

# County Connection

2477 Arnold Industrial Way    Concord, CA 94520-5326    (925) 676-7500    countyconnection.com

## MARKETING, PLANNING, & LEGISLATIVE MEETING AGENDA

Thursday, March 5th, 2015  
8:30 a.m.

City of Pleasant Hill Community Room  
100 Gregory Ln  
Pleasant Hill, CA

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes of February 5th, 2015\*
4. Proposed Marketing Campaigns\*
5. Updates:
  - a. New Bishop Ranch buses – new paint scheme
  - b. Paratransit buses – with updated paint scheme
  - c. Martinez shuttle status
  - d. Shadelands marketing progress
6. Marketing Reports:
  - a. Website User Report
  - b. Social Media Statistics\*
  - c. Community Events\*
7. Next Meeting – April 2nd, 2015
8. Adjournment

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\*Enclosure

FY2014/2015 MP&L Committee

Amy Worth – Orinda, Rob Schroder – Martinez, Sue Noack – Pleasant Hill

Clayton • Concord • Contra Costa County • Danville • Lafayette • Martinez  
Moraga • Orinda • Pleasant Hill • San Ramon • Walnut Creek

CENTRAL CONTRA COSTA TRANSIT AUTHORITY

## General Information

**Public Comment:** Each person wishing to address the committee is requested to complete a Speakers Card for submittal to the Committee Chair before the meeting convenes or the applicable agenda item is discussed. Persons who address the Committee are also asked to furnish a copy of any written statement to the Committee Chair. Persons who wish to speak on matters set for Public Hearings will be heard when the Chair calls for comments from the public. After individuals have spoken, the Public Hearing is closed and the matter is subject to discussion and action by the Committee.

A period of thirty (30) minutes has been allocated for public comments concerning items of interest within the subject matter jurisdiction of the Committee. Each individual will be allotted three minutes, which may be extended at the discretion of the Committee Chair.

**Consent Items:** All matters listed under the Consent Calendar are considered by the committee to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested by a committee member or a member of the public prior to when the committee votes on the motion to adopt.

**Availability of Public Records:** All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body, will be available for public inspection at 2477 Arnold Industrial Way, Concord, California, at the same time that the public records are distributed or made available to the legislative body. The agenda and enclosures for this meeting are posted also on our website at [www.countyconnection.com](http://www.countyconnection.com).

**Accessible Public Meetings:** Upon request, County Connection will provide written agenda materials in appropriate alternative formats, or disability-related modification or accommodation, including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings. Please send a written request, including your name, mailing address, phone number and brief description of the requested materials and preferred alternative format or auxiliary aid or service so that it is received by County Connection at least 48 hours before the meeting convenes. Requests should be sent to the Assistant to the General Manager, Lathina Hill, at 2477 Arnold Industrial Way, Concord, CA 94520 or [hill@countyconnection.com](mailto:hill@countyconnection.com).

**Shuttle Service:** With 24-hour notice, a County Connection LINK shuttle can be available at the BART station nearest the meeting location for individuals who want to attend the meeting. To arrange for the shuttle service, please call Robert Greenwood – 925/680 2072, no later than 24 hours prior to the start of the meeting.

### **Currently Scheduled Board and Committee Meetings**

Board of Directors:	Thursday, March 19, 9:00 a.m., County Connection Board Room
Administration & Finance:	Wednesday, March 4, 9:00 a.m. 1676 N. California Blvd., S620, Walnut Creek
Advisory Committee:	Tuesday, March 10, 2:00 p.m., County Connection Board Room
Marketing, Planning & Legislative:	Thursday, March 5, 8:30 a.m., 100 Gregory Ln, Pleasant Hill
Operations & Scheduling:	Friday, April 3, 8:00 a.m., 309 Diablo Rd, Danville

**The above meeting schedules are subject to change. Please check the County Connection Website ([www.countyconnection.com](http://www.countyconnection.com)) or contact County Connection staff at 925/676-1976 to verify date, time and location prior to attending a meeting.**

**This agenda is posted on County Connection's Website ([www.countyconnection.com](http://www.countyconnection.com)) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California**

**Summary Minutes**  
**Marketing, Planning, and Legislative Committee**  
County Connection Administration Offices  
2477 Arnold Industrial Way, Concord  
**February 5th, 2015, 8:30 a.m.**

**Directors:** Directors Schroder, Worth  
**Staff:** Rick Ramacier, Anne Muzzini, Kristina Vassallo  
**Public:** None

**Call to Order:** Meeting called to order at 8:35 a.m. by Director Schroder

1. **Approval of Agenda Items:** Agenda was approved.
2. **Public Comment and/or Communication:** None
3. **Approval of MP&L Summary Minutes for January 5, 2015:** Minutes were approved.
4. **On Board Survey:** Ms. Muzzini explained that two bids were received in response to the RFP and she recommended the award go to Moore & Assoc., a California based firm with lots of experience in the field. There was discussion about whether to survey students, and Director Worth emphasized the need for some survey information – a short form was discussed. The Committee agreed to support staff recommendation. Board action not required as it's a service contract less than \$100,000.
5. **Draft County Connection 2015 Federal Legislative Program:** Ms. Vassallo took the Committee through the legislative booklet describing County Connection and identifying key positions. Committee members suggested different pictures and more graphics. The pros and cons of a booklet vs. a single page were brought up. There was discussion about politics at the federal and state level.
6. **Marketing Reports** – The usual marketing reports on web use were reviewed.
7. **Next Scheduled Meeting** – The next meeting was scheduled for March 5th at 8:30am.
8. **Adjournment** – The meeting was adjourned at 9:30 a.m.

Minutes prepared and submitted by: Anne Muzzini, Director of Planning & Marketing

To: Marketing Planning & Legislative Committee

Date: February 24, 2015

From: Anne Muzzini, Director of Planning and Marketing

Reviewed by:

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### **Subject: Proposed Marketing Campaigns**

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#### Background:

So far this year the “Faces of County Connection” has been the main promotional campaign. Because most of the cost for this occurred last year, we still have a significant amount of funds in the promotions budget (around \$120,000 out of \$180,000). Staff proposes to launch two new campaigns before the end of the year. Objectives for the new campaigns are to increase awareness of County Connection, and promote the ease of mobile access to real time information. The APTA Adwheel award winners for the past two years were reviewed for ideas. Two promotions have been selected for your consideration; one a print campaign promoting mobile real time information (Toledo Area Regional Transit Authority); and the other a short video “we’re all in this together” (Kansas City Metro).

We have reached out to the transit operators who won award for these campaigns and have their blessing to copy the ideas using our buses, logos, and art. We’ll show the video’s at the meeting as well as send you the movie file. A copy of the Toledo promotion is attached.

#### Mobile Real Time - Print Promotion

This campaign will promote the ease of trip planning when using the mobile transit app that can be downloaded for free from County Connection’s website. This promotion will include a simple message presented through catchy phrases and bold lettering. Advertising will be placed on County Connection buses and at the seven BART stations in our service area. Digital formats will also be used in social media platforms.

#### Cost Estimate

- Design Fees: Include three catchphrases to use for BART, bus (int. & ext.) and 3-4 digital formats - \$5,000
- BART Ads: 2-Sheet size - 3 in each of 7 stations for 3 months - \$48,000
- Bus Ads: 3 King Kongs for 3 months - \$9,450 or 15 Kongs for 3 months - \$26,325

Total Cost - \$62,450 - \$79,325

### "We're all in this Together" – Video for Cable/Digital Campaign

A general awareness campaign targeting commuters, students, and seniors will include production of (4) thirty second video clips to be used in a combination Comcast cable and digital media buy to span a three to four month period. The videos will also be appropriate for website and social media promotion.

#### Cost Estimate

- Production - four :30 videos - \$6,000
- Media buy - \$24,000-\$30,000
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Total Cost - \$30,000-\$36,000

#### Financial Implications

The cost for the two campaigns ranges from \$92,450 - \$115,325 depending upon the amount of ad space and media buy. Funds are available in the FY 2015 Promotions budget.

#### Staff Recommendation:

Staff recommends proceeding with the two campaigns described.

#### Attachments

- 1) TARTA (Toledo) print campaign
- 2) King and King Kong bus ad sizes

## station 2-sheets



Pictured from top to bottom  
Ben & Jerry's 2-Sheet Poster;  
Kind 2-Sheet Poster



### about

2-sheet advertising builds brand recognition through strategic placement and unparalleled frequency. This colorful, eye-catching media form draws the attention of daily commuters, impacting them before they make important purchasing decisions. This traditional format is both cost effective and consistent across markets, lending itself to multi-market campaigns.

### size

2-Sheet 46"H x 60"W

### quick fact

**145,000,000+**  
BART rides delivered in 2013

### available on



source: bart.gov

**LAMAR**  
TRANSIT ADVERTISING



## KONG

Kongs circulate throughout the marketplace, impacting drivers at eye level. Daily exposure increases awareness and maximizes your ad dollars.

**Size:** Approximately 3'6" X 19'

**LAMAR**  
TRANSIT ADVERTISING



## KING KONG


King Kongs have wall-sized graphics that provide premium exposure opportunities in congested streets. This product provides exposure all day, everyday – it can't be turned off!

**Size:** Approximately 8' X 19'





## TARTA Tracker

### Exterior Bus Signage

**RIDE  N TIME**

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 [TARTATRACKER.COM](http://TARTATRACKER.COM)

Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code. 

**ALWAYS KNOW **

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 [TARTATRACKER.COM](http://TARTATRACKER.COM)


Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code. 

**TRACK YOUR RIDE **


VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.


 [TARTATRACKER.COM](http://TARTATRACKER.COM)

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**TRACK YOUR RIDE **

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Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code. 

**BUS LOCATOR **

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 [TARTATRACKER.COM](http://TARTATRACKER.COM)

Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code. 

**FIND YOUR BUS **

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.

 [TARTATRACKER.COM](http://TARTATRACKER.COM)

Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code. 

## TARTA Tracker

### Interior Bus Signage



# INFORMATION HIGHWAY

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code.



## NO BUS, WHERE ARE YOU?

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code.



## IT CAN RUN, BUT IT CAN'T HIDE.

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code.



## IT'S GO TIME

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code.



## LOCATION, LOCATION, LOCATION.

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code.



## WHAMP, THERE IT IS!

VISIT [TARTATRACKER.COM](http://TARTATRACKER.COM) TO FIND OUT WHERE YOUR BUS IS RIGHT NOW.



Visit [TARTATRACKER.COM](http://TARTATRACKER.COM) or scan the QR code.



## County Connection Website & Social Media Overview

Media	July	August	September	October	November	December	January	February	March	April	May	June
<b>Website</b>												
Total users	55,473	67,344	64,753	63,874	56,705	58,088	63,309					
New users	20,313	25,609	23,145	21,558	19,130	19,870	21,476					
News posts	4	8	10	14	7	7	7					
<b>Bus Tracker</b>												
Subscribers		162		199								
Total web users	9,817	10,222	10,212	11,246	9,978	10,950	11,734					
New web users	2,407	2,892	2,703	2,619	2,325	2,545	2,643					
<b>Transit App</b>												
Favorites		1,360	1,655	1,770	1,833		1,840					
<b>Facebook</b>												
Followers		370	376	381	384	388	394					
Service posts	7	6	5	21	11	9	7					
Other posts	13	7	21	17	15	13	10					
Reach	1,381	1,006	4,920*	2,281	1,874	1,841	932					
Post clicks	136	110	211	308	274	221	87					
Post likes	75	45	97	164	120	133	98					
<b>Twitter</b>												
Followers		246	248	254	258	262	270					
Service posts	8	16	9	18	9	5	4					
Other posts	8	13	30	23	12	13	13					
Mentions		3	14	16	9	8	7					
Retweets		0	3	6	2	3	3					
*One or more posts included a paid "boost"												

To: Marketing, Planning, & Legislative Committee

Date: February 25, 2015

From: Mary Burdick

Reviewed by:

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### **SUBJECT: Community Events**

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#### **Summary of Issues:**

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes.

#### **School & Community Events:**

Feb. 12, 2015 – Clayton Valley Charter High, Concord Special needs group 16 students/7 adults 1 wheelchair

Feb. 19, 2015 – DVC San Ramon Campus – Student promotion with 511 Contra Costa

March 24, 2015 – Ygnacio Valley High, Concord Special needs group 18 students/5 adults

March 20, 2015 – Senior Expo, Crowne Plaza, Concord

March 25-28 – County Connection on-board surveys

#### **Recommendation:**

For information only

#### **Financial Implications:**

Any costs associated with events are included in the Promotions budget.