

AGENDA ITEM 1 J
Consent Item

MEMORANDUM

DATE: February 2, 2023

TO: El Dorado County Transit Authority

FROM: Brian James, Planning and Marketing Manager

SUBJECT: Student Bus Art Contest

REQUESTED ACTION:
BY MOTION,

1. Direct staff to facilitate a student bus art contest in partnership with the El Dorado County Office of Education
2. Authorize the Executive Director to install the winning art on one (1) bus

BACKGROUND

The El Dorado County Transit Authority (El Dorado Transit) staff are always looking for opportunities to build brand awareness, especially with students, seniors, and disabled persons. There are a number of transit agencies who conduct an art competition with the winning design being applied to one of the buses. In discussing the project with other transit agencies that have conducted similar competitions, staff has learned that this type of art competition has been very beneficial for marketing and outreach purposes.

DISCUSSION

On November 22, 2022, El Dorado Transit met with staff from the El Dorado County Office of Education (EDCOE) to discuss the possibility of conducting a student art competition. It was determined that the sides of a 35-foot bus would be wrapped with the artwork of the winning student, and that the bus wrap would stay on the bus for at least one (1) year. EDCOE staff recommended conducting the contest with Junior High and High School art students in the area.

If the response to this contest is positive, staff will examine the possibility of organizing the contest again in future years. Staff requests that the Board direct staff to facilitate a student bus art contest in partnership with EDCOE and authorize the Executive Director to install the winning art on one (1) bus.

FISCAL IMPACT

COST SUMMARY (ESTIMATE)

Bus Wrap Purchase and Installation	\$20,000
10 % Contingency	<u>\$ 2,000</u>
<i>Total Cost</i>	<i>\$22,000</i>

FUNDING SOURCES

Local Transit Funds (LTF)	<u>\$22,000</u>
<i>Total Revenue</i>	<i>\$22,000</i>