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Bikes and Transit

Digital Divide

On Board With... Ron Miriello and David Traina

Cover Story

Bikes and Transit

As more customers figure out how to integrate bike and transit travel, transit agencies are looking for ways to accomodate the trend.

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Featured Story



Offline in an Online World

While the use of new technology enhances communications between transit agencies and their customers, surveys show that the lack of broadband access is leaving many transit-dependent riders behind.

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On Board With...



Ron Miriello and David Traina

The creative forces behind the California Transit Association's new brand identity discuss the value of rebranding, factors that may make it necessary, and the importance of continually nurturing a strong brand.

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Executive Commentary



Joshua W. Shaw
Executive Director

More Than Just a Logo

This month's edition of *Transit California* unveils its sleek new look, reflective of the new brand identity we launched earlier this month. Along with our robust new website, it conveys a bold, contemporary image for our Association. But these changes are about much more than just a new logo and color scheme.

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Buyers' Guide



From air brakes to ZEBs, our Business Members have what you need. >

Member News Library

AC Transit considers service design and fare strategies that would expand service options, **Santa Clara VTA** express lanes bring congestion relief to Bay Area commuters, and **SunLine Transit Agency** breaks ground on a new administration building.

[Read what your colleagues are doing in our Member News Library >](#)

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Legislative Conference
May 13 & 14, 2013
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