

To: Marketing, Planning, & Legislative Committee

Date: January 3, 2013

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

SUBJECT: Bus Tracker Activity

Summary of Issues:

Bus Tracker was made available to the public on Wednesday, December 5, 2012, and major advertising activity begins in early January.

- Bus Advertising – snipes have been installed on the exterior bus ads announcing that Bus Tracker “is here”.
- Web page has been updated and includes information and entry instructions for a prize drawing for two mobile devices provided by Sprint.
- Changes were made to the Google Analytical reports which allow County Connection to track all Bus Tracker activity – including activity from users who have bookmarked the “Bus Time” link and do not need to log into the cccta.org website to access real time schedules.
- 12-Page booklet is scheduled for home delivery starting January 14th.
- Radio advertising – fifteen and thirty second advertising campaign on local radio station KKDV, as well as several stations in the ClearChannel broadcast network will run in January and February, with local radio (KKDV) continuing through May.
- Newsprint advertisements in local publications are scheduled to run mid-January through March.
- News Releases with passenger testimonials will be distributed to media outlets as well as City offices and Chambers of Commerce for use in newsletters.
- Print and electronic flyers will be updated for school distribution.

Financial Implication

All expenses associated with marketing Bus Tracker are included in the FY2013 Promotions budget.

Recommendation:

This item is presented for information.