

ASSOCIATION OF BAY AREA GOVERNMENTS

Representing City and County Governments of the San Francisco Bay Area



Date: February 26, 2015

To: ABAG Administrative Committee

From: Brad Paul
Deputy Executive Director

Subject: **Barbary Coast Presentation**

Barbary Coast Consulting will join us to provide an update and request feedback on communications work they are undertaking in preparation for Plan Bay Area 2017. They will offer an overview of the communications project scope thus far, talk through the proposed communication strategy for Plan Bay Area 2017, and engage Administrative Committee members in a conversation about how we talk about Plan Bay Area 2017 and what “toolkit” items would be most helpful.