



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
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SERVICE COORDINATION COMMITTEE (SCC)
AGENDA

Special Meeting
May 17, 2017, 1:30 p.m.
HCAOG Conference Room

1. Call to Order

2. Introductions

3. Public Participation

This item is reserved for matters not on the agenda that may be presented by the public.

4. Transit Marketing Plan (TDP) Workshop with Moore & Associates (encl)

The SCC and SSTAC will participate in a Transit Market Plan Workshop. Kathy Chambers of Moore & Associates will facilitate the workshop. The following is the workshop agenda.

1. Introductions
2. Summary of feedback from branding survey
3. Unified regional brand
 - a. Benefits of a unified brand
 - b. Costs and logistical issues
 - c. Goals and priorities
 - d. Challenges and concerns
4. Unified regional website
 - a. Benefits of a unified website
 - b. Costs and logistical issues
 - c. Goals and priorities
 - d. Challenges and concerns
5. Next steps
 - a. Development of four proposed brands, including imagery, colors, typography
 - b. Review by transit operators
 - c. Selection of one or two “finalists” for inclusion in the branding report
 - d. Preparation of brand style guide
 - e. Development of draft marketing plan
 - f. Development of branding implementation plan

5. Information Items and Member Communication

This item is reserved for matters the Committee members wish to report on.

6. Adjournment

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