

Branding & Outreach



Prepared for
Toronto Cycling Advisory Committee

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Toronto Cycling Advisory Committee Branding & Outreach

- A “**brand**” is a singular or collection of symbols, words, phrases, sentences, or messages, and information pertaining to a product or service belonging to an organization, or entity.
- Example :
- “*TCAC*” (the acronym), and the full title, is currently the *de-facto brand for Toronto Cycling Advisory Committee.*

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- The “**brand experience**” is the sum of all points of contact with the brand.
- Examples :
- *TCAC meetings at City Hall;*
- *letters from the Committee to addressees;*
- *Web page on toronto.ca;*
- *agendas and decision documents from TCAC;*
- *emails & communication from / between members.*

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- The “**brand image**” is psychological in nature, created within the minds of people, and consists of information, perceptions, and expectations associated with a product or service.
- *TCAC in the minds of the public;*
- *commentary on websites & forums & at events where people are talking;*
- *presence in bike & retail shops;*
- *inclusion at City Council proceedings and on other Committees;*

Toronto Cycling Advisory Committee

Branding & Outreach

- **Branding** is about developing or aligning the expectations behind the brand experience
- creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique.

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- A brand is therefore one of the most valuable elements in **outreach** & marketing communications, as it demonstrates what the brand owner is able to offer in the marketplace.
- So what is TCAC's brand?
- What does TCAC offer / deliver?
- What makes TCAC special / unique?

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- **special / unique things about TCAC :**
 - *It is a standing committee of the City of Toronto's municipal government*
 - *It meets regularly in the same place*
 - *it has the champion cycling councillor at its chair*
 - *it has a diverse roster of members, female and male, culturally diverse*
 - *it has a medical doctor on board*
 - *it considers cycling matters seriously, and delivers results thru Council and Staff*

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- TCAC's mission statement taken from the website :
- *The Toronto Cycling Committee is designed to advise City Council and its departments, agencies, boards, and commissions, on the design, development and delivery of bicycle policies, programs and facilities to promote and enhance cycling within the City of Toronto. The goal of the committee is to provide a liveable and environmentally friendly city that is accessible and safe for people of all ages and abilities to get around by bicycle and to ensure the role of cycling in a transportation system appropriately balanced among all road users.*

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The Toronto Cycling Committee is designed to **advise** City Council and its departments, agencies, boards, and commissions, on the **design, development and delivery** of bicycle

policies, programs and facilities to **promote** and **enhance** cycling within the City of Toronto.

The goal of the committee is to **provide** a **liveable** and **environmentally friendly city** that is **accessible** and **safe** for people of all ages and abilities to get around by bicycle and to ensure the **role of cycling** in a transportation system appropriately **balanced among all road users.**

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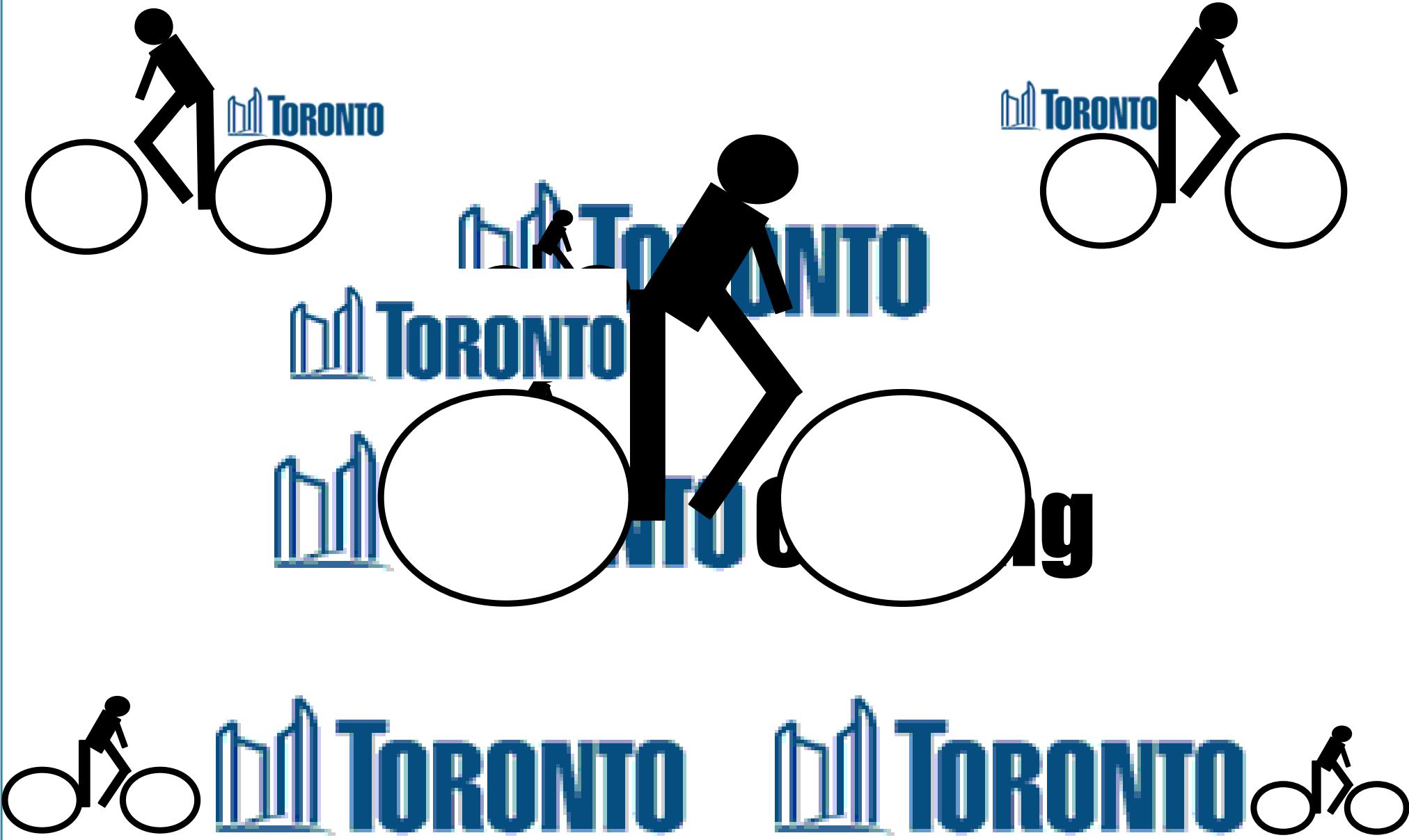
- What can we take from this? What does TCAC do?

Toronto Cycling Advisory Committee
Advise. Promote. Enhance.

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- And so how can TCAC improve this brand image, and be more recognizable, easily identifiable to the public?
- By creating a logo...

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- **Proposal :**

- Hold a logo competition
 - Open invitation to any Toronto resident
 - But especially aimed to unite the grassroots community in a task
 - Volunteers love tasks
 - Involves community in TCAC outreach

- Logo Contest Criteria :
 - Toronto-oriented & inclusive
 - Cycle-oriented & descriptive
 - Locally created
 - Cross-culturally distinguishable
 - Original, distinctive
 - Reproduceable, scaleable
- Winner becomes notable
- competitors become notorious!
- TCAC gains new & more brand awareness

Next step : place the TCAC brand at every point of contact with the community, enhancing & fulfilling the “brand experience”

- emails
- agendas
- letters

- certificates
- press releases
- website
- telephone hotline

- stickers / decals / signage / banners :
- roadside
- trailside
- bike shops / retailers

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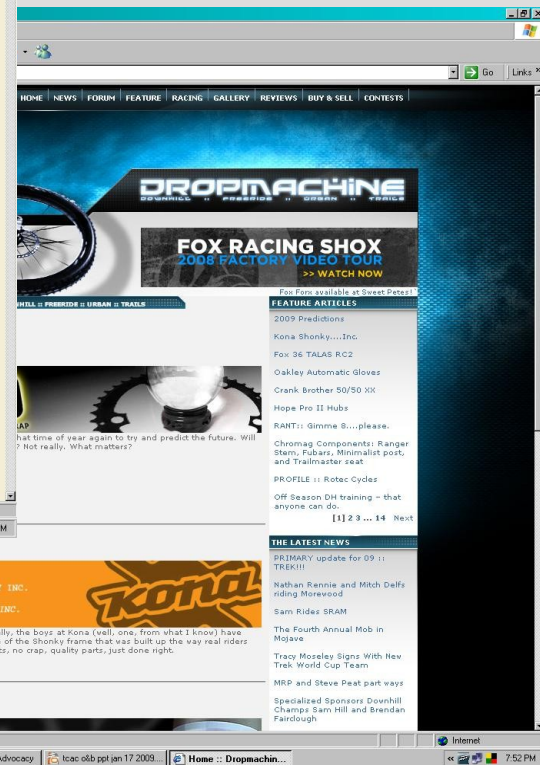
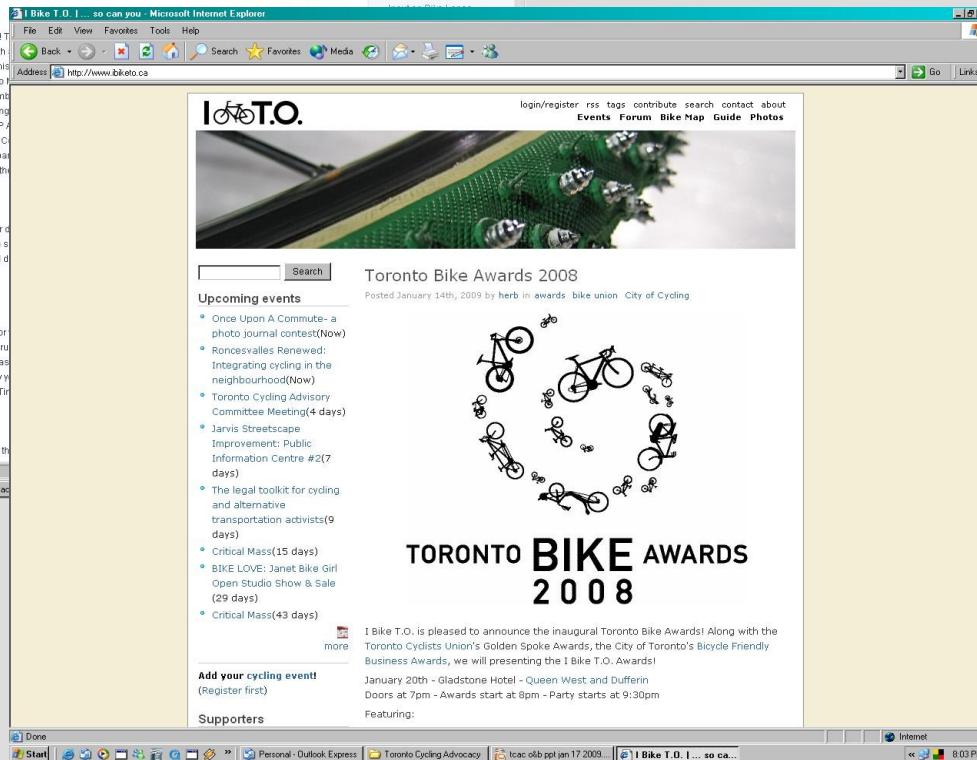
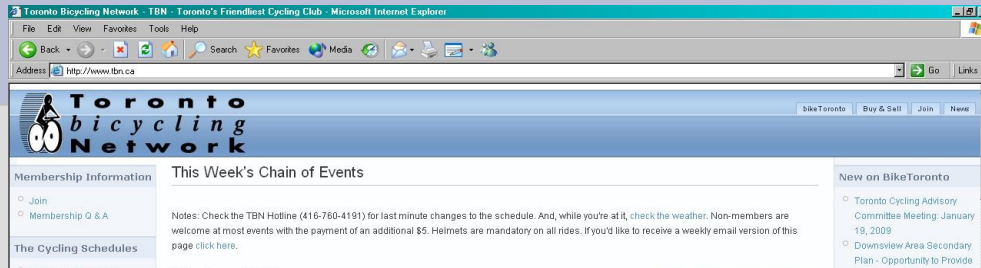
- Most importantly, an easy way to get TCAC's brand out there more effectively & consistently
- build links to/from grassroots community websites

- Toronto Cyclists Union
- Toronto Off Road Bicycling Association
- Share the Road Coalition
- Toronto Bike Network
- BikeToronto
- Ibiketo
- Advocating Respect for Cyclists
- BikeTrain

- Go-By-Bike
- Community Bicycle Network
- Toronto Coalition for Active Transport
- Take the Tooker
- Critical Mass (TorontoCrankers)
- Dropmachine
- PinkBike
- MTBR
- Torontoist

Toronto Cycling Advisory Committee Branding & Outreach

Because Toronto's
grassroots community
connects itself :



Because Toronto's grassroots community connects itself :

- **Resources (from Martin Reis' webpage)**

- I Bike TO!
- Cycling - Moving Forward(EU)
- NOW City Cycling Index
- Legal Info for Cyclists
- ARC Report Card 2005
- TCAT Brochure
- Cycling in Canada 2005
- Toronto Smog Report
- Who pays for our roads?
- Velo City
- My Bike Lane
- Bike Chain
- Ken Kiefer
- Fake Ticket
- Properganda
- Toronto Bike Map
- TO Bike Routes (Bikely)
- ARC Bike Map
- Big Cyclist Map 1894
- How the Dutch commute
- How the Irish commute
- How New Yorkers commute
- Top Ten Excuses
- Bicycle gifs
- Cycling Glossary
- Vintage Bicycle Art
- Bicycle Stencil Archive
- Collected (car)Toons

Toronto Cycling Advisory Committee Branding & Outreach

- This kind of simple **branding**, coupled with improved grassroots **outreach** is what is needed to

connect & catalyze

Toronto's fractured, fragmented cycling community.

Thank you! brianbetsworth@rogers.com