



MEETING MINUTES

SPECIAL MEETING OF THE COTPA MARKETING COMMITTEE

Time: Immediately following Special Meeting
Workshop at 2:30 PM

Date: April 22, 2021

Location: Arts District Garage
EMBARK Large Conference Room
431 W. Main Suite B
Oklahoma City, OK 73102

COMMITTEE MEMBERS:

Steve Hill, Chairperson
Robert Ruiz
Meg McElhaney
James Cooper

COTPA Office, 2000 S. May Ave., Oklahoma City, Oklahoma 73108

MINUTES

SPECIAL MEETING OF THE CENTRAL OKLAHOMA TRANSPORTATION AND PARKING AUTHORITY MARKETING COMMITTEE

DATE: April 22, 2021

TIME: Immediately following Special Meeting Workshop at 2:30 PM

PLACE: Arts District Parking Garage EMBARK Large Conference Room
431 W. Main Suite B, Oklahoma City, OK 73102

I. Call to Order – 4:13 p.m.

Trustee Kauffman announced that Trustee Steve Hill has been chosen to be the Chairperson of the COTPA Marketing Committee. Trustee Kauffman also noted Trustees Ruiz and Cooper were not present for the Marketing Committee meeting.

II. Presentation of Bus Rapid Transit Branding Research Findings and Proposed Branding Strategy – Koch Comm

Shaundra North presented the branding research findings.

III. Review and Recommend Bus Rapid Transit Branding Proposal

Ms. North presented the names for the Bus Rapid Transit system. Those names were, REV, Echo, Zip, and Rapid. Trustee McElhaney said that some of these names might not translate very well with certain languages. Trustee Kauffman said that none of the four options really conveys what we are trying to do with BRT. Chairperson Hill said out of the four options, REV and Rapid are the best fit, with Rapid being the most preferred. Trustee Kauffman asked if the names have been discussed with any outside neighborhood groups. Ms. North said not at this time. Jason Ferbrache said that staff will inform the absent Trustees of the recommendation of REV and Rapid and get their feedback on the naming options or perhaps have an additional Marketing Committee meeting to further discuss the names.

IV. Residents to be Heard

None.

V. Adjournment – 4:59 p.m.