**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)