



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, April 26, 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-C)

A. FY19 Marketing Plan

(Lisa Ganz, Manager, Marketing and Communications)

Staff, along with DB&M Media will present the FY19 marketing and paid media plan to support the Agencies' goals and initiatives.

Recommendation: Staff is seeking Committee approval to present this item for consideration by the Board of Directors for approval at the June 14, 2018 meeting.

Attachment: DRAFT Staff Report



B. Website Design, Development and Management Services
(Lisa Ganz, Manager, Marketing and Communications)

Staff will be seeking Committee approval to present a recommendation to the Boards of Directors for authorization for Website Design, Development and Management Services. Staff will provide an overview of the scope of work and the results of the Request For Proposals (RFP).

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. Review of FY19 Proactive Communications Initiatives
(Lisa Telles, Chief Communications Officer)

Staff will present a new initiative focused on increasing awareness of TCA's accomplishments and successes.

Recommendation: Information only.

IV. ADJOURNMENT

The next regular meeting of the Joint Communications and Marketing Committee is currently scheduled for June 28, 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 Marketing Plan

- DB&M Media

ITEM B – Website Design, Development and Management Services

- 22nd Century Technologies, Inc.
- 360Civic
- CivicConnect (Formerly Civic Resource Group)
- Monkee-Boy Web Design, Inc.
- MultiMedia Designs, LLC
- Planeteria Media
- Sensis
- Web Advanced Corporation