

To: Board of Directors

Date: May 9, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: FY2013 Draft Marketing Plan

Summary of Issues:

County Connection marketing staff prepares a marketing plan each year to guide the activities of the department in promoting CCCTA services. The plan identifies opportunities, objectives and target audiences, as well as recommended strategies to market the service.

Recommendation:

The MP&L Committee reviewed the draft marketing plan in April and May and recommends adopting the FY2013 Marketing Plan.

Financial Implications:

A FY2013 Promotions Budget equal to \$180,000 is included in the plan. This represents 0.66% of the proposed fixed-route operating budget.

Attachment:

FY2013 Draft Marketing & Communications Plan

FY 2013 Marketing & Communications Plan



Service Overview

- Central Contra Costa service area approximately 200 square miles
- Population in service area approximately 500,000
- Provides service 7 days a week
- Operates series of local, express, and select service routes

Partnerships

- Sunset Development – Routes 96X and 97X
- City of Walnut Creek – Route 4
- Airport Plaza – Route 91X
- Altamont Commuter Express – Route 92X
- College Services
 - Saint Mary's College – Routes 6 and 250
 - JFK University – Route 9
 - Cal State East Bay – Route 260

Passenger Profile

- 2007 On-board survey results
 - 77% transit dependent -defined as having no vehicle or license
 - 66% regular riders using bus at least 4 times per week
 - 46% using the bus to go to/from work
 - 27% using the bus to go to/from school
- Fare category defined by operator/payment method
 - 40% adult riders
 - 11% youth riders
 - 11% senior riders
 - 38% bus/BART transfers

Marketing Objectives

- Strengthen brand identity by building on reputation for providing safe, efficient service.
- Retain current riders by providing effective passenger information, quality service, and well priced discount fare options.
- Expand ridership base by targeting non-riders and encouraging trial ridership.
- Determine market awareness and opinion levels.

Target Markets

- Local and long distance commuters
- Student riders
- Senior and disabled riders

2013 Marketing Plan

- Bus Tracker
- Customer Service
- Web and Social Media
- Community Outreach
- Promotions Budget

2013 Marketing Focus – Bus Tracker

- Bus Tracker takes the uncertainty out of bus arrival times.
- Based on GPS predicts arrival time at any bus stop.
- Current bus locations can be viewed on a map.
- Available on computers and smart phones/tablets.
- Available over the phone by CCCTA call center staff.
- Ability to register for text or email alerts when bus is approaching desired stop, or if desired route is running off schedule or service detours.

Marketing Bus Tracker

Pre-launch Activities – 3 months prior

- “Coming Soon” flyers and information sheets distributed at commuter, business and community events.

Soft Launch Activities – Upon implementation

- Web page updated with link to real time.
- Introductory video on website, social media, and sent to media outlets.
- Interior and exterior bus advertising.
- News articles to City offices, media outlets, businesses.
- Traffic sponsorship messages on local radio station.
- Recruit passengers for testimonial ads.

Marketing Bus Tracker (continued)

Systemwide Introduction

- News articles with passenger testimonials.
- Direct mail booklet announcing Bus Tracker, including bus tracker benefits, CCCTA system maps, ticket outlet locations, passenger testimonials, and coupon entry for prize drawings.
- Video demonstration posted on web, social media, and distributed to news outlets.
- Newsprint advertising with passenger testimonials.
- BART advertising – cooperative advertising with BART. Flyers on cars in BART lots announcing Bus Tracker, bus routes that serve the station, and entry coupon for free bus pass.
- Radio Advertising – 30 second spots on Bay Area radio stations.
- Print and electronic flyers provided to schools and businesses through Chamber of Commerce distribution.

Customer Service – Call Center

- CCCTA call center training includes regular live call coaching and call monitoring.
- Staff follows up with callers regarding complaints that have been documented and investigated.
- Customer Service staff attempts to reunite lost items to their owners.

Customer Service – Website and Social Media

- CCCTA website updated regularly.
- Trip planning feature added in FY2012 includes access to bus stops through Google Maps.
- Access to user statistics provides valuable and timely information about information users want.
- Website use has increase 25% since 2010 introduction.
- Postings to Facebook and Twitter accounts are easily managed through website

Community Outreach

- Support efforts of TDM partners at worksites.
- Participate in business expos and employer sponsored commuter/health fairs.
- Participate in community “green” events and select Chamber of Commerce events that attract community interest.
- Coordinate annual food drive.
- Support training requests for Guide Dogs For The Blind, and local law enforcement training activities that require the use of CCCTA property.

FY2013 Promotions Budget

Systemwide Promotions

\$135,000

- Direct Mail (\$75K)
- Radio (\$30K)
- Newsprint (\$15K)
- Bus/BART advertising (\$15K)

Targeted Programs

\$20,000

- Senior/Disabled Programs (\$10K)
- Youth Programs (\$10K)

Business & Community Outreach

\$10,000

- Chamber Dues (\$3K)
- Event Fees (\$2K)
- Print/flyer production (\$5K)

Miscellaneous Expenses

\$15,000

- Graphics support/translation (\$5K)
- Directory Listings (yellow pages) (\$5K)
- Misc/Supplies (\$5K)

Total Expense

\$180,000