

To: Marketing and Planning Committee

Date: August 19, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Service Change Promotional Outreach

SUMMARY OF ISSUES:

The recent fall service change included opportunities for positive promotional outreach. Changes made to the Route 4 schedule allowing later evening service on weekdays and the reintroduction of the Route 250-Gael Rail Shuttle were promoted through the service area, as well as within the immediate communities.

Below is an outline of efforts and activities used to promote the service. Print samples will be available at the meeting.

Route 4 Changes

- New panel/map design installed at all stops
- Commercial spot on KKDV 8/15-8/27
- Quarter page ad in WC Journal 8/17 and 8/24
- 22" x 28" Poster provided to Broadway Plaza for kiosks
- 8 1/2" x 11" Flyers provided to WC Chamber, DBA, and posted on all CCCTA buses and in WC BART display case
- News Release to local media 8/5/11
- News article provided to City, Chamber, and DBA for on line announcement.
- Announcement posted on CCCTA website, Facebook and Twitter pages

Route 250 – Gael Rail Shuttle

- Quarter Page Ad in Lamorinda Weekly – 8/17/11
- 11"x17" Poster for display in dorms and in Lafayette BART display
- 3 1/2" x 8 1/2" schedule insert

RECOMMENDATION: For information only

FINANCIAL IMPLICATIONS: All costs included in the Promotions budget.