

Western Road Usage Charge Consortium (WRUCC)

Communications Task Force

March 15, 2016

Attendees:

Arizona Department of Transportation

California Department of Transportation

Matt Rocco

Colorado Department of Transportation

Amy Ford

Hawaii Department of Transportation

Idaho Transportation Department

Matthew E. "Matt" Moore, M.A.

Montana Department of Transportation

North Dakota Department of

Transportation

Norlyn Schmidt

Nevada Department of Transportation

PRR:

Alex Sobie

Priya Singh

Denise Walz

New Mexico Department of Transportation

Oklahoma Department of Transportation

Russell Hulin

Oregon Department of Transportation

Texas Department of Transportation

Zeke Reyna

Utah Department of Transportation

Kevin Nichol

Washington Department of Transportation

Western Road Usage Charge Consortium

Program Administrator:

Randal Thomas

Welcome

Amy welcomed the group and told everyone the meeting would be focused on reviewing the visual elements of the RUC West platform.

Attendance:

Priya took attendance by state. Seven states were represented during the meeting.

Review agenda:

Priya walked through the agenda, letting everyone know there were three focus areas: tagline, logo and brand identify.

Tagline:

Denise presented the following taglines:

- Pioneering Road Funding
- Exploring Pay by Mile
- United for Future Roads
- Alliance for Road Funding
- A Road to Future Funding
- A New Road to Funding
- Road Funding Exploration
- The Path to Road Funding

The group discussed and suggested a hybrid:

“New Paths to Road Funding”

The group unanimously agreed “New Paths to Road Funding” is their preferred tagline.

Logo options:

Alex and Denise presented six logo options to the group. The group shared their preference for Concept 4 and Concept 6, with both needing additional work.

Concept 4:

- Create a stacked version
- Substitute the uppercase “WEST” with a lowercase version, like Option 2
- Try more color options, including a cool version

Concept 6:

- Revise option to look more like a keyhole
- Change fonts to those with Concept 2, but less bold on “RUC”
- Simplify design and shading in the keyhole
- Add color – both warm and cool palette options

Brand identity:

Alex and Denise shared two options for the brand identity. The first used warm colors and brighter pictures. The second used cooler colors and softer photography.

Feedback on the brand identities included:

- The warm version is too sleek, too flashy
- The warm version reads as southwest and the cool version reads as pacific northwest
- The group overwhelmingly liked the softer photography

Alex told the group design elements would change with the logo. Elements from the logo would be brought into the brand identity. The group decided it'd be best to rework the logo and see the logo in context to make final decision.

Next steps:

PRR will create the revised logos and brand identities incorporating the logo elements. PRR will share the new options for feedback by email.