

TBARTA Commuter Services Program Branding

Board Meeting
December 6, 2019

Why Brand the Program?

Branding the commuter services program offered by TBARTA will convey our purpose of helping commuters with their travel to and from work.

Timing is right and critical as TBARTA works to implement the new carpool/vanpool ridematch finder platform in early 2020.



Who is the Target Audience?

Our **audience** is primarily people in the **Tampa Bay area** who **commute** to and from work in single occupant vehicles, and their employers.



The Recommended Brand

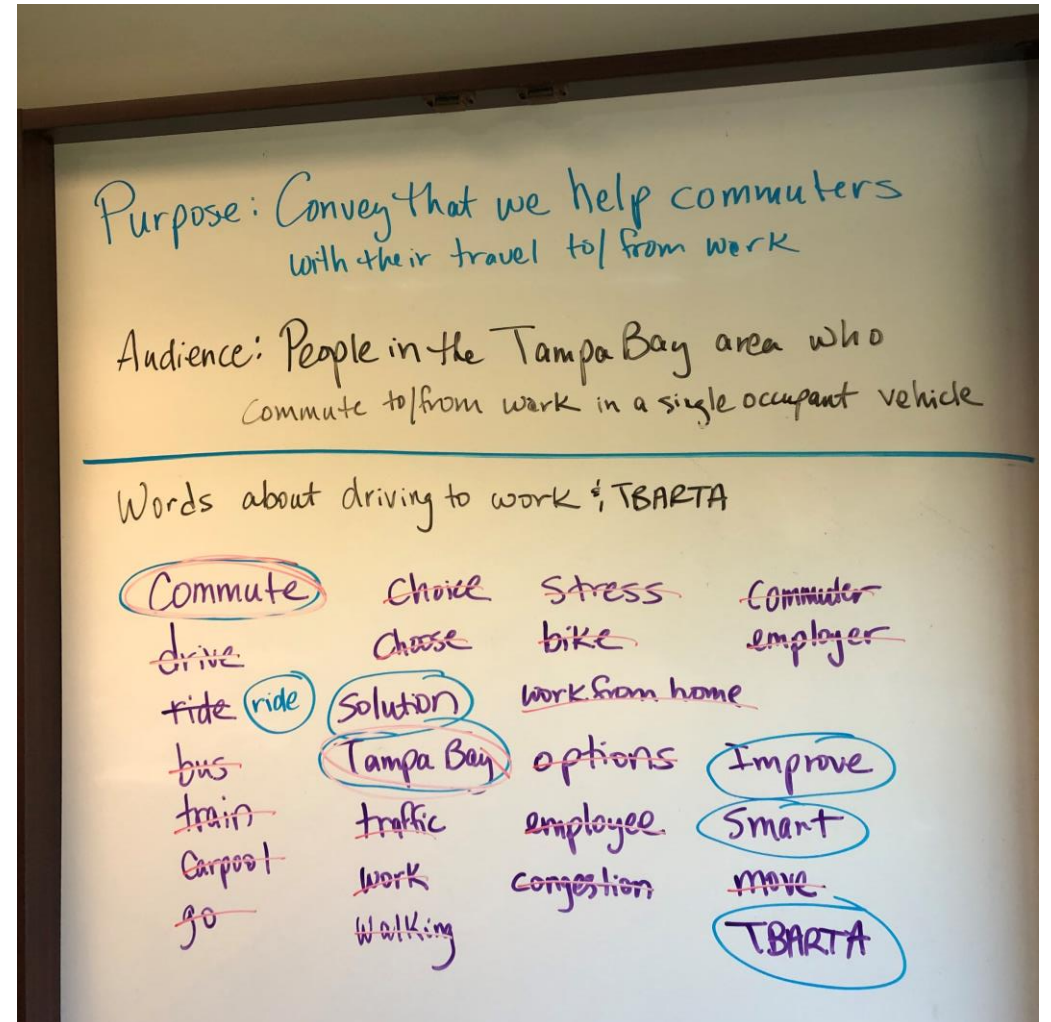


COMMUTE
Tampa Bay



The Team's Process

- **Define the purpose**
 - Convey that we help commuters with their travels to and from work
- **Define the audience**
 - People in the Tampa Bay area who commute to and from work in the car by themselves, and their employers
- **Brainstorm**
 - What words can we combine as a program name to capture our purpose for the audience



Possible Program Names

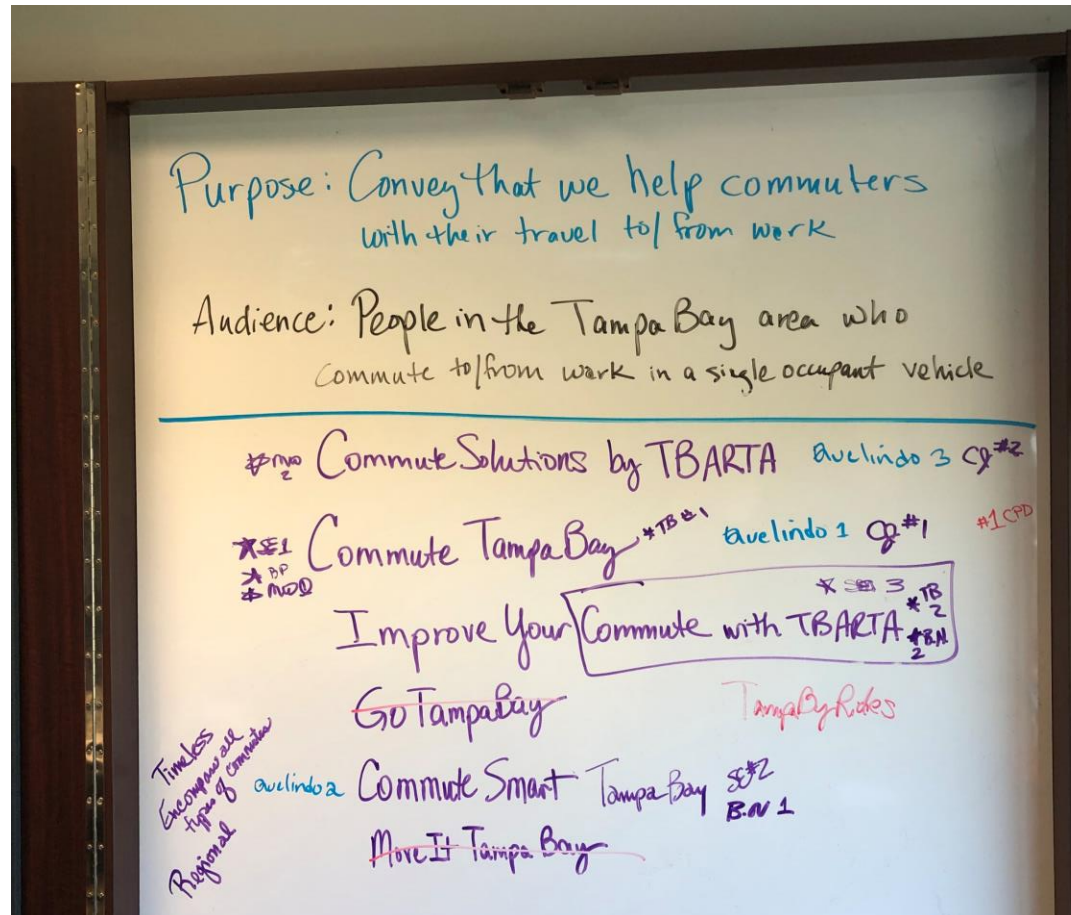
Take the words from the brainstorming and put the best ones together for possible program names

- Commute Solutions by TBARTA
- **Commuter Tampa Bay**
- Improve Your Commute with TBARTA
or just Commute with TBARTA
- **Commuter Smart Tampa Bay**
- Tampa Bay Rides

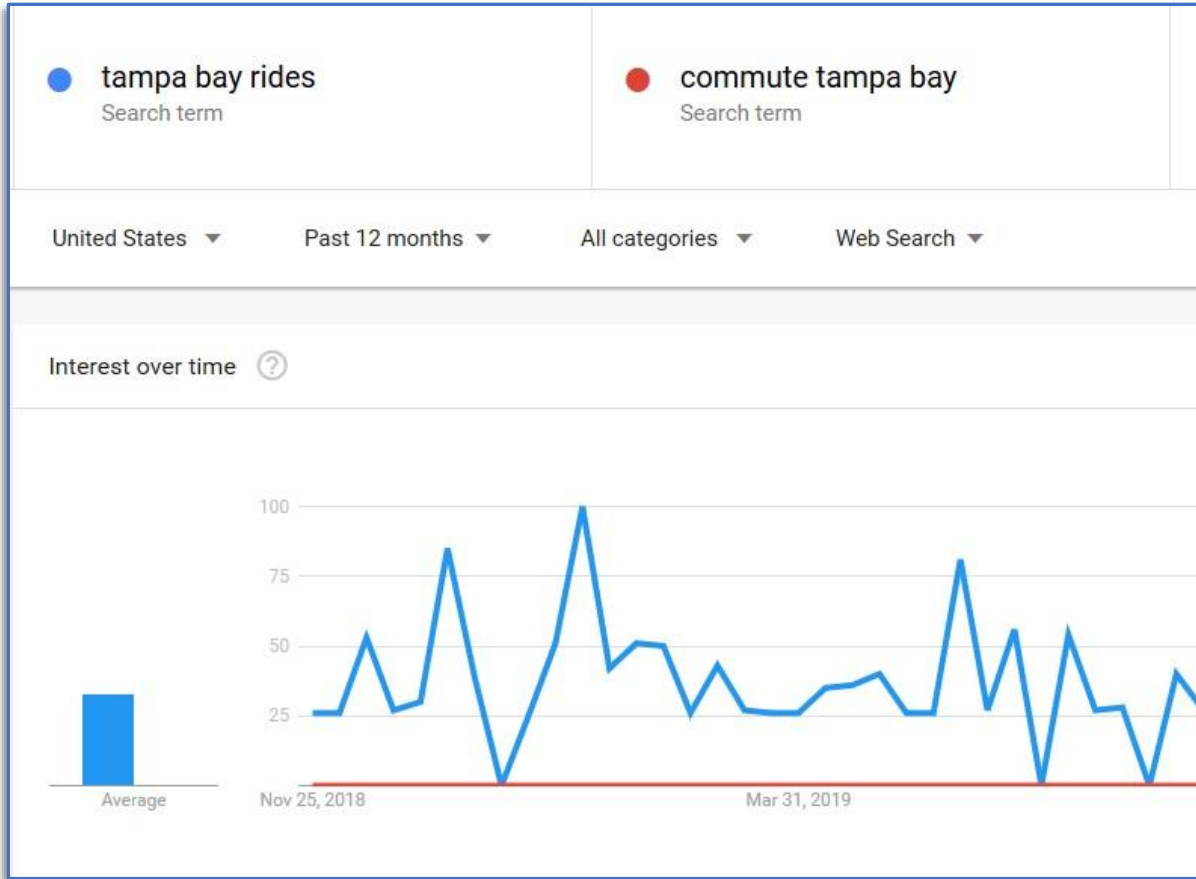


Internal Focus Group

Which best says who we are, what we help with, and where we are?



Search Word Optimization



tampa bay rides

All Images Maps News Videos More Settings Tools

Amusement Rides / Tampa

- Tigris
- Iron Gwazi
- SheiKra
- Cheetah Hunt
- Cobra's Curse
- Mor...

Videos

- 3:04 SheiKra Front Row POV Ride at Busch Gardens Tampa Bay ...
- 10:01 TOP 5 RIDES AT BUSCH GARDENS TAMPA! HD - 2017!
- 1:52 Falcon's Fury POV Drop ride-through at Busch Gardens Tampa



The Best Brand



COMMUTE

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Next Steps

- Update program printed materials
- Update program web page
- Coordinate with partners to update name and logo
- Get new branding included with Agile Mile ridematch platform development





Cyndi Raskin

Director of Commuter Services

Chris Jadick

Director of Communications