

AMERICAN ASSOCIATION OF  
STATE HIGHWAY AND  
TRANSPORTATION OFFICIALS

**AASHTO**  
THE VOICE OF TRANSPORTATION

LARRY L. "BUTCH" BROWN, PRESIDENT  
EXECUTIVE DIRECTOR, MISSISSIPPI DEPARTMENT OF TRANSPORTATION

JOHN HORSLEY, EXECUTIVE DIRECTOR

444 NORTH CAPITOL STREET NW, SUITE 249, WASHINGTON, DC 20001  
(202) 624-5800 FAX: (202) 624-5806 • WWW.TRANSPORTATION.ORG

August 16, 2010

Lynn Osborn Overcashier  
511 Contra Costa Program Manager  
511 Contra Costa  
2300 Contra Costa Boulevard  
Suite 360  
Pleasant Hill, CA 94523

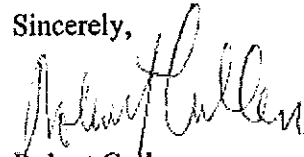
Dear Ms. <sup>Overcashier</sup> Overcashier:

This refers to your request to modify the logo for the 511 Contra Costa program, specifically by removing the telephone therein to avert any misperception as a competitor of the Metropolitan Transportation Commission's call center and also as part of overall efforts in California to combat distracted driving. In addition, as you likewise clarified in a recent e-mail, you want to add "Contra Costa" to your proposed version of the logo.

One of our primary concerns with respect to the 511 logo is that it should not be changed in a manner that would significantly alter the intended meaning of the image. I believe that your proposal to eliminate the telephone from the logo and add "Contra Costa" to it -- while still retaining the 511 designation -- would not pose such a problem.

You therefore have permission to modify the 511 logos in the ways you described. If you have any questions about this authorization, please contact me at [bobc@aaashto.org](mailto:bobc@aaashto.org) or 202-624-8918.

Sincerely,



Robert Cullen  
Information Resource Manager

RGC:hs





METROPOLITAN  
TRANSPORTATION  
COMMISSION

Joseph P. Bort MetroCenter  
101 Eighth Street  
Oakland, CA 94607-4700  
TEL 510.817.5700  
TTY/TDD 510.817.5769  
FAX 510.817.5848  
E-MAIL info@mtc.ca.gov  
WEB www.mtc.ca.gov

July 28, 2010

*Scott Haggerty, Chair*  
Alameda County

*Adrienne J. Tisser, Vice Chair*  
San Mateo County

*Tom Acumbudo*  
U.S. Department of Housing  
and Urban Development

*Tom Bates*  
Cities of Alameda County

*Dean J. Chu*  
Cities of Santa Clara County

*Dave Cortese*  
Association of Bay Area Governments

*Chris Daly*  
City and County of San Francisco

*Bill Daddi*  
Napa County and Cities

*Dorene M. Giacopini*  
U.S. Department of Transportation

*Federal D. Glover*  
Contra Costa County

*Anne W. Halsted*  
San Francisco Bay Conservation  
and Development Commission

*Steve Kinney*  
Marin County and Cities

*Sue Lempert*  
Cities of San Mateo County

*Jake Mackenzie*  
Sonoma County and Cities

*Jon Rubin*  
San Francisco Mayor's Appointee

*Bijan Sartipi*  
State Business, Transportation  
and Housing Agency

*James P. Spering*  
Solano County and Cities

*Amy Rein Worth*  
Cities of Contra Costa County

*Ken Yeager*  
Santa Clara County

*Steve Heminger*  
Executive Director

*Ann Flemer*  
Deputy Executive Director, Policy

*Andrew B. Fremier*  
Deputy Executive Director, Operations

Ms. Lynn Overcashier  
511 Contra Costa Program Manager  
511 Contra Costa  
2300 Contra Costa Blvd., Suite 360  
Pleasant Hill, CA 94523

Dear Ms. Overcashier:

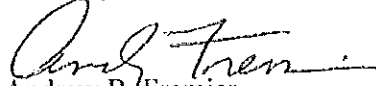
I appreciate the time that you and Corinne Dutra-Roberts took to meet with Carol Kuester, Emily Van Wagner and Shauna Callow on June 7<sup>th</sup> to discuss MTC's request for 511 Contra Costa to phase out use of MTC's 511 logo. I understand that your Board has requested that MTC formalize this request in writing before they approve of any name or logo changes.

It was in spirit of building the regional 511 brand that MTC approved your agency's request to use the 511 logo in 2005. You then re-branded your agency from Contra Costa Commute Alternative Network to 511 Contra Costa.

Over the past five years, there have been several key developments that have impacted and now changed our approach to regional 511 branding. The number of web-based traveler tools and applications has increased significantly, but, as you know, not all offer high quality information. Feedback from our users indicates that they value information from our program over other sources because we provide greater accuracy. Given our significant investment in data collection and development of web-based tools it is imperative that we retain the ability to distinguish our program from others. Therefore, in order to minimize confusion and to protect the federally registered 511 logo to which we have exclusive use, we are now formally requesting 511 Contra Costa to phase out use of the MTC 511 logo.

Please let me know if you have any questions, and thank you for your ongoing collaboration and cooperation.

Sincerely,

  
Andrew B. Fremier  
Deputy Executive Director, Operations

