

To: Marketing, Planning, & Legislative Committee

Date: March 29, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Earth Day Outreach Activities

SUMMARY OF ISSUES: Thursday, April 21 is Earth Day and County Connection will celebrate the occasion in a number of ways that will include the use of radio traffic sponsorship messages, bus ambassadors, participation in business sponsored employee events, and social media outreach.

BACKGROUND INFORMATION:

Commuter Appreciation Day

Clear Channel Radio – a broadcast network of Bay Area radio stations - promotes Commuter Appreciation Day one day each quarter. In April this will take place on Earth Day. As a co-sponsor, CCCTA will be included in all promotional messages that air for two weeks beginning April 11, 2011. CCCTA will also be provided a traffic sponsorship package consisting of 176 fifteen second messages that air on four stations during the morning and afternoon traffic reports. Finally, CCCTA materials will be included in 1,000 Commuter Appreciation bags handed out by radio station staff and CCCTA bus ambassadors at locations throughout our service area. Radio stations in the package include:

- K101-STAR 101.3 FM
- KISQ – KISS 98.1 FM
- KKSF -The Band 103.7 FM
- KNEW – Fox NewsTalk 910 AM
- R101 – Streaming banner linked to CCCTA website (STAR 101.3)
- RISQ – Streaming banner linked to CCCTA website (KISQ 98.1)

Employer Events

John Muir Medical Center scheduled employee green events at each campus for Tuesday, April 19 and Friday, April 22. Marketing staff will participate in both.

Social Media Outreach

County Connection passengers will be asked to share their Commuter Appreciation Day experience with us via the CCCTA website, Facebook and Twitter. The first 50 responses will get at 10-Ride appreciation pass.

FINANCIAL IMPLICATION:

The cost of the Clear Channel co-sponsorship is \$5,000 and is all inclusive. This amount is available in the promotions budget. Any promotional items included in the Commuter Appreciation bag are items in current stock – much left over from supplies purchased last year.