

To: Marketing, Planning, & Legislative Committee

Date: August 28, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Real Time Bus Tracker Introduction

Summary of Issues:

County Connection will introduce real time bus this fall. The Bus Time software provided by Clever Devices will be branded as *Bus Tracker* in marketing materials. Concurrent with this rollout is the implementation of WiFi on Bishop Ranch branded buses.

Marketing Bus Tracker presents an opportunity to attract new riders and increase system ridership.

Marketing Strategies

Promoting Bus Tracker will be conducted in three phases - the pre-launch, a soft launch, and a system-wide launch.

Pre-Launch Activities – “Coming soon” flyers are being distributed now at business and public events. The website links to other transit agencies using the same Bus Time system are provided so commuters can preview the information and level of detail that will soon be available.

Soft Launch Activities – Mid to late October 2012

- Web Page updated to include a link to Bus Tracker.
- A short video announcement that describes how Bus Tracker works will be produced for the website, and distributed through social media, print, radio and community access television outlets.
- Flyers will be posted on all buses.
- News Releases distributed to media outlets as well as to local businesses through the Chambers of Commerce.
- News articles provided to City offices and Chambers of Commerce for use in newsletters.
- Print and electronic flyers provided to schools for inclusion in email alerts and internal postings
- Traffic sponsorship messages on local radio station KKDV.
- Recruit testimonials from current riders for system-wide launch.

Systemwide Introduction – Late October 2012 through May, 2013

- News releases with testimonials
- Newsprint advertisements in local publications include testimonials and coupon for smart phone/tablet drawing
- Direct mail booklet delivered to approximately 100,000 residences along CCCTA fixed-routes that announce real time availability, include system maps, ticket sales outlets, and entry coupon for a free smart phone drawing.
- Bus Advertising – produce 50 exterior bus ads to be used on all available fixed route buses. Any unused ads will be placed on the paratransit fleet.
- Radio advertising – thirty second advertising campaign on local radio station KKDV, as well as several stations in the ClearChannel broadcast network to be determined based on Arbitron ratings at that time.
- Kiosk advertising at DVC
- Conduct a drawing for a free smart phone/tablet provided by Sprint and Source Inc..
- Bus-To-BART – with assistance from 511 Contra Costa and BART, distribute flyers on cars in BART parking lots announcing the availability of real-time information. Flyers will describe the routes that serve the specific station and include a coupon for a free CCCTA bus pass sponsored by 511 Contra Costa.

Print materials are currently being developed, and staff will bring draft samples to the meeting.

Financial Implication

The strategies outlined above will require approximately \$100,000 to implement. These funds are included in the FY2013 Promotions budget approved by the Board of Directors.

Recommendation:

This item is presented for information.