

Work Group Identification Worksheet

Wake Transit Work Group IDENTIFICATION Worksheet

Convening Body:	Type Project Sponsor	Work Group Name Wake Bus Rapid Transit Branding Advisory Committee
Contact Person/Coordinator: Mila Vega	Agency: The City of Raleigh	Phone: 919 996 4123
	Email: mila.vega@raleighnc.gov	

Purpose of the Group:

A Branding Advisory Committee will be established for the purpose of providing input to, and feedback on, the Wake Bus Rapid Transit (Wake BRT) branding process. The branding committee representative roles and responsibility will include: Participating in various focus group meeting throughout the two phased process and timeline identified above to provide feedback; Providing input towards stakeholder and public outreach survey questionnaire; Provide input on which regional elements to reflect in the BRT Brand; incorporate into initial concepts; Review of peer review and branding survey analysis summaries and providing feedback to consultant team to develop initial concepts (6-8); Provide input towards second survey highlighting initial brand concepts and provide direction through refinement process; Review refined concepts to narrow down to three (3) final options.

- Review three (3) final options and vote for a recommended selection of Wake BRT brand.

Specific Planned Tasks/Deliverable(s):

A Branding Advisory Committee will develop and recommend a final branding concept. The committee will begin with the development of six (6) to eight (8) initial brand concepts and refinement to three (3) final options. The committee will then review the three (3) final options and vote for a recommended selection of Wake BRT brand.

Timeline for Task Completion: Start Date End Date

Delivery Cycle: **Delivery Details:**

Results Presentation to and/or Approval by: Check all that apply

<input checked="" type="checkbox"/> TPAC Committee	<input checked="" type="checkbox"/> TPAC Cabinet	<input type="checkbox"/> Governing Boards	<input checked="" type="checkbox"/> Lead Agency-CAMPO
<input checked="" type="checkbox"/> PE&C Subcommittee	<input type="checkbox"/> P&P Subcommittee	<input type="checkbox"/> B&F Subcommittee	<input type="checkbox"/> Lead Agency-GoTriangle
<input checked="" type="checkbox"/> Other	Town of Garner (municipal partner)		
<input checked="" type="checkbox"/> Other	Town of Cary (municipal partner)		

WG Members List: Add line as needed

City of Raleigh			Raleigh Housing Authority		List is a list of participating agencies, organizations, municipalities, groups, NOT specific member names.
Town of Cary					
Town of Garner					
Wake County					
CAMPO					
GoTriangle					

TPAC Administrator Notes: Received: / / Presented to TPAC: / /

Other Comments: