

## Consolidation of Transit Systems



Six urban and rural transit programs became one comprehensive regional transit system in July 2005. B-Line, the newly consolidated transit system serving Chico, Oroville, Paradise, and unincorporated areas of Butte County began operating service seven days a week.

The process to consolidate local and regional transit systems was accomplished over the course of two separate efforts, both led by Nelson\Nygaard. The first was a study in 2001 that explored opportunities to coordinate or consolidate the fixed-route and demand-responsive services in Butte County. Nelson\Nygaard's analysis included stakeholder interviews, a peer review, evaluation of administrative service and operational alternatives, and development of a recommended approach to consolidation based on consensus from staff and policy board members.

The process included a series of facilitated decision-making meetings led by Nelson\Nygaard to work through challenging issues such as cost-sharing, fare media, equipment and purchasing, route design, ADA paratransit, and local and regional funding. Significant areas of focus were on policy board alternatives to ensure representation from all participating jurisdictions and on differentials in service costs among jurisdictions.

In September 2003, Nelson\Nygaard returned to Butte County to develop and implement

the service and marketing plan for the new regional system. Branding was a key component of creating the new system, and Nelson\Nygaard developed the name and logo. Today B-Line operates along the routing structure developed by Nelson\Nygaard and with public information materials developed by the firm

The consolidation effort illustrated that coordination is a process that takes commitment, but by building consensus on difficult issues, success can result.

**Project Duration:** 2000–2001 and 2003–2004

**Total Budget (both projects):** \$170,000

**For more information:**

Butte County Association  
of Governments (BCAG)  
965 Fir Street  
Chico, CA 95928

**Contact:**

Jon Clark  
Executive Director  
530-879-2468  
jonclark@bcag.org