



DATE: JULY 10, 2017

MEMO TO: HERITAGE VALLEY POLICY ADVISORY COMMITTEE (HVPAC)

FROM: AARON BONFILIO, PROGRAM MANAGER

SUBJECT: MARKETING AND COMMUNITY OUTREACH PROGRAM

RECOMMENDATION

- Receive and File

BACKGROUND

At the last HVPAC meeting, the Committee approved the award for the Marketing and Community Outreach Program contract to Celtis Ventures. The HVPAC's recommendation was subsequently approved at the next meeting of the Ventura County Transportation Commission (VCTC). At the meeting, the Committee asked for Celtis to return to the HVPAC to discuss the program.

At the meeting Celtis will provide a brief introduction and overview of their firm's approach to the project, as well as, listen and receive input from the PAC.