



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, November 30, 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. FY18 Marketing Update
(Lisa Ganz, Manager, Marketing and Communications)

Staff and the Advertising Agency, DB&M Media, will provide an update to the FY18 marketing campaign including new creative concepts.

Recommendation: N/A



B. 6C Transponder Transition

(Rick Carrier, Director of Tolling and Customer Information Systems)

Staff will present an introductory discussion to California's transition from the existing Title-21 transponder protocol to the 6C protocol.

Recommendation: N/A

C. 6C Consumer Research Task 001

(Lisa Ganz, Manager, Marketing and Communications)

In preparation for the launch of the new 6C Protocol, TCA seeks to gain insights to aid in the implementation and communication of the new sticker tag. Staff will present the research proposal from Redhill Group, the board approved On Call Research and Data Analysis consultant, for Task Order 001: 6C Sticker Tag Consumer Research.

Recommendation: Staff is seeking Committee approval to present this item for consideration by the Board of Directors for approval at the December 14, 2017 meeting.

Attachment: DRAFT Staff Report

IV. ADJOURNMENT

The next regular meeting of the Joint Communications and Marketing Committee is currently scheduled for January 25, 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 – FY18 Marketing Update

- DB&M, Media

ITEM C – 6C Consumer Research Task 001

- Redhill Group