

CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Monday, October 29, 2018
Start Time: 11:00 AM
110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes - N/A	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• Government Relations Update	Lisa Marrello
• Objectives of Community and Stakeholder Relations	Jaime Watson
• Categorizing and Evaluating Relationships	Jaime Watson
• CDTA Branding Guidelines*	Jonathan Scherzer
Executive Session	
• No Items Scheduled	
Next Meeting Date: TBD	
Adjourn	Jackie Falotico

** Indicates Material (Or Additional Material) Will Be Provided at Meeting*





Memorandum

October 29, 2018

To: Community & Stakeholder Relations Committee Members

From: Jonathan Scherzer, Director of Marketing

Subject: Branding Update Overview

Background

Over the last several years, we have positioned CDTA as the region's mobility leader, providing transportation services and operational support throughout the area. We have systematically matured this role by providing solutions for partners, creating innovative travel choices and insuring regional vitality through a best-in-class network. Ridership remains high albeit down from record levels, our relevance is consistent across our communities as we continue to enhance our service and reputation.

Branding is critical to the evolution of CDTA from bus company to regional economic driver. While we work to keep things fresh externally, we want to begin an internal effort to create a specific system by which every employee will have access to and use consistent materials. We will update everything from business cards, to advertisements, to supervisor reports to reflect CDTA in unison. Along with new company assets, there will be a better understanding of who we are as a company, better teamwork to insure consistency and increased pride in how we look while providing our innovative, regional transit services. A good deal of this work will eventually become externally facing.

What is CDTA?

CDTA is a vibrant company that seeks to increase ridership and use of its facilities by providing services that people want and need. We deliver a full range of transit options to address the mobility needs of the Capital Region. CDTA is a multi-modal transportation provider, delivering comprehensive services and demand management programs. We are responsive to the environment and work in partnership with state, regional and local agencies to advocate for transit-oriented development, while advancing infrastructure needs. We undertake frequent assessments of the region and seek community input to position the organization and anticipate market needs.

Who is CDTA?

CDTA connects businesses and people with the places and things they care about. It is part of the region's fiber, offering community benefits to increase economic opportunities. The voice of CDTA is leadership-focused, but warm. It's familiar, friendly, straightforward and authoritative.

The voice of CDTA is:

AUTHORITATIVE, but not boastful.

BOLD, but not attention-seeking.

WARM, but not informal or too soft.

HELPFUL, but not overbearing.

CLEVER, but not silly.

LOCAL, but not small town.

General Guidelines

In most situations, CDTA's tone is that of the Approachable Expert. CDTA is looked to by businesses, customers and stakeholders as the "Go To" source for connecting our region. This includes literal connections – getting people where they need to go – but also a more figurative connection. CDTA connects communities to one another, people through shared experiences, and the economy to a variety of opportunities. We want to convey leadership, but also approachableness. We take pride in working with others and understand it's that combined effort that leaves us all stronger.

Longform

Long-form documents require a slightly more formal speaking voice. Our audience for these materials are often those in government and community leaders. It's important to convey a tone of seriousness, knowledge, and authority. Communications should lead with conversations around innovation, technology and economic objectives.

Social Media

Social media is geared toward engaging customers and community influencers. We use it to share the fun stuff we do and what we are a part of (community events, advocacy, and celebrating employee accomplishments). The tone is softer, informal and infused with humanness. We have a sense of humor, so we seek opportunities to be clever or slightly whimsical; however, we are not overly-comical and do not get too personal. CDTA avoids getting involved into political, race, or news-related conversations that are not related to our organization or the services we provide.

Looking Ahead

The brand freshening will roll out over the coming months. We are working with each department on updating internal and external documents, forms and marketing assets. This will be accompanied by a new system for branding verification that allows departments consistency and confidence that CDTA is represented in a coordinated fashion from employee work areas to mass market advertising.