



AGENDA

Transportation Corridor Agencies™

Joint Communications and Marketing Committee Meeting

Committee Members

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

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

Thursday, September 28, 2017
 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-C)

A. On-Call Research and Data Analysis Consulting Services
 (Lisa Telles, Chief Communications Officer)

Staff will provide the Committee an update on the On-Call Research and Data Analysis Consulting Services and will provide the results of the Request For Statement of Qualifications (RFSOQ) and a list of proposed research and analysis tasks anticipated in FY18.

Recommendation: Staff is seeking Committee approval to present the On-Call Research and Data Analysis Consulting Services recommendation for consideration by the Board of Directors at the October 12, 2017 meeting.



Attachment: DRAFT Staff Report

B. Website Design and Development Procurement
(Lisa Ganz, Manager, Marketing & Communications)

The current contract for Website Design and Development with Civic Resource Group (CRG) expires June 30, 2018. Both one-year options have been utilized. Staff will present a plan for procuring these services for a new contract to begin July 1, 2018.

Recommendation: Discussion

C. New One-Time-Toll Process Communication and Outreach
(Lisa Ganz, Manager, Marketing & Communications)

Staff will share with the Committee the communication and outreach activities underway to inform drivers of the new One-Time-Toll payment option and preliminary results of the new payment process.

Recommendation: Discussion

IV. ADJOURNMENT

The next regular meeting of the Joint Communications and Marketing Committee is currently scheduled for November 30, 2017 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 - On Call Research and Data Analysis Consulting Services

- Redhill Group, Inc.
- Congensia, a CAC Group Company
- Ewald & Wasseman Research Consultant
- Fairbank, Maslin, Maulin, Metz & Associates
 - Worldbridge Language Services
 - InterEthinca
 - Reyes & Associates
 - Opinion Services, Inc.
 - Validity Research
 - McGuire Research Services, Inc.
 - GMI Lightspeed Mobile Research
 - Qualtrics
 - A Point of View Research
 - Fieldwork Orange County



- Wilson, Sparling & Associates, Inc.
- Decision Analytics, Inc.
 - Sherry Matthews Advocacy Marketing
- J. Wallin Opinion Research
 - Survey Sampling International
- Lenati LLC
- Evitarus, Inc.
 - Research America
 - Opinion Services
 - American Direction
 - Trotta Associates