

To: Marketing and Planning Committee

Date: October 27, 2010

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: December Service Changes

SUMMARY OF ISSUES:

Effective with the December bid change a schedule change will take place on Route 98X and a change in service routing will take place on Route 25. Both changes will require marketing outreach. Below is a brief overview of the strategies that will be used.

Route 25

The new alignment provides opportunity to attract riders who live and/or work along Pleasant Hill Rd. south of Hwy. 24, and along Olympic Blvd. from Pleasant Hill Rd. to Hwy 680.

- Direct Mail - A direct mail piece will be created with a theme of 25 reasons to ride. Households along the route alignment in Lafayette and Walnut Creek will be targeted through U.S. Postal Service Carrier Routes.
- Poster/Flyer- On board buses, in BART display cases, inserted in Lafayette and Walnut Creek Chamber newsletters in January.
- News release, web blog and social media announcements.

Route 98X

Reduced hours in peak periods

- Web Blog/Social Media - Public hearing process produced a contact list of 32 regular riders who are passionate about this route. Riders will be encouraged to be Route 98 ambassadors.
- Poster/Flyer- On board buses, in WC BART display case, inserted in Martinez, Pleasant Hill and Walnut Creek Chamber newsletters in January.
- News release

FINANCIAL IMPLICATIONS:

Direct marketing costs included in FY11 Promotions budget. Possible assistance from 511 Contra Costa.

RECOMMENDATION:

Review and provide input.