

To: Marketing, Planning, & Legislative Committee

Date: Oct. 4, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Real Time Bus Tracker Introduction

Summary of Issues:

Marketing staff is beginning to announce that Bus Tracker is coming soon. Staff anticipates that *Bus Tracker* will be available to the public by December. When the system goes public the marketing activities will increase, culminating in a systemwide launch expected to take place in January. Marketing *Bus Tracker* presents an opportunity to attract new riders and increase system ridership.

Marketing activities are briefly described below.

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 currently being distributed at events and will be posted on all buses in October.
- “Coming Soon” traffic sponsorship messages on local radio station KKDV begin in October.
- Bus Advertising – produce 40 exterior bus ads announcing Bus Tracker is coming soon. Ads will be placed on all available fixed route buses and paratransit vehicles. Kiosk advertising at DVC

Soft Launch Activities – December 2012 when the site is available to the public.

- Web page will be 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, bus ads, and Public Notices will be updated to reflect that Bus Tracker “Is Here”.
- 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 – January 2013 - June, 2013

- Newspaper advertisements in local publications include testimonials and coupon for smart phone/tablet drawing
- Direct mail booklet delivered to approximately 150,000 residences along CCCTA fixed-routes will describe Bus Tracker, and include system maps, ticket sales outlets, and an entry coupon for a free smart phone drawing.
- News releases with testimonials
- Radio advertising – thirty second advertising campaign on local radio station KKDV, as well as several stations in the ClearChannel broadcast network.
- Conduct a drawing for a free smart phone/tablet provided by Sprint and Source Inc..
- Bus-To-BART campaign in the Spring 2013 – distribute flyers on cars in BART parking lots reminding drivers about Bus Track. 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.

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.