



**Joint
Citizens Advisory Committee
Special Needs Advisory Committee**

**Brand Development / Awareness Roundtable
December 4, 2014**

Noon – 1 p.m.

*600 South Main Street, Orange, California, 92863
Conference Room 1112*

Agenda

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| 1. Welcome/Vice Chair Remarks | Roy Shahbazian, <i>CAC Vice Chair</i>
Charles Mitchell, <i>SNAC Vice Chair</i> |
| 2. OCTA Bus Rebranding
<i>Discussion</i> | Stella Lin, <i>Marketing & Customer Engagement Manager</i>
Jennifer O'Connor, <i>Marketing Program Administrator</i> |
| 3. Measure M Awareness
<i>Discussion</i> | Marissa Espino, <i>Strategic Communications Officer</i> |
| 4. Committee Member Comments | |
| 5. Public Comments | |
| 6. Adjournment | |

Agenda Descriptions/Public Comments on Agenda Items

The Agenda descriptions are intended to give notice to members of the public of a general summary of items of business to be transacted or discussed. Members from the public wishing to address the Committee will be recognized by the Chairman at the time the Agenda item is to be considered. A speaker's comments shall be limited to three (3) minutes.

Any person with a disability who requires a modification or accommodation in order to participate in this meeting should contact the OCTA at (714) 560-5611, no less than two (2) business days prior to this meeting to enable OCTA to make reasonable arrangements to assure accessibility to this meeting.