

**Western Road Usage Charge Consortium (WRUCC)  
Communications Task Force**

**March 1, 2016**

**8am –10am Hawaii; 10am – noon Pacific; 11am – 1pm Mountain; Noon – 2pm Central Virtual Meeting**

Meeting Objectives:

1. Share the final creative brief used to shape the website and collateral
2. Review the first draft messaging platform used to guide the written content for website and collateral
3. Discuss brand platform used to shape all content – visual or verbal
4. View website wireframe and provide feedback

**Attendees:**

**Arizona Department of Transportation**

Kristine Ward  
Mark Zimmerman  
Tiffany Baumeister

**California Department of Transportation**

Matt Rocco  
Brady Tacdol  
Tamie McGowen  
Norma Ortega

**Colorado Department of Transportation**

Amy Ford (Chair – Communications Task Force)  
Debra Perkins-Smith  
Tim Kirby  
Jenni Fogel

**Hawaii Department of Transportation**

Gerald Dang  
Jade Butay  
Lynette H. Marushige

**Idaho Transportation Department**

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

**Montana Department of Transportation**

Nicole Pallister  
Lynn Zanto  
Larry Flynn  
Dorianne Minkoff-Brown  
Jim Skinner

**North Dakota Department of Transportation**

Peggy Anderson  
Norlyn Schmidt  
Ben Ehreth, AICP

**Nevada Department of Transportation**

Meg Ragonese  
Jocene Z Yang  
Peter Aiyuk

**Commented [PS1]:** Since we were taking notes and roll call, I didn't get a good handle on everyone in the room. I've highlighted names from my notes and gotomeeting as I remember them. Some offices had more than one person on one line, though, so I'm sure I'm missing people.



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**New Mexico Department of Transportation**

Marcos B. Trujillo

**Oklahoma Department of Transportation**

Russell Hulin  
Chelley Hilmes  
Julie Wells

**Oregon Department of Transportation**

Michelle D. Godfrey  
James (Jim) Whitty  
Carley Francis  
Kathy Kleen

**Texas Department of Transportation**

Becky Ozuna  
Dana Glover  
Cecilia Quick

**PRR:**

Colleen Gants  
Joe Martin  
Priya Singh  
Denise Walz

**Welcome**

Amy and Randal opened the meeting. They reminded everyone of WRUCC's purpose and what PRR was hired to accomplish. As the western authority on Road Usage Charge (RUC), WRUCC is a resource for all those interested in learning more about RUC. PRR will help design the communications tools and website, creating a platform to share research and best practices about RUC.

**Utah Department of Transportation**

John Gleason  
Cameron Kergaye  
Linda Hull

**Washington Department of Transportation**

Lars Erickson  
Kris Rietmann  
Tonia Buell  
Anthony Buckley  
Yumi Hong

**Western Road Usage Charge Consortium**

**Program Administrator:**

Randal Thomas

Wendy

Commented [PS2]: Unknown

**Review agenda:**

Denise reviewed the agenda and explained PRR would share its preliminary deliverables, the creative brief and brand platform. Denise reiterated Amy's message that WRUCC provides an opportunity to respond in real time, not duplicate efforts, and hone in on key RUC messages. Amy explained Steering Committee members would join the call at the top of the hour for the brand platform discussion.

**Creative brief:**

Joe Martin walked through the creative brief, sent to all Steering Committee and Communications Task Force members in advance. He gave a quick review of the purpose, explaining the brief would inform all of the subsequent assets, messaging, and website. He asked members to consider moving forward on this creative brief, so we could use this to inform the deliverables. He also asked the team to identify fatal flaws. Joe shared key sections of the brief and how PRR interpreted the kickoff meeting into elements we'll use in the deliverables.

Priya asked the group for feedback – has PRR captured everything adequately? No members gave feedback on the creative brief.

After the discussion about the creative brief, members left the meeting and reconvened at the top of the hour to discuss the brand platform.

**Brand platform:**

Amy provided some background around the brand identify. She discussed the importance of having some basic visual elements that tied to WRUCC. She also mentioned WRUCC can be a mouthful, which prompted the group to ask PRR for new names. Finally, WRUCC can be confused with RUC, again reinforcing the need for more naming options. She then turned the brand platform over to Denise.

Denise shared some WRUCC background. WRUCC is a unique audience of internal stakeholders – they can inform the process to create the best deliverables. She also discussed the goal of the hour, to leave the meeting with one or two names PRR could take to develop a visual identify.

Denise began walking through the brand platform: the current visual, positioning statement, brand personality and tone. She mentioned PRR considered a use of WRUCC that might outlive RUC, and the group overwhelmingly expressed that this collaborative is focused on RUC.

Members also reminded the group WRUCC does not advocate for RUC; its focus should be on research.

Jade asked a process question: Would previous documents need to be updated with the new brand? Amy and Randal agreed those documents would remain as is, and the new look would focus largely on the website and messaging. Randal also shared the formal organization name would remain Western Road Usage Charge Consortium.

Denise shared three options for names: one that shorted the existing name, a second that changed the word “consortium,” and a third that could be aspirational and live beyond RUC.

**The group gravitated to RUC West in Option 1. All states on the call agreed they were ok with this name.**

Other discussion points during the naming option included:

- Federal funding opportunities would come more easily if RUC were in the name.
- A name that includes “coalition” or “partnership” or “partners” implies a “pro” stance and should be avoided.
- Some suggested the name should include RUC, since that’s what the group is about.
- One mentioned it might be difficult to capture everything in the name and suggested a tagline to complement the name. “Exploring funding by the mile.”
- Everyone agreed Option 2 was too formal and too much like a big government name
- One expressed a desire to see “research” in the name. Others felt the scope of WRUCC went beyond research.
- One member also wanted to see a name with “confederation” or “congress” in the name, but others said they were not a formal alliance acting as one, and as such would not meet the definition of a confederation or congress.

A member asked if the CTF needed Steering Committee approval. Amy clarified the CTF would present the name and visuals all at once during the April in-person meeting for approval.

### **Wireframe:**

Joe ended the meeting discussing the WRUCC wireframe. He first showed the information architecture (or page list), saying PRR considers the following framing questions:

- What to people need to know?
- What do people need to click?
- What information will keep people engaged?

Joe also reminded the group PRR is currently focused on structure and organization, not the specific design or content. He also discussed research confirming users will scroll – there is no need to tell the entire story above the fold.

The group ran out of time, and Joe asked the group to consider the following questions for their feedback:

- Are these the right page names?
- Is this the right page order?
- What is missing?
- What speaks best to you?

**Next steps:**

Our next meeting will be on March 15. At that time, PRR will come with two visual brands and an updated wireframe. To keep that schedule, Priya recommended comments on the wireframe be returned by March 9. The group agreed to that process.

Amy and Randal adjourned the meeting.