

News Release

FOR MORE INFORMATION CONTACT:

Adam Barth
Office: 209-477-7011

FOR IMMEDIATE RELEASE

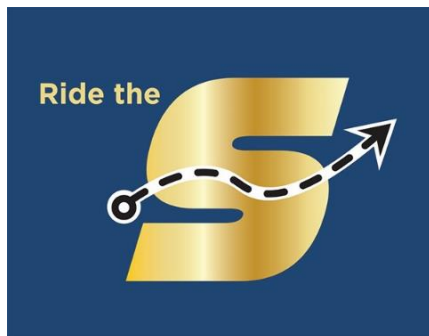
December 7, 2021



New Bus to be Unveiled for Stanislaus Regional Transit System

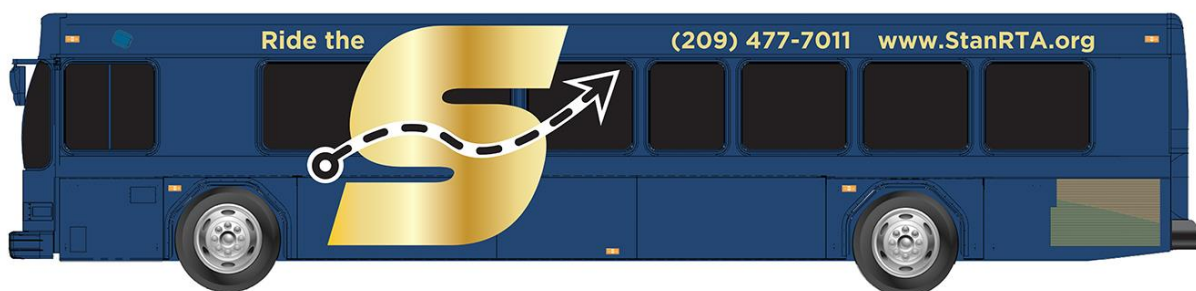
Modesto, CA — The Stanislaus Regional Transit Authority (StanRTA) announced today it will unveil the new S bus on Thursday, December 16, 2021. The event will take place at 12:00 p.m., on the 10th Street Plaza in Modesto (1010 10th Street). The public is encouraged to attend.

The StanRTA Board of Directors overwhelmingly approved the new brand “The S” and slogan “Ride the S” at its November board meeting. The S will represent the combined services of Modesto Area Express (MAX) and Stanislaus Regional Transit (StaRT), which merged under the Authority last July. StanRTA staff members are eager to introduce the new brand to the community beginning January 1, 2022. The event on December 16 will offer a sneak peek of how different public transportation will look in the community.



“The S is a bold yet simple design with a large multi-toned golden S on a deep blue vehicle,” said Jenny Kenoyer, Chair of the StanRTA board. “It’s very clever and you really can’t miss it. We can’t wait to show it off.” The unveiling event will involve local community leaders along with current and potential transit riders.

StanRTA provided six months of free rides on all services while it developed and approved the new brand. A simplified fare structure goes into effect January 1, 2022, that streamlines fare categories creating a uniform structure on both MAX and StaRT routes. Many fixed-route fares are reduced and riders ages 0 to 18 will be able to ride for free.



The S brand will be applied to all vehicles (fixed-route, commuter, and Dial-A-Ride services) in the merged fleet and will also be applied to bus stop signs, driver uniforms, and all rider fares and collateral. The process to rebrand the entire system will take several months. Riders should expect to see some changes in January and February.

For more information about the S and the unveiling event on the 16th, visit www.stanrta.org. The public is also welcome to virtually attend the StanRTA board meetings typically held on the 4th Thursday of each month at 1:00 p.m. Viewers are encouraged to check StanRTA.org to verify meeting dates and times.

StanRTA was formed in 2021 through the consolidation of Modesto Area Express and Stanislaus Regional Transit and is the provider of local and regional public transit in Stanislaus County. StanRTA operates fixed-route, demand-response, and commuter services seven days a week. For more information, visit www.stanrta.org or call 209-521-1274.

###