



Committee Members

Christina Shea (Chair)
Tony Beall (Vice-Chair)
Mark Murphy
Ed Sachs
Chuck Puckett

Transportation Corridor Agencies Offices
125 Pacifica, 2nd Floor, Committee Conference Room
Irvine, CA 92618

Thursday, March 22, 2018
12:45 p.m. – 2:15 p.m.

AGENDA DESCRIPTIONS

In compliance with the Americans with Disabilities Act, if you require special accommodation for this meeting, you should notify the Clerk of the Board 24 hours prior to the meeting at (949) 754-3402.

The agenda descriptions are intended to give notice to members of the public a general summary of items of business to be transacted or discussed. The listed action represents staff's recommendation. The Committee may take any action that it deems to be appropriate on the agenda item and is not limited in any way by the notice of the recommended action.

The agenda for this meeting is posted at the TCA office and also on the website at www.thetollroads.com. Materials distributed to the majority of the members of the TCA Board of Directors or Committee in connection with any matter subject for consideration at this meeting in open session are available for public inspection at the TCA offices.

I. CALL TO ORDER

II. PUBLIC COMMENTS

At this time, members of the public may address the Joint Communications and Marketing Committee regarding any items within the subject matter jurisdiction of the Joint Communications and Marketing Committee, but no action may be taken on off-agenda items unless authorized by law. Comments shall be limited to three (3) minutes per person and twenty (20) minutes for all comments unless the Chair, subject to the approval of the Committee, sets different time limits.

III. COMMITTEE BUSINESS (Items A-D)

A. FY19 Communications and Marketing Department Staffing, Initiatives and Contracts
(Lisa Telles, Chief Communications Officer)

Staff will present the Communications and Marketing Department initiatives and contracts that will be included in the FY19 budget.

Recommendation: Information only



B. Customer Satisfaction and Usage Research

(Lisa Ganz, Manager, Marketing and Communications)

Staff will present a recommendation to approve a task order with a previously approved on-call research firm to conduct a formal biennial customer satisfaction and usage survey that will be used to better understand customer and non-customer awareness and satisfaction with The Toll Roads and to provide information that can assist in the decision-making process to support agency initiatives and communication plans.

Recommendation: Staff is seeking Committee approval to present this item for consideration by the Board of Directors for approval at the April 12, 2018 meeting.

Attachment: DRAFT Staff Report

C. Hispanic Outreach Recap

(Sarah King, Manager, Media Relations)

T & Co., will provide a year-to date recap of Hispanic outreach efforts including: media coverage, meetings with key business leaders and events.

Recommendation: Information only

D. Orange County Register Sponsored Content

(Lisa Telles, Chief Communications Officer)

Staff will share full-page infographic content developed in conjunction with a partnership with Southern California News Group (SCNG), the parent company of the Orange County Register.

Recommendation: Information only

IV. ADJOURNMENT

The next regular meeting of the Joint Communications and Marketing Committee is currently scheduled for April 26, 2018 at 12:45 p.m., TCA Offices, 125 Pacifica, Irvine, CA 92618.

To assist you in your compliance with CA Government Code 84308 relating to receipt of contributions, please be advised that at this meeting, staff will be reviewing and/or discussing the following contractors/consultant:



ITEM A - FY19 Communications and Marketing Department Staffing, Initiatives and Contracts

- Arelleno Associates
- Civic Connect (formally Civic Resource Group)
- Cogensia
- DB&M, Media
- Ewald & Wasserman Research Consultants, LLC
- Majestic Content, LA
- Redhill Group, Inc.
- Southern California News Group (SCNG)
- T & Co.
 - Eckardt Strategies

ITEM B – Customer Satisfaction and Usage Research

- Cogensia
- Ewald & Wasserman Research Consultants, LLC
- Redhill Group, Inc

ITEM C – Hispanic Outreach Recap

- T & Co.
 - Eckardt Strategies

ITEM D – Orange County Register Sponsored Content

- Southern California News Group (SCNG)
- Majestic Content, LA