

Q&A 10-01-13

**From:** Greg Wilder

**Sent:** Monday, September 30, 2013 3:22 PM

**To:** 'Alice Gordon'; Barry Jacobs; Bernadette Pelissier; Earl McKee; Alice Gordon; Mark Dorosin; Penny Rich; Renee Price; Donna Baker; Michael Talbert; Cheryl Young

**Subject:** RE: Questions/ comments on Oct. 1, 2013 agenda

Commissioner Gordon:

Please see information below relating to Item 6-a.

Greg

-----Original Message-----

From: Alice Gordon [<mailto:gordon.alice@gmail.com>]

Sent: Monday, September 30, 2013 10:24 AM

To: Barry Jacobs; Bernadette Pelissier; Earl McKee; [gordon.alice@gmail.com](mailto:gordon.alice@gmail.com); Alice Gordon; Mark Dorosin; Penny Rich; Renee Price; Donna Baker; Frank Clifton; Greg Wilder; Michael Talbert; Cheryl Young

Subject: Questions/ comments on Oct. 1, 2013 agenda

Questions/ comments on Oct. 1, 2013 agenda

4a - Kinnaird resolution

It is a fine resolution, but could you clarify the wording of the "Now, therefore be it resolved" paragraph? By the word "progress" do you mean "contributions" or something else?

5h - Appointment - county logo

Why is this appointment of a review committee not being considered under section 11 of our agenda, "Appointments," thereby following our usual practice? Also, as we consider this item, we could clarify which commissioners would like to serve on this committee.

6a - ROAP grant application

My understanding from the abstract is that the \$92,624 in RGP funds will be used for the Hillsborough-Chapel Hill route and for the Hillsborough circulator route.

How much will be allocated to each of these routes? Are there any other general public routes that will receive these funds?

The abstract refers to the "development of the Hillsborough to Chapel Hill public route, no longer funded through Triangle Transit....."

Please clarify what this means. My understanding was that Triangle Transit did fund the morning and evening service on this route, but that OPT funded the mid-day service. How are these services funded now?

**Although not clearly stated in the abstract, to clarify, Triangle Transit still funds the morning and evening service for the Hillsborough to Chapel Hill route; however, the RGP funds the County receives are partially used to support the midday service for that route. RGP funds are not used at all for the Hillsborough Circulator bus service. The Hillsborough Circulator route is financially supported exclusively through a Federal CMAQ grant and the Town of Hillsborough's matching contribution. Other uses of RGP funds by OPT in the county include:**

- 1) Rural general public demand response trips;**
- 2) Demand response medical trips for the disabled who do not qualify for the Elderly/Disabled Transportation Assistance Program (EDTAP); and**
- 3) Two fixed routes designed to transport persons with disabilities for employment trips that are also open to the general public on a seat-available basis.**

Thank you.

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From: Greg Wilder  
Sent: Tuesday, October 01, 2013 8:45 AM  
To: 'Alice Gordon'; Barry Jacobs; Bernadette Pelissier; Earl McKee; Alice Gordon; Mark Dorosin; Penny Rich; Renee Price; Donna Baker; Michael Talbert; Cheryl Young  
Subject: RE: Questions/ comments on Oct. 1, 2013 agenda

Commissioner Gordon:

Donna Baker has previously shared some information related to your comments on Item 5-h.

Michael Talbert noted to me that the item was placed on the consent agenda based on the discussion and approved motion from the 5/21/13 Board Meeting. The Board is now being asked to approve the appointment of a Review Committee that does not yet exist.

Greg

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From: Alice Gordon [<mailto:gordon.alice@gmail.com>]

Sent: Monday, September 30, 2013 10:24 AM

To: Barry Jacobs; Bernadette Pelissier; Earl McKee; [gordon.alice@gmail.com](mailto:gordon.alice@gmail.com); Alice Gordon; Mark Dorosin; Penny Rich; Renee Price; Donna Baker; Frank Clifton; Greg Wilder; Michael Talbert; Cheryl Young

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Thank you.

-----  
**From:** Greg Wilder

**Sent:** Monday, September 30, 2013 3:20 PM

**To:** Renee Price

**Cc:** Barry Jacobs; Earl McKee; [Gordon.alice@gmail.com](mailto:Gordon.alice@gmail.com); Bernadette Pelissier; Penny Rich; Mark Dorosin;

Michael Talbert; Donna Baker

**Subject:** RE: Questions

**Commissioner Price:**

Please see information below relating to your questions.

Greg

**From:** Renee Price

**Sent:** Sunday, September 29, 2013 8:50 PM

**To:** Greg Wilder

**Subject:** Questions

Greg,

1. Re 5-e: when appropriations are proposed from the General Fund's Unassigned Fund Balance, can the abstract include the amount in the GFUFB before the proposed use of funds, and the resulting balance eif the proposed use of funds is approved? Certainly, I can look it up, yet a quick reference would be nice.

**That is good information to reference, and it would definitely be worthwhile to include in future abstracts.**

**The current General Fund Unassigned Fund Balance is approximately \$36.5 million.**

2. Re 5-f: at our joint meeting, the BOCC and Hillsborough Town Bd members had discussed the expansion of bus service. Am I to assume that this issue falls under the Consolidation Study mentioned in the MOA?

**Although the MOA approved by the Town of Hillsborough for the Circulator service mentions that the governance of new transit**

**services might be affected by the recommendations of the OPT-CHT consolidation study, findings from the study indicate that this consolidation concept does not appear feasible. The consolidation concept is heavily challenged by the inability of the two transit agencies to reconcile profound cost differences for providing necessary services throughout the county including paratransit services, both medical and rural general public demand response services, and low-cost rural general public fixed-route services. The governance of the Hillsborough Circulator bus service or any other bus service expansions implemented by the County will likely not be affected by a consolidation with CHT because of this major challenge.**

Thanks,  
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From: Donna Baker

Sent: Monday, September 30, 2013 11:24 AM

To: Alice Gordon; Barry Jacobs; Bernadette Pelissier; Earl McKee; Alice Gordon; Mark Dorosin; Penny Rich; Renee Price; Frank Clifton; Greg Wilder; Michael Talbert; Cheryl Young

Subject: RE: Questions/ comments on Oct. 1, 2013 agenda

Commissioner Gordon,

Chair Jacobs asked that I forward the attached excerpt of the approved minutes from the May 21st meeting to all Commissioners in reference to your question below - Item 5-h- Logo.

Donna Baker

Clerk to the Board

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Hillsborough, N.C. 27278

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Fax: (919) 644-0246

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[dbaker@orangecountync.gov](mailto:dbaker@orangecountync.gov)

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Sent: Monday, September 30, 2013 10:24 AM

To: Barry Jacobs; Bernadette Pelissier; Earl McKee; [gordon.alice@gmail.com](mailto:gordon.alice@gmail.com); Alice Gordon; Mark Dorosin; Penny Rich; Renee Price; Donna Baker; Frank Clifton; Greg Wilder; Michael Talbert; Cheryl Young

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Thank you.

EXCERPT FROM APPROVED MINUTES from the May 21, 2013 BOCC meeting

1

2 APPROVED 9/5/2013

3 **MINUTES**

4 **BOARD OF COMMISSIONERS**

5 **REGULAR MEETING**

6 **May 21, 2013**

7 **7:00 p.m.**

8

9

10

11 **4. Proclamations/ Resolutions/ Special Presentations**

12

13

14 **c. Overview of County Marketing and Public Relations Projects**

15 The Board received an overview of the marketing and public relations projects being

16 managed by the Director of Public Affairs.

17 Carla Banks reviewed the following PowerPoint presentation:

18

## 19 **MARKETING INITIATIVES**

### 20 **PUBLIC AFFAIRS DEPARTMENT**

21

#### 22 **Introduction**

23 □ The Public Affairs Department develops the marketing and media relations initiatives for  
24 Orange County, including the Board of County Commissioners

25 □ The Director of Public Affairs is tasked with promoting a professional image of the  
26 County, while increasing awareness of the County's operations, services and programs  
27 by utilizing multiple mediums, such as radio, television, print, and social media

28 .

#### 29 **Branding**

30 □ A primary component of cohesive marketing involves establishing a brand for the  
31 County.

32 □ The Director of Public Affairs sought direction and approval from the County Manager to  
33 pursue having an official logo designed for the County to aid in helping the public  
34 become more familiar with the County and its daily operations.

35 □ Currently, a variety of logos are in use by several County departments. The approval of  
36 these logos was done on the administrative level by the Department Directors as  
37 opposed to submitting this for review and approval by the Board of County  
38 Commissioners. Here are examples of these logos.

39

40 **County Department Logos** (image)

41

42 **Orange County Logo** (image)

43

#### 44 **Logo Design Process**

45 □ The Public Affairs Department contracted with a local graphic design firm to produce the  
46 logo, which cost \$1,600.

47 □ The design concept is based on the direction and overall vision explained by the Director  
48 of Public Affairs.

49

#### 50 **Logo Design Concept**

EXCERPT FROM APPROVED MINUTES from the May 21, 2013 BOCC meeting

□ The basis for the County logo design is a clean simplistic approach, 1 using text as  
2 opposed to a series of intricate details or artwork.

3 □ The colors, burgundy and sage green, offer a subtle yet striking contrast. Lastly, the  
4 design places the emphasis on Orange County—while including the reference to North  
5 Carolina as a way to distinguish us from the other Orange Counties in the United States.

6 □ The County logo will **NOT** replace the County seal, but rather, it will be used to launch  
7 and solidify the County's brand marketing efforts—starting with the new County  
8 portfolios and marketing folders.

9 □ The logo is to be phased in gradually and will be visible on a variety of items, such as  
10 County letterhead, envelopes, business cards, press releases, collateral materials,  
11 promotional items, etc.

12

13 **Six Month Review**

14

15 The following marketing materials have been developed since the Director of Public Affairs  
16 started on September 17, 2012.

17  Brochures

18  Post Cards

19  Posters

20  Banners

21  Magnets

22  Business Cards

23  Marketing Folders

24  Video Productions

25  Marketing Packet & Web site- Community Giving Fund

26  Professional Photos and Bios of Department Directors

27  Press Releases (100+ to date)

28  Fabric Table Covers w/ Logo

29  Invitations (Printed and Electronic)

30

31 **Special Events** (images)

32

33 **Pending Projects**

34 *Short-Term*

35  Hire Graphic Design Specialist

36  County Communications Plan

37  Web site Redesign

38  Facebook and Twitter Pages

39  Print Advertising

40  Radio Public Service Announcements

41 *Long-Term*

42  Annual/Popular Report

43  Resident Newsletter

44  TV Studio Installation

45  OCTV Original Programming

46  Citizens Academy

47  Deploy Digital Message Monitors

48  Guide to Orange County Government

49

EXCERPT FROM APPROVED MINUTES from the May 21, 2013 BOCC meeting  
Commissioner Price said this is off to a good start, but she is concerned 1 about the  
2 process.

3 Commissioner Gordon asked for clarification on the timeline for the strategic  
4 communications plan.

5 Carla Banks said the timeline is approximately 6 months for development and  
6 completion, and she does not know now how that will involve the Board of County  
7 Commissioners

8 Commissioner Gordon said the Board of County Commissioners would expect to have  
9 input in this plan,

10 Commissioner Price said the Board of County Commissioners should have some say in  
11 the review of the logo, since it represents the county.

12 A motion was made by Commissioner Price, seconded by Commissioner Gordon that  
13 the Board of County Commissioners or designated members would participate in the design  
or  
14 review of any logo for overall use to represent Orange County, including the review of any  
15 already developed logo; and that the Board of County Commissioners will have final  
approval of  
16 any such logo, emblem or representation.

17 Commissioner Price had passed out an information sheet to the Board on this issue.

18 Commissioner Dorosin requested clarification that the logo that was shown had not been  
19 formally adopted.

20 Chair Jacobs said this has not been adopted by the Board of County Commissioners.

21 Commissioner Dorosin asked Commissioner Price if the intent of motion is to ensure that  
22 the logo that has been shown will not be the official logo unless the BOCC votes on it.

23 Commissioner Price said Ms. Banks is off to a good start on the logo, but she feels it  
24 needs to be looked at again, from a marketing perspective. She said perhaps something  
25 different needs to be done, that will express more of Orange County. She said this would  
allow  
26 for use as more than an official seal. She suggested a partnership with Steve Brantley to  
work  
27 toward something more representative of Orange County. She also said it is important from  
a  
28 branding perspective that the right colors and fonts are used.

29 Commissioner Dorosin asked how the current process works with the design that is  
30 brought forth.

31 Chair Jacobs said the motion stated there could be designees of the Board of County  
32 Commissioners, so presumably there could be a subcommittee and a short process.

33 Commissioner McKee asked Carla Banks if this design is already being used.

34 Carla Banks said yes; it has begun to be used.

35 Commissioner McKee said it is his understanding that the Board of County  
36 Commissioners has not had a policy in place on whether this would be a staff or board  
decision.

37 Chair Jacobs said Commissioner Price's motion is to establish this.

38 Commissioner McKee noted that there was no protocol at the time this logo was chosen.  
39 He said this would be a policy decision from this point forward and he would not support  
making  
40 this retroactive for this logo.

41 Commissioner Rich said it is important that anything that represents Orange County is  
42 seen or voted on by the Board of County Commissioners. She said the Board needs to make  
43 decisions about branding and the Board needs to have a courtesy review of changes. She  
said  
44 she is also looking at the communications plan, and the Board of County Commissioners  
needs  
45 to be involved and on the frontline of that process. She said this applies to communications  
with  
46 Facebook and Twitter, and she had several questions about how this will be utilized. She

47 agreed with Commissioner Price that this is a good start; but it makes her uncomfortable that  
48 the Board was not involved in the process.

49 Commissioner Pelissier said she agreed with Commissioner McKee regarding moving  
50 forward and not backwards. She said that there are many potential logos to go by. She said  
EXCERPT FROM APPROVED MINUTES from the May 21, 2013 BOCC meeting  
none of the Board members are marketing experts, but the Board does 1 have an image to  
2 portray.

3 Commissioner Price said her suggestion is a test market, to try this logo as a test and  
4 see what people think about it. She said sage green looks gray to her. She suggested that  
Ms.

5 Banks consider working with the Visitors Bureau, Steve Brantley and Economic Development,  
6 all of whom have had marketing experience. She does not consider this a step backwards.

7 Carla Banks said the feedback she has received so far has been positive. She said it  
8 was her interpretation from her job description that she was to immediately tackle the  
marketing

9 and branding of the County.

10 Commissioner Rich said Carla Banks did her job well, and the question was why the  
11 logo options did not come before the Board of County Commissioners, at least for a courtesy  
12 review before publishing.

13 Frank Clifton said the Board started this marketing discussion process two years ago.

14 He said the County departments have been reaching out for years, through Facebook,  
twitter

15 and other means. He said the creation of Carla Banks' Public Affairs position took place last  
16 year. He suggested the best process may be to schedule a discussion of how the Board of  
17 County Commissioners wants to be involved in each marketing aspect. He said there should  
be

18 a marketing plan separating the political aspects of individuals from the image of the County  
as

19 a whole. He said the current plan of the communications plan is to get basic information  
20 distributed. He said that one of Carla Bank's roles is to make sure that communication and  
21 releases from different departments are consistent in terminology and verbiage.

22 Frank Clifton said he will take the blame for the logo. He said he did not realize that it  
23 would rise to the level of a Board of County Commissioners policy decision. He said the  
twitter

24 and Facebook projects are viewed as more informational than interactive.

25 Frank Clifton said he would suggest scheduling a work session discussion on this issue  
26 in the fall, if the Board of County Commissioners so choses.

27 Chair Jacobs supported the motion and said the Board needs to give direction on what  
28 rises to the level of concern of the Board of County Commissioners.

29 Commissioner Dorosin said the Board is not talking about micromanagement of the staff.  
30

31 VOTE: UNANIMOUS

32

33 Chair Jacobs asked about the communications plan and noted that two Commissioners  
34 showed an interest in being involved. He said that the Board of County Commissioners  
wants

35 to be involved in the plan.

36 Commissioner Rich said she is concerned about an in-house graphic design staff  
37 specialist. She believes that this service could be accomplished on a consulting basis using  
38 multiple graphic designers.

39 Chair Jacobs said this is a budget question.

40

41

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