To: Marketing, Planning, & Legislative Committee   Date: 1/27/2016

From: Anne Muzzini, Director of Planning & Marketing

SUBJECT: 2016 Spring Marketing

Summary of Issues:

So far this year the promotions budget has been spent on programs that were initiated in 2015; "track your ride" mobile real time ads placed in BART stations and on bus backs, and "we're all in this together" video for cable. The cost for these two promotions was $110,000 and some of the expense carried over into this year.

The total promotions budget for FY2015-16 is $180,000 with $155,000 remaining. Staff has planned a new campaign that focuses on the availability of WiFi, real time info, and Clipper. The message for the campaign will be that County Connection has modern features that make riding the bus easier and more convenient. MTC will be rolling out their media campaign for Clipper in the next few months so our program will piggy back on that effort creating a splash of information about cool new features.

The Campaign will include:

- Videos for use on cable, YouTube, Facebook, Twitter, and Instagram
- Banners for digital platforms (Comcast, Uverse, and Wave)
- Video production and cable ad purchase - $59,000
- Local radio KKDV and Pandora (30 second) - $30,000
- Full bus back ads (10 buses) - $3,000

Videos will feature riders (real people not drawings) discovering the new features – "Oh, I've got a WiFi signal" and sharing information with each other "how did you know the bus was coming in 2 minutes." We plan on using the same team that developed the 2015 videos and media purchases - Hogan Media. They have proven themselves and are able to get better pricing because they are an agent, and purchase in bulk.

The bus back ads will promote all the tech features – WiFi, Mobile Real Time, and Clipper.

Financial Implications

The total cost of the campaign will be approximately $92,000 and run from mid-February to June of 2016. The expenses are within the adopted promotions budget and within the General Manager's authorization.