



MEETING
AGENDA

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

MEETING INSTRUCTIONS

It is the policy of COTPA to ensure communication with participants and members of the public with disabilities are as effective as communications with others. Anyone with a disability that would like to participate in the meeting but requires an accommodation, modification of policies/procedures, auxiliary aid or service, or an alternate format of the agenda/information provided at the meeting, please contact Trust Specialist at 405-297-2824 within 48 hours (not including weekends or holidays) of scheduled meeting. Individuals utilizing TTY/TDD technology for telephone communication should utilize the free "711 Relay Oklahoma" service by dialing 711 to assist you in contacting Trust Specialist. The Authority will consider the choice of auxiliary aid or service requested by the individual with a disability.

Residents may address the Trust on any agenda item if they have signed up to speak, but all comments must be relevant to the item. Residents may also address the Trust on individual concerns, at the end of the agenda under "Residents to be Heard", but comments must concern Transit services or policies. Please limit your comments to three minutes.

Trust Actions

Official action can only be taken on items which appear on the agenda. The Trust may adopt, amend, approve, ratify, deny, defer, recommend, strike, or continue any agenda item. When more information is needed to act on an item, the Trust may refer the matter to the Administrator or the Assistant Municipal Counselor. The Trust may also refer items to standing committees of the Trust for additional study. Under certain circumstances, items are deferred to a specific later date or stricken from the agenda entirely.

AGENDA
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**
- II. Presentation of Bus Rapid Transit Branding Research Findings and Proposed Branding Strategy**
- III. Review and Recommend Bus Rapid Transit Branding Proposal**
- IV. Residents to be Heard**
- V. Adjournment**



CENTRAL OKLAHOMA
TRANSPORTATION & PARKING
AUTHORITY

COTPA Marketing Committee
Agenda
Item No. III.
4/22/2021

TO: COTPA Marketing Committee

FROM: Jason Ferbrache, Administrator

Review and Recommend Bus Rapid Transit Branding Proposal

Background:

Earlier this year, EMBARK solicited proposals for the creation of a brand for the new Bus Rapid Transit (BRT) Service. This branding project will outline the vision, purpose, values, objectives and develop audience profiles and messaging recommendations.

The project was awarded to Koch Communications (Koch Comm). Koch Comm kicked-off the project with stakeholder engagement sessions. Through this collaborative process, Koch Comm has developed brand strategy that is being presented today for the Marketing Committee's consideration.

LFR:

Growth and Service

Recommendation: Select a Bus Rapid Transit Branding Strategy and recommend approval by the Central Oklahoma Transportation and Parking Authority.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Jason Ferbrache'.

Jason Ferbrache
Administrator