



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☒ Regular ☐ Special

Meeting Date: February 11, 2025

Title: Approve a Logo for the Dial-a-Ride Specialized Transportation and Fort Mohave/Bullhead Shuttle Services (DAR services)

Background: As part of the implementation of the Fort Mohave/Bullhead Shuttle program, the San Bernardino County Transportation Authority (SBCTA) retained a consulting firm, Transit Marketing, to design a new logo for DAR services. The introduction of the new logo will enhance public recognition and promote the availability of these transit services alongside the launch of the Fort Mohave/Bullhead Shuttle.

The logos will be incorporated into marketing materials, rider guides, the transit website, and other informational resources for the Dial-a-Ride Specialized Transportation Services and Fort Mohave/Bullhead Shuttle Services.

Fiscal Impact: N/A. Funded by SBCTA

Recommended Action: Approve the logo for the Dial-a-Ride (DAR) Specialized Transportation and Fort Mohave/Bullhead Shuttle Services.

Submitted By: Cheryl Sallis, Community Services Manager

City Manager Approval: Patrick J. Martinez

Date: 2/5/2025

Other Department Approval (when required): _____

Date: _____

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐