

To: Marketing, Planning, & Legislative Committee
From: Mary Burdick, Sr. Manager of Marketing

Date: October 27, 2010
Reviewed By:

SUBJECT: Marketing Department Changes

SUMMARY OF ISSUES:

In October the position of Community Relations Specialist was eliminated and the staff member in that position was laid off. Because the primary role of this position is to raise awareness through community involvement, business development, and educational outreach, many of these activities will be greatly reduced or eliminated altogether.

Student Outreach – The Bus-2-U program, facility tours, and participation in fall school registrations will be eliminated. Existing staff will maintain the Class Pass Program with schools along the existing fixed-routes, but will no longer make the classroom presentations.

Community Events – Events taking place on weekends will be limited to those that are more likely to draw a crowd of potential transit users such as green events. Events such as art and wine festivals and community parades will be eliminated.

Business Events – Participation will be limited to employer events.

Internal Events – Design and production of employee newsletter and bulletins will be managed by existing staff.

Charitable Events – Association with Guide Dogs for the Blind, American Cancer Society, and Volunteer Center of Contra Costa will be greatly reduced. Marketing staff will maintain association with the Food Bank of Contra Costa.

Citizens Groups – The status of the Citizens Advisory Committee and Accessible Services Committee are still undetermined. Ambassadors will be managed with existing staff when Customer Service Supervisor returns from maternity leave.

RECOMMENDATIONS: Review

FINANCIAL IMPLICATIONS: Salary and fringe benefit savings.