

To: Board of Directors

Date: May 5, 2014

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

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**Subject: Marketing Plan and Promotions Budget 2014**

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**Summary:**

The 2014 Marketing Plan focuses on promoting new service, Growing our Community through social media, and highlighting the Faces of County Connection. The plan includes ongoing efforts to keep the website updated and fresh and enhance interface for mobile devices. Other tasks that have become routine include implementation of the Class Pass Program and the Summer Youth Program, partnering with 511 Contra Costa and 511 SWAT, participating in outreach opportunities at schools, senior centers and employment sites and community events. Marketing staff is also engaged in managing the call center and on-line and offsite ticket sales.

**Promoting New Service & CoCo Pass:**

There are three new programs to promote in 2014; the new Route #5, new Route #7, and the CoCo Pass. The new Route #5 will be sponsored by the City of Walnut Creek sponsoring so it will be free to all riders. The new Shadelands BART shuttle (revised Route #7) will also start in the Fall and the fares may eventually be paid for by a new business association. Then we have the new annual CoCo pass which will be implemented on a demonstration basis at three different sites.

Promotion expenses related to launching new service will include graphic design, mailer and flyer layouts, printing, direct mail, and interior bus card printing. The launch of the CoCo pass will include logo development and a webpage design to explain and market the program as well as print materials to be used as information and outreach.

Total Expense: \$50,000

**Website and Social Media:**

County Connection riders are increasingly using the internet to access transit information for trip planning, bus schedules and real time arrival predictions. According to MTC's 2012 onboard survey 80% of our riders have access to the internet through a computer, smart phone or tablet. Last year website use increased by 5% with mobile device use increasing from 57% to 68%. The table below compares web statistics for March 2013 to March 2014.

<b>Website Use</b>			
<b>March 2013</b>	Mobile	Other	Total
Returning Visits	22,250	11,236	33,486
New Visitors	6,103	10,502	16,605
Total	28,353	21,738	50,091
Percent Mobile Users	57%		
<b>March 2014</b>	Mobile	Other	Total
Returning Visits	23,262	5,899	29,161
New Visitors	12,490	10,847	23,337
Total	35,752	16,746	52,498
Percent Mobile Users	68%		

Because so many riders and non-riders are viewing County Connection on the web using their mobile devices we intend to spend a good share of the promotions budget on website maintenance, mobile interfaces, and building community through use of social media.

### **Web and Social Media Campaigns**

#### FACES of County Connection

We have embarked a FACES of County Connection campaign that will celebrate employees and riders. The campaign will include illustrations and photos as well as “selfies” contributed by riders. The campaign will be promoted using exterior and interior ad space, its own webpage, and will provide content for facebook, instagram, and twitter. Riders who contribute photos will be eligible to win monthly prizes. Promotion expenses related to the FACES campaign in 2014 include additional illustrations, professional photography, interior and exterior bus ad printing.

Total Expense: \$25,000

#### Growing Our Community

We have retained a professional firm, Shelby Designs, to boost social media presence and overall reach. They have designed a program to engage, tell stories, inform, and encourage participation. Four fleshed out campaigns with a graphics toolbox and a social media planning, activity and style guidebook are included. The preliminary cost for the program is covered in 2013 however ongoing refresh and content development is included in the 2014 promotions budget.

Phase 2: Building on the program next year we propose to create a video marketing campaign that tells a deeper story about the community using County Connection. An engaging video will serve as a call to action that will get riders telling their story.

Promotion expenses related to Growing our Community include design services, photographer and videographer services, printing for interior and exterior advertising, related web design services.

Total Expense: \$40,000

### **Routine Promotion Expenses**

Ongoing promotion expenses include the cost for chamber dues and event fees, yellow pages ads, printing brochures for accessible service, bikes on buses, and promoting the summer youth pass.

Total Expense: \$25,000

### **Miscellaneous Promotion**

The miscellaneous promotions budget is intended to cover general website maintenance, some radio and print advertising, as well as fund campaigns or new services that haven't been identified. New services may include changes recommended as a result of the Lamorinda Transit Area Study. Another project for 2014 might be to conduct a non-rider survey to better inform future marketing decisions.

Total Expense: \$40,000

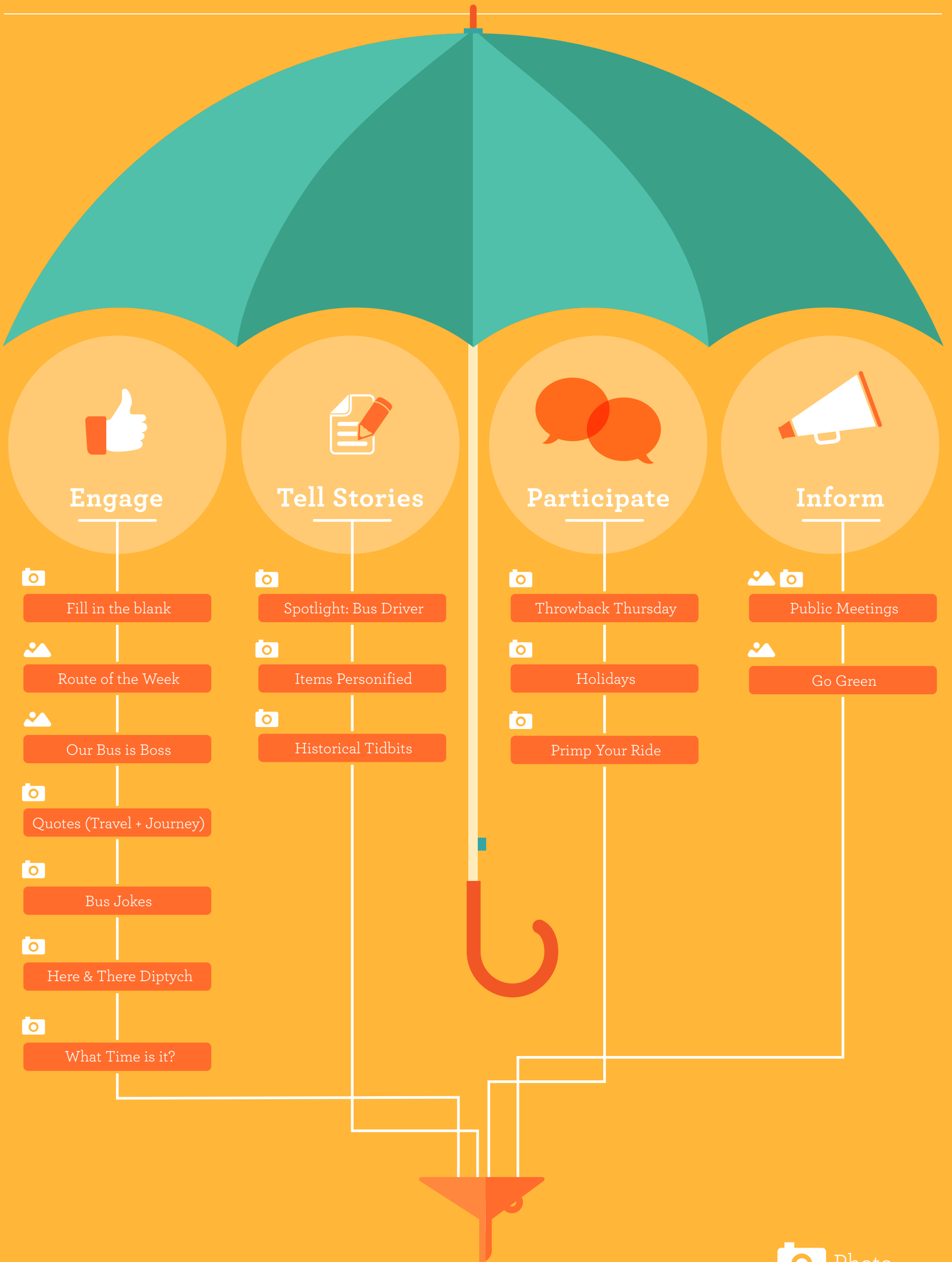
### **Summary Promotions Budget**

New Service and CoCo Pass	\$50,000
FACES Campaign	\$25,000
Grownning our Community	\$40,000
Routine Expenses	\$25,000
Miscellaneous	\$40,000
	\$180,000



### **Recommendation:**

The Marketing, Planning, and Legislative Committee recommends that the Board adopt the Marketing Plan and direct the Finance Committee to include \$180,000 in the budget for promotions.

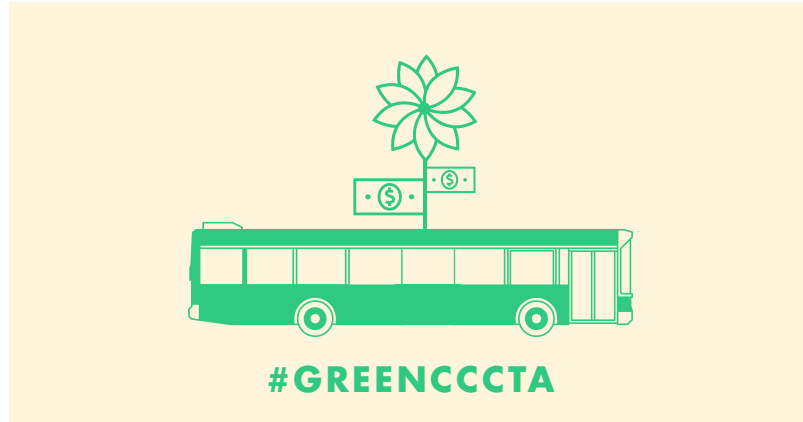
# GROW YOUR COMMUNITY.



M T W Th F

 Photo  
 Graphic

# GO GREEN CAMPAIGN



**Visuals:** Icon style illustrations.

**Message:** Information about the ways CCCTA is going green.

**Applications:** Facebook, Instagram, Twitter and bus posters.

**Call to Action:** Engage users to share what they do to be green.

# GO GREEN CAMPAIGN



# SAMPLE FACEBOOK PAGE

f Central Contra Costa Transit Authority
Home Find Friends Keely

Central Contra Costa Tran... Timeline Recent

Like

Create Page

**Central Contra Costa Transit Authority**  
March 20

This week's top routes are in. Submit a video of your ride to enter to win a free week's pass. Tag #ccctaprotoutes



34 16 22

Like · Comment · Share

**Central Contra Costa Transit Authority**  
March 20

Last year 3,528 Metric Tons of Greenhouse gases were saved by people who chose County Connection instead of driving #greenccta



#GREENCCCTA

**Central Contra Costa Transit Authority**  
March 20

Tell us. While I wait for the bus, I \_\_\_\_\_.



Recent Posts by Others See All

**Brian Willis**  
Do you guys have anything against showing up on time?  
1 · March 15 at 11:47am

**Crystal Trinh**  
Is this really the hours the buses are in operation on ...  
10 · March 13 at 11:14pm

**Ashley Allen**  
You guys have the worst bus system. How is anyone s...  
December 17, 2013 at 4:25pm


**Laurence Carew**  
While at the same time screwing its daily commuters...  
October 18, 2013 at 1:01pm

**Laurence Carew**  
Your drivers on the 6 line don't hold for the oncomin...  
October 18, 2013 at 1:01pm

More Posts

**Central Contra Costa Transit Authority**  
March 20

Meet Sam, CCCTA's bus driver of the month. Click to read his story. <http://ow.ly/uIuyE> #wearecccta



Like · Comment · Share

**Central Contra Costa Transit Authority** shared a link.  
March 18

2nd public meeting to discuss proposed service changes Thurs. in WC 4-6. <http://ow.ly/uIuyE>



**Proposed Service Changes in Martinez and Walnut Creek | The County...**  
countyconnection.com

Public workshops are scheduled to gather comments on proposed...

Like · Comment · Share

Recent

- 2014
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- 2011
- 2010

Sponsored

**Rent your neighbor's car**  
getaround.com  
Rent great cars by the hour from people nearby. Get \$10 off your first trip.  
29,218 people like this.

**Fast Meals for Busy Folks**  
munchery.com  
Too busy to cook? Order wholesome prepared meals from top SF chefs for same-day delivery.  
Casey Duggins Miller likes this.

**Industrial-Rustic Designs**  
gotanobo.com  
Up to 60% Off Sleek and Rustic Designs for an Industrial Kitchen. Shop Now!  
107,321 people like this.

**Chic Finds**  
ossandmain.com  
Effortlessly refresh your decor with chic furniture finds up to 70% off. Shop Jass & Main!  
122,329 people like this.

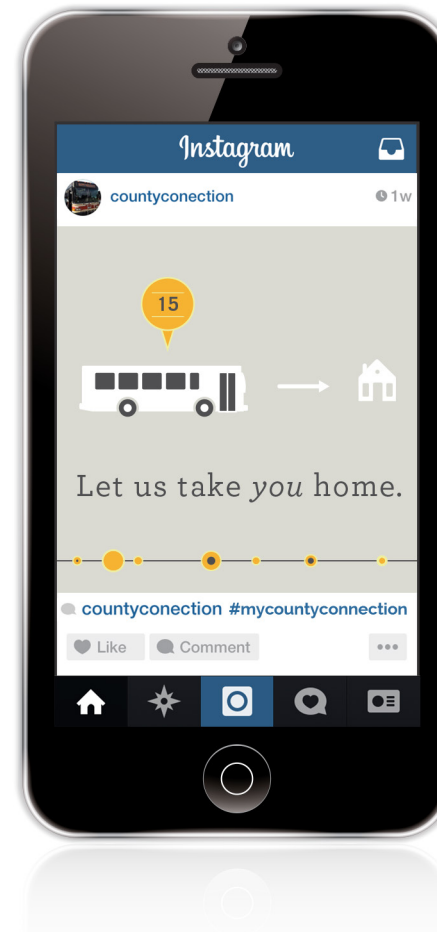
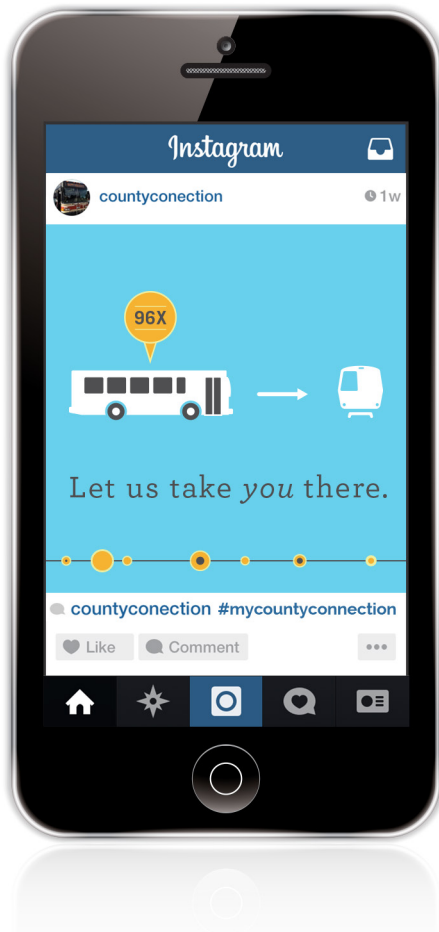
**Sports Bras, Yoga & Swim**  
titlenine.com  
Women's sportswear, athletic apparel, expert customer service and hassle-free returns.  
34,655 people like this.

SPOTLIGHT:  
BUS DRIVER STORY

PUBLIC  
MEETINGS  
POST

FILL IN THE BLANK

LET US TAKE YOU...



**Visuals:** Icon style illustrations.

**Message:** CCTA will take you where you need to go.

**Applications:** Facebook, Instagram, Twitter and bus posters.

**Call to Action:** Users can repost + use hashtag.



#MYCOUNTYCONNECTION



Let us take *you* there.

The illustration shows a white bus with a yellow callout bubble above it containing the text '96X'. An arrow points from the bus to a white van. The background is a solid light blue color. At the bottom, there is a decorative horizontal line with several yellow circles of varying sizes.

#MYCOUNTYCONNECTION



Let us take *you* home.

The illustration shows a white bus with a yellow callout bubble above it containing the text '15'. An arrow points from the bus to a white house icon. The background is a solid light grey color. At the bottom, there is a decorative horizontal line with several yellow circles of varying sizes.

Central Contra Costa Transit Authority

County Connection

Central Contra Costa Transit Authority

★★★★★ (7 ratings)

301 likes · 8 talking about this · 4 were here

Bus Line

2477 Arnold Industrial Way, Concord, California 94520

(925) 676-7500

Today 8:00 am - 5:00 pm

About · Suggest an Edit

Photos 301 Likes

Highlights

Post Photo / Video

Post something on this Page...

Central Contra Costa Transit Authority

March 20

#mycountyconnection

96X

Let us take you there.

Like · Comment · Share

2 people like this.

Write a comment...

Invite Your Friends to Like This Page

Type a friend's name...

Invite

Maggie Wilson Invite

Jacob Hennessey-Rubin Invite

Hether Fortune Invite

Reviews

★★★★★

What do you think of Central Contra Costa Transit Authority?

Recent Posts by Others

Ashley Allen

You guys have the worst bus system. How is anyone s...

December 17, 2013 at 4:25pm

Laurence Carey

Create Page

Recent

2014

2013

2012

2011

2010

Sponsored

Create Ad

\$25 Widetone Seamless Ba

bhphotovideo.com

Buy Savage Widetone Seamless Background Paper (53" x 12yd, #60 Focus Gray) @B&H Now

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adobe.com

Save 40% on all-new tools. Only in Creative Cloud. Limited time offer. Join now.

200,663 people like this.

Do Your Cardio in Comfort

mioglobal.com

Mio ALPHA: Continuous, Accurate, Strapless HR Monitor. Buy now & get FREE \$40 Arm Warmers!

Always Infinity

always.com

The only pad with FlexFoam. The rest is just fluff.

Adobe Creative Cloud

creative.adobe.com

Save 40% on all-new tools. Only in Creative Cloud. Limited time offer. Join now.

Chat (18)

## OUR BUS IS BOSS



**Visuals:** Icon style illustrations.

**Message:** CCTA is the best, most reliable way to get where you're going.

**Applications:** Facebook, Instagram, Twitter and bus posters.

**Call to Action:** Users can repost, respond + use hashtag.



oh!

*Your Ferrari's in the shop too?*



REASON N° 148:

our bus is boss

#WHYTHEBUS



oh!

*Your wife took the chopper today?*

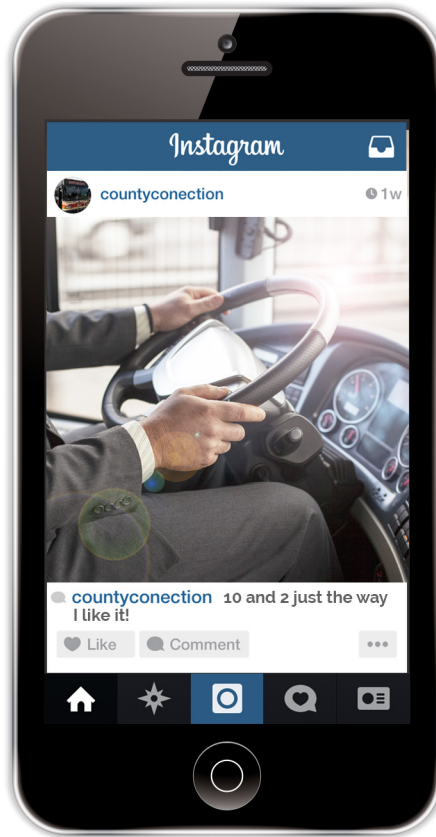
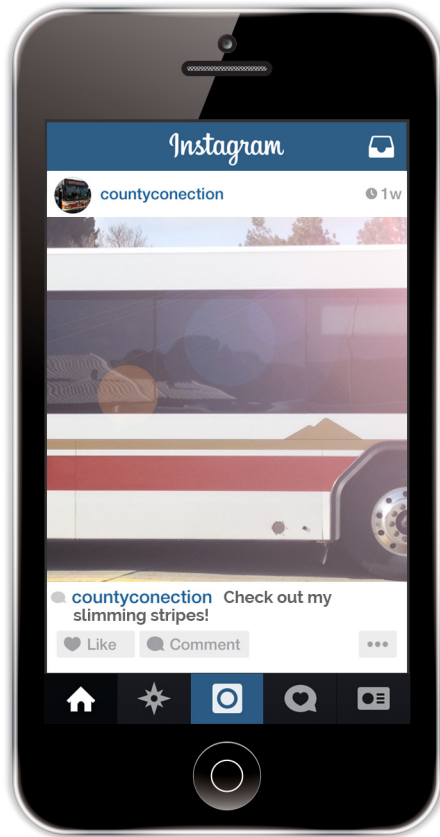


REASON N° 86:

our bus is boss

#WHYTHEBUS

## OUR BUS, PERSONIFIED



**Visuals:** Crisp, stylized (and humorous) photography. Think “selfies” the bus takes.

**Message:** We are personifying the bus and bringing it's voice to life.

**Applications:** Facebook, Instagram, Twitter and bus posters.

**Call to Action:** Users can repost, respond + use hashtag.