

**Joint Board
August 9, 2021**

Action Item: Approve Business Rule NBR-041 Custom ORCA Card Graphics for Transit Marketing

Item	Details
Unique Identifier	NBR-041
Name	Custom ORCA Card Graphics for Transit Marketing
Description	The Joint Board authorizes the Regional Marketing Committee to approve custom ORCA card graphics for promotion of transit events, services, or partnerships that support transit ridership. If consensus cannot be reached at the Regional Marketing Committee, the proposing agency may request Joint Board review. A business procedure will be developed to implement this Business Rule.
Source	The Regional Marketing Committee previously recommended BR-296, and this NBR-041 does not substantively change the process.
Examples	Custom ORCA card artwork to promote KCM’s new Rapid Ride line.
Background and Details	<p>Background: The Joint Board previously delegated the authority via BR-296 to approve custom ORCA card graphics to the Regional Marketing Committee (RMC), and the ORCA agencies wish to continue with that delegation for future ORCA card promotions.</p> <p>Business Rule Details: The requesting agency will use its internal creative review process and required approvals, including the agency’s ORCA Business Manager, prior to submitting a request to the RMC. The requesting agency is responsible for ensuring proper agreements are in place for the release and use of the promotional artwork. The RMC will review proposed artwork and approve or disapprove. To approve the artwork, the RMC must determine that the request appropriately supports the promotion of transit. If consensus cannot be reached, the artwork may be brought to the Joint Board for a decision. The Regional Marketing Committee includes marketing managers from each ORCA agency and the ROOT Marketing and Communications Manager.</p> <p>This business rule does not authorize or delegate the approval of ORCA card space for non-transit related promotions, i.e. third-party advertising. ORCA card graphics for transit marketing are intended to complement an agency's marketing plan. The ORCA logo and general use text must be displayed clearly on the card in alignment with the current ORCA brand standards. The agency or agencies participating will bear the cost of secondary printing.</p>
Revision history	