**Streamline/Galavan Advisory Board**

**Marketing Meeting Agenda 12/15/2020**

*Zoom Meeting - 8:30 a.m. to 10 a.m.*

<https://zoom.us/j/6215759599>

Call In: 1-669-900-6833

Meeting ID: 621 575 9599 followed by #

Participant ID: #

**Purpose of Meeting:**

* Discuss New Streamline Sponsorship Program
* Discuss Changing Terminology from Fare-Free to Zero-Fare
* Discuss Communication Plan for New Routes

**Discussion Items:**

* Discuss New Streamline Sponsorship Program
  + Discuss Purpose
  + Review Difference between Mission & Vision Statements
  + Discuss Streamline Mission & Vision
  + Discuss Pillars & Pillar Statements
* Discuss shift from Fare-Free to Zero-Fare
  + Discuss Need for the Change in Language
  + Highlight Zero Fare Partners
* Discuss Communication Plan
  + New Bus Stop Signage & Rebranding
  + Doors to Transit Project (Spring 2021)
  + Public Events/Presentations
  + Engaging Media Coverage
  + Walk Your City Wayfinding System
* Next Steps
  + Present Recommendations at Advisory Board meeting (Tues. 1/17 @ 8:30am)