



HUMBOLDT COUNTY ASSOCIATION OF GOVERNMENTS
Regional Transportation Planning Agency
Humboldt County Local Transportation Authority
Service Authority for Freeway Emergencies
611 I Street, Suite B
Eureka, CA 95501
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SOCIAL SERVICES TRANSPORTATION ADVISORY COUNCIL (SSTAC)
AGENDA

Pursuant to Assembly Bill No. 361, and HCAOG Board Resolution 21-24 the meeting of the Social Service Transportatin Advisory Council for February 28, 2023 will be conducted via Zoom Video Communications

**PUBLIC ADVISORY: HCAOG's OFFICE
WILL NOT BE OPEN TO THE PUBLIC**

*****Join Zoom Meeting*****

<https://us02web.zoom.us/j/89096951716?>

Zoom Meeting ID 890 9695 1716

Phone: 1-669-900-6833

Land Acknowledgement:

HCAOG conducts our work for the benefit of the entire Humboldt County region. The region now known as Humboldt County includes the unceded traditional territories and current homelands of several indigenous nations including the Karuk, Hupa, Wiyot, Yurok, Tsugwew, Chilula, Chimariko, Lassik, Mattole, Nongatl, Sinkyone, Wailaki, and Whilkut people. Today we work and reside on these lands with respect for the tribes who have been here for millennia, their elders both past and present, as well as future generations.

Zoom Public Comment:

For public comment by phone call the number listed above and enter meeting ID when prompted. When it is time for public comment on the item you wish to speak on, press star (*) 9 on your phone - this will raise your hand. The Clerk will unmute your phone. You will hear a prompt that will indicate your phone is unmuted. Please state your name and begin your comment. You will have 3 minutes to comment.

Public Comment by Email and U.S. Mail:

Members of the public may provide public comment prior to the meeting by emailing staff at debbie.egger@hcaog.net, or submit by U.S. mail to: Humboldt County Association of Governments, 611 I Street, Suite B, Eureka CA 95501. Please include the agenda item number and meeting date in the subject line of the email or correspondence. Comments submitted by email or U.S. mail must be received by noon on the date of the meeting. The comments will be read into the record, with a maximum allowance of three minutes (approximately 500 words) per individual comment, subject to the Chair's discretion. If a comment is received after the noon deadline it will be included with the agenda packet as public comments received in the next scheduled meeting.

Special Meeting
February 28, 2023, 1:00 p.m.

Call to Order

1. Roll Call

2. Public Participation on Non-Agenda Items

HCAOG reserves this agenda item for matters not on the agenda that the public may present.

3. Action Items

a. Humboldt Transit Authority Regional Transit Marketing and Branding Proposal

The SSTAC will review HTA's proposal for unified regional transit branding. HCAOG completed a Regional Transit Marketing and Unified Branding Plan in March 2018 (enclosed). The Plan concluded with implementation steps, including various logos / brand identities for consideration. While some action was taken to provide a unified regional transit website, HTA is now pursuing other aspects of the unified branding effort including new iterations of the brand logo which will be presented at the meeting. The SSTAC will discuss the designs and is asked to take action to authorize the branding consultant to move forward with the selected design. With this direction from service providers, the consultant will then return with a branding concept for the SSTAC to consider for approval.

4. HCAOG Executive Director Report

This item is reserved for matters that the Executive Director may wish to report on.

5. SSTAC Member Reports

Adjournment

Persons who require special accommodations, accessible seating, or documentation in alternative formats under the Americans with Disabilities Act, or persons who require interpretation services (free of charge) should contact the HCAOG office at (707) 444-8208 at least two days prior to the meeting.

Las personas que requieren alojamiento especial de acuerdo con el American with Disabilities Act, o personas que requieren servicios de interpretación (libre de cargo) deben comunicarse con HCAOG a (707) 444-8208 al menos dos días antes de la reunión.