for Buses and Bus Facilities Program</u> supports transit agencies in buying and rehabilitating buses and vans and building bus maintenance facilities. The Bipartisan Infrastructure Law provides nearly \$2 billion over five years for the program. For Fiscal Year 2022, approximately \$550 million for grants was available under this program.

SMART Executive Director David Averill stated, "This new funding will directly impact our region in such a positive way. The new vehicles will allow us to serve more riders—reducing congestion, pollution and providing more mobility options at the same time. For San Miguel and Montrose County residents it also means expanded service with a new Montrose to Telluride route, comfortable rides, and continued reliable service with an expanded fleet. We encourage residents to ride SMART and enjoy a hassle-free commute."

San Miguel Authority for Regional Transportation (SMART) supports all transportation options including buses, commuter vans, parking, bicycling, walking and trails used for commuting. The formation of SMART provides permanent designated funding through a sales tax and mill levy for regional transit and expands local ability to obtain state and federal transportation grants. Overall, SMART provides transportation options for employment, education and every day trips while reducing congestion and pollution throughout the region.

For more information visit SmartTelluride.com.

SMART -

Addendum: Answers to EVTA Marketing RFP Questions Received by Midnight on 2/23

- 1. "The successful agency must be able to provide consultation/expertise in the following areas: Development of Public Information relative to Public Transportation (i.e. brochures, route maps, schedules, etc)".
 - A. Does this refer to cartography, or taking an existing map and putting it together in an aesthetic yet functional way?

We're looking for a partner with the capability to assist with making maps and schedules more functional and appealing for the traveling public, not necessarily an expert cartographer.

B. Does this refer to helping plan the actual bus route schedule, or creating a digital/print version of the schedule for consumer use?

Creating a digital/print version of the schedule for consumer use.

2. In brief terms, what does EVTA accomplish that ECO does not?

Please see the following web page: https://eaglevalleyrta.org/learn-more-1

3. Was there prior research conducted that drove the formation of EVTA? If so, is that information available to be shared?

The formation of the EVTA was a multi-year process that included numerous presentations to Town Councils and stakeholder groups; discussions among political officials, staff of member jurisdictions, and community stakeholders; and some surveys and polling. This was an iterative process resulting in an Intergovernmental Agreement approved by voters in November of 2022. There is no specific "report" or compilation of research that can be readily packaged and shared.

4. Would the chosen vendor have access to any proprietary demographic information of the area's residents and tourists?

The chosen vendor would have access to any surveys that EVTA has access to regarding commuter behavior and transit use. EVTA uses publicly available sources of demographic information such as census data.

5. Is there a desired date for brand launch?

As soon as possible, hopefully during the 3rd quarter of 2023.

6. We don't provide traditional PR services that include media outreach for interviews, placements, etc — would you be open to a proposal that leaves these areas out?

The intent of this RFQ is to identify the right partner or partner(s) to provide a broad scope of marketing related services if and when they are desired. We understand that not all agencies have capabilities in all areas.

7. How many agencies are you inviting to bid on this RFP?

We have sent the list to 12 vendors.

8. Do you have a total budget range or cap earmarked for all projects that we should keep in mind? Regarding the Cost Proposal section, we understand this won't be addressed until after proposals are submitted, but it's helpful to ensure alignment as early as possible. We see on the Draft 2023 RTA budget that Branding and Marketing is earmarked for \$50,000 — is that the anticipated budget total for the entire scope outlined in this RFP?

The RFP includes a broad range of projects that the EVTA may eventually choose to undertake. Which of these will be undertaken when will be determined by the EVTA Board's priorities. \$50,000 is currently allocated in the 2023 budget for marketing related activities. This is expected to cover whatever subset of activities the EVTA Board decides to focus on in 2023, not every possibility outlined in the scope of work. Additional funds will be allocated annually and/or via supplemental budget allocations as specific desired projects are identified. Proposers are encouraged to highlight the types of projects they think should be prioritized considering the nature of this project as part of their "Project Understanding" section.

9. Do you anticipate any visual brand identity work by way of a rebrand or logo refinement?

Yes. The EVTA is a new organization with no current logo or brand identity. This has already been identified as a top priority for the Board.

10. What is the anticipated term or length of a contract of this size with EVTA?

The EVTA is a new organization currently making decisions about its staffing and structure, including which functions will be developed in-house and which will be outsourced via contracts. We anticipate an initial 12 to 24 month contract, with renewal options, to allow for flexibility in this area as the organization begins to take shape. Specific terms will be negotiated with the selected vendor. While the scope of services needed will likely evolve with the organization, we are approaching this with the intent of building a partnership.

11. From the best we can tell a bottom line/total budget is not required. Is that the case?

Yes. We are looking to understand the capabilities of various firms working in this area and how they would approach specific tasks, including general information about fees and price point.

12. Should there be a lined out set of recommended deliverables? If so, do they need individual pricing? From the best we can tell the answer is no to both questions. Please confirm.

Not in the strictest sense. Specific projects and deliverables will be negotiated with the selected vendor(s) based on priorities identified by the EVTA Board in coming months. Proposers are encouraged to highlight the types of projects they think should be prioritized considering the nature of this project as part of their "Project Understanding" section.

13. Different components/services have different rates, some of which are hourly, others are project based. Project pricing depends on the specific details of each deliverable, which are yet to be determined, thereby creating an infinite number of variables. Please advise on the specific cost details required/desired within the Cost Proposal.

We are looking to understand the capabilities of various firms working in this area and how they would approach specific tasks, including general information about fee structures and price points.

14. Is there a budget that EVTA would like to stay within?

\$50,000 is currently allocated in the 2023 budget for marketing related activities. This is expected to cover whatever subset of activities the EVTA Board decides to focus on in 2023, not every possibility outlined in the scope of work. Additional funds will be allocated annually and/or via supplemental budget allocations as specific desired projects are identified. This could include the allocation of additional funds in 2023 if Board priority projects exceed \$50,000.

15. Would EVTA consider an extension of the proposal deadline? The answers to the questions raised may significantly affect each proposal. Assuming all answers are delivered tomorrow, 2/24, that leaves applicants with a maximum of two business days to adjust strategy and thoughtfully complete such a broad proposal, which is very little time. Thank you for your consideration.

Yes, we can extend the deadline for all proposals to Thursday, 3/1, at midnight. The Board is interested in identifying a partner in advance of a planned strategic retreat in late March limiting our flexibility on timing.

16. Can you provide more information about the scope required for the interactive displays? (page 1, (6)).

Reference to interactive displays is intended as an illustrative example of what we mean by "innovative marketing strategy," not a specific element that must be present in a response. If you've got great ideas, feel free to tell us about them.

17. "Recognizing the ambiguous nature of the activities to be undertaken, proposers should only complete unit cost data (i.e. hourly rates, benefit loading percentage, overhead loading, etc.) and leave out estimates of hours for the project. Hours estimates will be required, with pricing data, during the course of the project for each discrete activity." Knowing that the scope and costs for each project will be finalized as the project evolves, is there a top-set budget that EVTA has dedicated to marketing for this general scope of services?

The RFP includes a broad range of projects that the EVTA may eventually choose to undertake. Which of these will be undertaken when will be determined by the EVTA Board's priorities,

which are still under development. \$50,000 is currently allocated in the 2023 budget for marketing related activities. This is expected to cover whatever subset of activities the EVTA Board decides to focus on in 2023, not every possibility outlined in the scope of work. Additional funds will be allocated annually and/or via supplemental budget allocations as specific desired projects are identified.

18. What do you see as the biggest challenge facing EVTA as it relates to marketing and Communication?

The EVTA has elements of both continuity and change. It is a new organization that is interested in establishing an entirely new brand identity. While it will be assuming many of the functions of ECO Transit over an approximately 2 year transition period, it brings a new approach and new governance structure, not just a new paint job and extra tax dollars to the existing system. We are interested in highlighting its transformational potential while managing expectations as realizing the full vision will take time. Voters will be impatient to see this organization deliver results and regularly communicating development and progress will be essential.

19. Can you provide a short description about the strategies for improving air service? What is currently being done to promote this service?

Air service promotion in Eagle County is currently handled by the EGE Air Alliance (http://www.egeairalliance.com/). We expect EVTA support for air service will be limited to the funding of Minimum Revenue guarantees due to limitations on how RTA tax dollars can be used for marketing activities. We do not expect explicit marketing or promotion of air service to be a component of activities under this RFP at this time.

Name of Firm:

Signature/Title of person submitting proposal:

Date of signature:

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We acknowledge that we have received and reviewed these questions and responses:

Name of Firm: Studio Six Branding
Signature/Title of person submitting proposal: Thuisone

Date of signature: Feb 24, 2023





+ + + + + + + + + + + +

STUDIOSIX

Authentic, distinctive brands

1114 Neon Forest Circle #6 Longmont, CO 80504 303.652.6230

Examples of Studio Six Combination Marks

with a symbol & logotype

























































Agenda





MUNICIPAL LOGO





TOURISM LOGO

Examples of Studio Six Logotypes sans a symbol



POCONO SPRINGS.









DEFYING GRAVITY



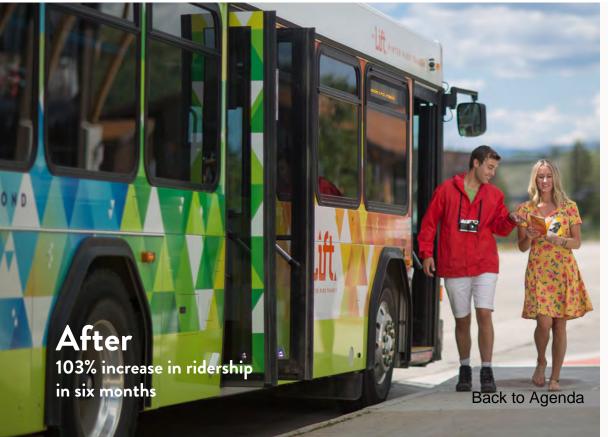


Studio Six Rebrand Transformations



Winter Park, Colorado The Lift Transit System

The original Lift was dated and did not create a positive perception of transit in Winter Park. Studio Six redesigned the system and visual identity to reflect a modern mountain transit system.





Before

The city was producing their communication materials internally.

City Connection



June 2017

Volume 16 Issue 6

City Calendar

- City Council meeting June 12-6:00 p.m.
- Planning & Zoning Commission June 13- 6:00 p.m.
- Municipal Court May 15- 9:00 a.m. & 1:30 p.m.
- Citywide Garage Sale
- City Council meeting May 26-6:00 p.m.
- Planning & Zoning Commission June 27-6:00 p.m.
- City offices closed Tuesday, July 4 in observance of Independence Day

In This Issue

- Almost Free Building Permit
- Carbon Valley Music and Spirits
- Citywide Garage Sale
- Summer Move
- Oil & Gas Operations
- Upcoming Summer Events

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Almost Free Building Permit Month Begins in June!

It's time to head to the home improvement store and kick-off that summer project. Don't forget that during the month of June, the City of Dacono is offering "Almost Free Building Permits." All month, fees including building permit application, plan review, and inspection fees reduced. The fee reduction applies towards the alteration, repair, or improvement of existing residential structures and the erection, alteration, repair or improvement of structures associated with existing homes, such as garages, additions, carports, sheds and fences. Payment of use tax still applies. All necessary permits must be obtained prior to beginning your project. As always, any work completed without a building permit is subject to double permit fees. Work authorized under the permit must be completed by no later than September 30, 2017, otherwise all applicable fees, including the full building permit fee and plan review fees and inspection fees, shall be paid. Contact Donna Case at (303) 833-2317 ext.128 or go to www.CityofDacono.com for more information.

Carbon Valley Music and Spirits Festival

Saturday, August 5th, 2 p.m.-10 p.m.

The City of Dacono signature event, The Carbon Valley Music and Spirits Festival returns on Saturday, August 5th to Centennial Field- under the blue water tower. The festivities begin at $2\ \text{p.m.}$ with a full day of music, food, spirits, and fun! The music entertainment this year includes Cracker, the xxxxx, xxxxx, xxxxx!, xxxxx, xxxx and more! Kids will enjoy activities such as a magician and balloon artist, bungee trampoline, climbing wall and bounce houses. The spirits competition will feature samples and cocktails from some of the finest distilleries in Colorado. The day ends with the best fireworks display in Carbon Valley. As always admission and parking are free.



After

Studio Six rebranded the community with colorful photography and modern design.









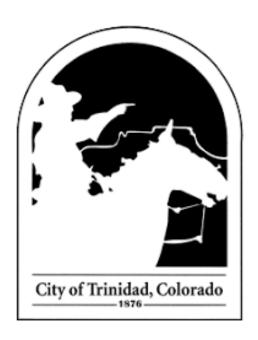






Rebrand: Four colorful arrows point inward communicating Dacono's prime asset, its central location and each forms an abstracted heart.

92





Before

The original municipal logo for the City of Trinidad

After

The new city seal by Studio Six represents the historic architecture and the signature butte, Fisher's Peak, seen from anywhere in the cos











Conceptual Designs Originally Explored

Communicating an eclectic personality of Trinidad was one concept city stakeholders were excited to explore. The community's rich western heritage and abundant outdoor opportunities are two assets that make Trinidad unique. The concept was to create a family of logos using the letter "T" as the consistent element and create a flexible system that would be changed for events and unique aspects of the city.





ASSESS



CREATE



AMPLIFY

Research & Competitive Analysis Brand Development Advertising & Promotion

Competitive Analysis

Survey Analysis

Focus Groups Market Research Branding Strategy

From top to bottom. Inside and out. You name it, we have designed it, signed it, posted it, managed it, promoted it and yes, celebrated it.

Naming

Identity & Logo Design

Map Design

Transit Photography

Signage Design

Print Collateral

Graphic Standards

Website Design

Annual Reports

Branded Interiors

Communication **Templates**

Social Media Campaigns

Advertising & Marketing

Campaigns

Press Releases

Event Collateral

Trade Show & Event Marketing

Media Coordination

Videos

STUDIOSIX

StudioSixBranding.com
Instagram.com/studiosixbranding
Say Hello: 303.652.6230
1114 Neon Forest Circle, #6
Longmont, CO 80504
StudioSixBranding@gmail.com



To: The Eagle Valley Transportation Authority Board

From: Tanya Allen, Interim Executive Director, and Bill Ray, Communications

Consultant

RE: EVTA Board Retreat Update

Date: 4/7/2023

The EVTA Strategic Planning retreat took place on Wednesday, March 22, from 11:30 to 5:00pm at the Grand View Room in Vail. Board members and/or alternates from 6 of 7 jurisdictions and a small number of staff, including EVTA legal counsel, were able to attend.

Following the retreat, we reviewed the notes provided by facilitator Greg Bellomo and distilled them into a draft Interim Strategic Plan and Board Operating Principles. These are attached.

Staff recommends the Board review these items and, if desired, approve the Interim Strategic Plan and Operating Principles by resolution.

Mission and Vision were also discussed extensively. We recommend finalizing these elements as a component of the naming and brand identity exercise we expect to begin with the selected marketing vendor.















EVTA Board of Directors Operating Principles

The Eagle Valley Transportation Authority's Board of Directors developed and adopted the following Operating Principles for the EVTA's board and management as they govern, design, operate and improve regional transportation services.

Be engaged Directors and Alternates agree to contribute during board meetings and

follow through on assignments that advance EVTA's mission.

Collaborate While we each represent different jurisdictions, we will collaborate to

make decisions that benefit our entire region.

Maintain mutual We will be willing to disagree without being disagreeable.

respect

focused

innovation

and impact

Be solution We will use our expertise and influence to navigate constraints and

challenge the status quo in pursuit of meaningful improvements in mobility.

Be transparent We will share our viewpoints and our constituents' perspectives candidly

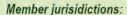
so we can align on optimal solutions.

Embrace As the transportation landscape grows and changes, we will aspire to stay

close to the leading edge.

Measure We will utilize operational data and customer feedback to continually refine

performance our services and improve our performance.

















EVTA Interim Strategic Plan

The Eagle Valley Transportation Authority's Board of Directors held its first retreat in March 2023. Responding to the priorities set forth with voters in the 2022 ballot question and the transportation needs of the region and the communities that make up the EVTA, the board identified the following strategic goals and timelines for the next 12 to 24 months. As the EVTA moves forward with its strategic and operational priorities, the timelines and deliverables identified in this Interim Strategic Plan will be updated and revised.

| Strategic Priorities | Q1
2023 | Q3
2023 | Q1
2024 | Q3
2024 | 2025▶ |
|--|------------|------------|------------|------------|-------|
| 1. Build EVTA's organizational structure and culture | | | | | |
| Finalize vision and mission and set forth organizational culture | : | | | | |
| Develop performance measures for strategic priorities | | | | | |
| Create organizational structure and employee policies | | | | | |
| Build a unique identity and community awareness | | | · | | |
| 2. Take action on transportation improvements | | | | | |
| Develop Fare-Free Transit Zone pilot program | | | | | |
| Implement impactful near-term enhancements | | | :
: | : | |
| Identify projects to reduce environmental impacts | | | ·
· | ·
· | · |
| 3. Plan for the region's transportation future | | | | | |
| Create a 5- to 10-year Regional Multimodal Transit Development Plan | | | | | • |
| Develop an integrated driver hiring and housing strategy | | | | | |
| 4. Transition ECO Transit's operations | | | | | |
| Finalize and execute ECO Transit Transition Plan Back to Ag | jenda | | :
 | | 100. |

EAGLE VALLEY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2023-12

ADOPTING INTERIM STRATEGIC PLAN

WHEREAS, Eagle Valley Transportation Authority ("Authority") was created by that certain Eagle Valley Transportation Authority Intergovernmental Agreement by and among Beaver Creek Metropolitan District; Town of Avon, Colorado; Eagle County, Colorado; Town of Eagle, Colorado; Town of Minturn, Colorado; Town of Red Cliff, Colorado; and Town of Vail, Colorado, dated as of September 1, 2022 (the "Authority IGA"), providing for the establishment of the Authority as a Colorado regional transportation authority pursuant to the Regional Transportation Law, Title 43, Article 4, Part 6, Colorado Revised Statutes, as amended; and

WHEREAS, pursuant to Section 43-4-604(3)(c), C.R.S., the Board of Directors of the Authority ("Board") has the power to make and pass orders and resolutions necessary for the government and management of the affairs of the Authority and the execution of the powers vested in the Authority; and

WHEREAS, the Board hereby finds and determines that adoption of an Interim Strategic Plan is appropriate and necessary to the function and operation of the Authority.

NOW THEREFORE, be it resolved by the Board of Directors of the Eagle Valley Transportation Authority that:

- 1. <u>Interim Strategic Plan</u>. The Interim Strategic Plan, attached hereto as <u>Exhibit A</u> and incorporated herein by this reference, is hereby adopted.
- 2. <u>Severability</u>. If any part, section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.
- 3. <u>Effective Date</u>. This Resolution shall take effect and be enforced immediately upon its approval by the Board.

ADOPTED AND APPROVED this 12th day of April, 2023.

| EAGLE VALLEY TRANSPORTATION AUTHORITY | N |
|---------------------------------------|---|
| Amy Phillips, Board Chair | _ |

EXHIBIT A

Interim Strategic Plan

[Attached]

TO: EVTA Board of Directors

Tanya Allen, interim executive director

FROM: Bill Ray, WR Communications Inc.

RE: Updates on communications and assigned tasks

DATE: April 12, 2023

WR Communications would like to share the following updates on tasks undertaken over the past month on behalf of the EVTA. Please include these updates in the packet for April 12, 2023, EVTA board meeting. Thank you.

Communications

- Established EVTA Blog (https://eaglevalleyrta.org/evta-blog) to post monthly and as-needed communications updates.
- Distributed March 18 update to all member jurisdictions, community partners and Vail Daily.
- After board discusses items from retreat, I will prepare the April update and post/distribute across member jurisdictions

Retreat follow ups:

 Assisted with creation of Interim Strategic Plan and Operating Principles, which can be posted to web site and shared through comms updates after board edits/approves. To: The Eagle Valley Transportation Authority Board

From: Tanya Allen, Interim Executive Director

RE: EVTA Interim Director's Report

Date: 4/7/2023

Sales Tax Returns

We have received notice of sales tax collection for January and February, totaling \$3,309,974.25 or 23.84% of the projected annual EVTA Sales Tax budget.

| Month Earned | Amount |
|--------------|----------------|
| January | \$1,500,634.19 |
| February | \$1,539,340.06 |
| TOTAL | \$3,039,974.25 |

| Year | \$ Difference vs. Budget | % Difference vs. Budget | |
|-----------------|--------------------------|-------------------------|--|
| 2023 | \$ | % | |
| \$12,750,955.00 | -\$9,710,980.75 | 23.84% | |

We have received a PDPA# and set up our ACH and expect to have these funds available for use soon within 7 days. We will begin paying existing vendor obligations and providing regular financial reports beginning with the May Board meeting.

Vendor Updates

The firm of Collins, Cole, Flynn, Winn and Ulmer was selected as legal counsel, with representation becoming effective following the March 8 meeting.

With the planned approval of a marketing vendor at the 4/12 meeting all vendors initially identified as critical for start up are in place. Additional vendors will be contracted as specific needs are identified.

Service Planning

Fehr & Peers is continuing planning work in support of implementing the fare-free transit zone as outlined in the ballot initiative. The next project management team meeting to review interim progress is scheduled for April 14. When complete, the study will generate a proposed service plan that will include route configuration (and possible consolidation) for all routes serving the areas within the fare-free zone as defined in the ballot question, consideration for how the Valley Route is integrated into the fare-free zone, how interlining of routes could achieve higher efficiency of service delivery, and how a new system with fare-free meets growing year-round demand.

Organizational Transition Planning

Eagle County's internal transition team met on 3/13 for an initial conversation regarding the transition of County-supplied support functions. Participating departments included

- Legal
- Finance
- IT
- Road and Bridge/Fleet Services
- Human Resources
- County Manager's Office

The group is reviewing the Transition Plan Framework included in the IGA, with the intent of engaging with the EVTA once an Executive Director and legal representation are in place.

In addition, ECO Transit is making some adjustments to its organizational structure to ensure continuity of operations and increase current staff's ability to be constructively engaged in transition planning work over the next 12-24 months. This includes adding an additional mid-level supervisory position and bringing on a senior transit consultant with significant experience in operating, building, and transitioning transit systems to support the transition process.

Pending RTA-Related Legislation

HB23-1101 is currently working its way through the state legislature. This bill is focused on increasing the flexibility of the ozone season transit grant program approved last year, which provides funding for transit agencies to operate fare-free. It also contains important provisions related to RTA funding and transportation planning. The bill would remove a January 1, 2029 sunset date on an RTA's ability to to seek voter approval for a uniform mill levy of up to 5 mills on all taxable property within its territory, as well as increase the allowable voter-approved sales tax rate to two percent (from one percent). While this is not of immediate relevance to EVTA it could impact funding options available to the EVTA in the future.

Planned Future Topics

May:

- -Joint ECRTA("ECO")/EVTA Meeting, including ECO Transit quarterly updates
- -Summer Ozone Program Fund Usage Feasibility Study

Upcoming TBD:

- -Financial Planning and Policies
- -Insurance Coverage

To: The Eagle Valley Transportation Authority Board

From: Tanya Allen, Interim Executive Director

RE: Resolution Appointing a Personnel Committee

Date: 4/7/2023

The Board is being asked to approve the attached Resolution 2023-10, Authorizing the Creation of a Personnel Committee.

The Duties of the Personnel Committee as outlined in the Resolution are:

- 3. Duties of Personnel Committee. The Personnel Committee shall perform the following duties and any other duties assigned by the Board:
- (a) Negotiate and execute an employment contract with the Executive Director selected by the Board based on terms and conditions approved by the Board; and
- (b) In consultation with the Executive Director, develop and recommend to the Board for approval job descriptions and personnel policies governing the hiring, compensation, training, promotion, discipline, and termination of employees, and other terms and conditions of employment; and
- (c) In consultation with the Executive Director, develop and recommend to the Board for approval employee benefits programs, including without limitation health insurance, retirement plans, and leave benefits; and
- (d) Oversee performance evaluations of, and set performance standards for, the Executive Director only.

Establishing a Personnel Committee will allow for quicker and more focused action related to hiring and human resource policy development.

EAGLE VALLEY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2023-10

AUTHORIZING THE CREATION OF A PERSONNEL COMMITTEE

WHEREAS, Eagle Valley Transportation Authority ("Authority") was created by that certain Eagle Valley Transportation Authority Intergovernmental Agreement by and among Beaver Creek Metropolitan District; Town of Avon, Colorado; Eagle County, Colorado; Town of Eagle, Colorado; Town of Minturn, Colorado; Town of Red Cliff, Colorado; and Town of Vail, Colorado, dated as of September 1, 2022 (the "Authority IGA"), providing for the establishment of the Authority as a Colorado regional transportation authority pursuant to the Regional Transportation Law, Title 43, Article 4, Part 6, Colorado Revised Statutes, as amended; and

WHEREAS, pursuant to Section 43-4-604(3)(f), C.R.S., the Board of Directors of the Authority ("Board") has the power to appoint, hire, and retain employees, agents, engineers, attorneys, accountants, financial advisors, investment bankers, and other consultants; and

WHEREAS, pursuant to Section 43-4-604(3)(h), the Board has the authority to appoint advisory committees and define the duties thereof; and

WHEREAS, the Board hereby finds and determines that creation of a personnel committee is appropriate and necessary to the function and operation of the Authority.

NOW THEREFORE, be it resolved by the Board of Directors of the Eagle Valley Transportation Authority that:

1. <u>Creation of Personnel Committee</u>. A Personnel Committee consisting of two Board Members and two non-Board Members is hereby created. The individuals on the Personnel Committee shall be appointed, and may be removed, by a majority vote of the Board at any regular or special meeting. The Personnel Committee shall perform the duties described in Paragraph 3 below and as otherwise assigned by the Board.

Initial Appointments to Personnel Committee. The initial members of the

Personnel Committee shall be as follows:

(a) Board Members: ______ and _____; and

(b) Non-Board Members: _____ and

- 3. <u>Duties of Personnel Committee</u>. The Personnel Committee shall perform the following duties and any other duties assigned by the Board:
- (a) Negotiate and execute an employment contract with the Executive Director selected by the Board based on terms and conditions approved by the Board; and
- (b) In consultation with the Executive Director, develop and recommend to the Board for approval job descriptions and personnel policies governing the hiring, compensation, training, promotion, discipline, and termination of employees, and other terms and conditions of employment; and
- (c) In consultation with the Executive Director, develop and recommend to the Board for approval employee benefits programs, including without limitation health insurance, retirement plans, and leave benefits; and
- (d) Oversee performance evaluations of, and set performance standards for, the Executive Director only.
- 4. <u>Severability</u>. If any part, section, subsection, sentence, clause or phrase of this Resolution is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.
- 5. <u>Effective Date</u>. This Resolution shall take effect and be enforced immediately upon its approval by the Board.

ADOPTED AND APPROVED this 12th day of April, 2023.

| EAGLE VALLEY TRANSPORTATION |
|-----------------------------|
| AUTHORITY |
| |
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| |
| - |
| Amy Phillips, Board Chair |