



## **DIVISION OF TRANSIT AND RAIL BRANDING AND COMMUNICATIONS CONSULTANT SCOPE OF WORK**

### **PROJECT BACKGROUND**

The Division of Transit and Rail will introduce interregional bus operation in 2015, with more routes to be introduced in the metro region and mountain corridor over the next several years.

The success of interregional bus will depend on the public's understanding of its purpose and its value from conception through operations. This requires a branding strategy that conveys the distinctive message of interregional bus in words, graphics, and infrastructure design and a communications strategy that distributes that message to potential users, stakeholders, and influencers of the new system.

### **SCOPE OF SERVICES**

Branding and communications are integral to each other and together they are integral to the success of interregional bus service.

Part I scope is to refine a brand for the interregional bus system, document the brand elements, and apply it to the new service.

Part II is to educate the public about the benefits of the new system, identify and address conflicts created by the system, and attract initial use of the system once it starts operation, including working with private partners as they market the service. It is essential that the public continue to understand interregional bus generally, and the new projects specifically, with messages that are clear, consistent, and credible. It is also essential that the outcome is the result of an open and honest dialogue between the public and DTR/CDOT.

### **PART I: BRAND DEVELOPMENT**

The goal of Part I is to develop the brand identity for interregional bus system, establish the templates and protocols for its application, and establish an application approach in its corridors (if necessary).

#### **A. Define the interregional bus brand**

1. Develop a branding framework for interregional bus service including:
  - a. Research of other interregional bus services and applications
  - b. Public information elements (system map, schedules, website, brochures, etc.)
  - c. Marketing elements (campaigns, advertising, etc.)
  - d. Bus stop/station treatments (signage, information posts, architectural amenities, other)
  - e. Bus vehicle treatments (exterior and interior)

Timeframe: January 2014 – March 2014

2. Prepare a summary of the recommended brand elements and the key policy implications for the design and development of transportation infrastructure, the built environment and operations to address the brand promise at different stages in the evolution of the system.

Timeframe: March 2014

#### B. Apply the brand architecture

1. Prepare graphic and infrastructure design standards based on the brand approach.

Timeframe: March 2014

2. Test and coordinate the concepts through the design of North I-25 service.

Timeframe: March – Sept 2014

3. Summarize in a branding manual.

Timeframe: May 2014

## **PART II: COMMUNICATIONS STRATEGY**

The goal of Part II is to reach a metro and eventually statewide audience with an easily accessible message that defines interregional bus service, distinguishes it from other modes of travel, addresses common concerns, exemplifies its benefits, and places it within the larger transportation system goals of CDOT.

#### A. Project Organization

1. Continue and build upon iterative process of message development and message communications for interregional bus service system and projects.

Timeframe: January – May 2014

2. Working with the DTR/CDOT Office of Communications, establish a communications plan to promote interregional bus service. The plan should include the branding work, crisis communications and operations communications such as customer service, as well as include key milestones in the development of corridors.

Timeframe: March 2014

#### B. Communications Collateral

1. Develop materials as necessary including fact sheets, brochures, web content, etc.

Timeframe: May – Sept 2014

2. Create appropriate web-site materials and assist the DTR/CDOT in creating a web page that puts interregional bus service front and center as a policy initiative of the agency.

Timeframe: May – Sept 2014

#### C. Internal Leadership/Project Communications

1. Assist DTR/CDOT Office of Communications in preparing and carrying out a strategic outreach plan that matches target audiences with targeted messaging and appropriate speakers.

Timeframe: Ongoing

2. Meet regularly with the DTR/CDOT Office of Communications to share insights and work collaboratively to development strategy and message.

Timeframe: Ongoing

3. Meet regularly with and provide communications liaison oversight of interregional bus service operation communications including review of collateral materials for brand/message consistency, attend meetings as necessary, strategy development, customer service and marketing oversight and other duties.

Timeframe: Ongoing

#### D. Media Relations

1. Prepare press kit for print and electronic media and a series of reporter briefings in coordination for appropriate milestones.

Timeframe: Ongoing

2. Continue to identify key supporters in the business and civic community and capture their support in letters to the editor, story placements, and video clips on the web (as related to launch of corridors).

Timeframe: Ongoing

#### E. Project Messaging

1. North I-25
  - a. Prepare initial public education and marketing campaign.

Timeframe: Summer 2014

- b. Assist in coordinating communications support for public events at the opening of service.

Timeframe: Summer 2014

2. South I-25
  - a. Assist in providing oversight of service development communications
  - b. Prepare a broader interregional bus service message to the press and public during process
  - c. *Future work: prepare public education campaign when system comes online*

Timeframe: Summer 2014

3. I-70 Mountain Corridor
  - a. Assist in providing oversight of service development communications
  - b. Prepare a broader interregional bus service message to the press and public during process
  - c. *Future work: prepare public education campaign when system comes online*

Timeframe: TBD

### **PROJECT BUDGET**

A maximum budget of \$90,000 has been allocated for Part 1 and Part 2 of the Scope of Services through end of 2014. Scope of work does not include the cost of production of materials or campaigns.