

Planning and Stakeholder Relations Committee

Minutes

March 21, 2019

The meeting was called to order at 8:30 am in Port Authority's Neal H. Holmes Board Room at 345 Sixth Avenue, Fifth Floor, Pittsburgh, with the following in attendance:

Board Committee Members

John Tague, Jr., Chairman

Ann M. Ogoreuc

Stephanie Turman

Board Members and Solicitor

Joel Lennen

Michelle Zmijanac

Opening Remarks

Mr. Tague, Committee Chair, opened the meeting and welcomed those in attendance.

Approval of Minutes from the February 14, 2019 Planning and Stakeholder Relations Committee Meeting

Mr. Tague asked Committee members if there were any corrections to the minutes. There were none and members approved the minutes.

Branding Project Update Presentation (Jim Ritchie/Campos/Red House)

Mr. Ritchie introduced Ms. Drexler from Campos, and Ms. Blint from Red House Communications, and explained that they will be giving an update to the Committee on the progress and status of the branding project.

Ms. Drexler stated that they are involved in a pretty extensive process to do three things all at the same time: first is the re-branding process, and incorporated into that is the Customer experience, and also the Operator's journey. What they have realized in this project is that all three of those three things are intimately combined; you cannot study one without the other.

Ms. Drexler then explained the research stages of the process. There are a series of items that were accomplished by the end of last year, including comprehensive stakeholder interviews, data analytics from ConnectCard usage to really dig into who our customers are, and secondary research from focus groups with both riders and non-riders. A lot of data was collected. Since then, they have moved into the quantitative research stage, with three surveys out in the market right now: the rider survey, marketing survey, and the Operator and Maintenance survey that launched yesterday.

Ms. Blint explained that they have strategy teams on both the creative side and the research side and will finalize the overall brand strategy leading into May. From there, multiple creative strategy teams will take over. A creative brief will be drafted from the strategy and they will have four to six weeks of the creative teams exploring both visual and copy strategies for the brand. Somewhere around mid-June they will be presenting

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those concepts for input, insights and approval by Port Authority, with the hopes of finalizing the brand concept by the end of June.

Mr. Ritchie explained that we are in a transitional phase with this project. We have done a tremendous amount of research; now this will be delivered to the CEO and Senior Management. We have to meet as a team and figure out what this means to us, and discuss with board members.

Questions from the committee, board members and others:

1. Ms. Ogoreuc asked how long does an organization's brand stay fresh, and how often do they do this?
 - Ms. Drexler answered not every year. Ms. Blint said we ask our clients: "In five years, what do you want people to say about this organization?"
2. Mr. Tague asked if any themes have been picked up on so far?
 - Ms. Drexler explained that each piece of research that has been woven together has been solidifying themes.