



MARKETING SUBCOMMITTEE MEETING

Tuesday, June 24, 2008
RTA Board Room
5658 Bear Lane, Corpus Christi, Texas
11:00 a.m.

1. Review of Subcommittee Report – April 22, 2008 Attachment 1
2. Update on Marketing Plan and Current Projects..... Attachment 2
3. Other Topics No Attachment
4. Adjournment

The Marketing Subcommittee may elect to go into executive session at any time during the meeting in order to discuss matters listed on the agenda, when authorized by the provisions of the Open Meetings Act, Chapter 551 of the Texas Government Code.

In the event the Marketing Subcommittee elects to go into executive session regarding an agenda item, the section or sections of the Open Meetings Act authorizing the executive session will be publicly announced by the presiding officer.

In compliance with the Americans Disability Act, individuals with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact the Assistant Secretary to the Board at 903-3561 at least 48 hours in advance so that appropriate arrangements can be made.

Chair: Judy Telge
Members: Dr. Maurice Portis, Ricardo Ramon

On Friday, June 20, 2008 this Notice was posted by Laura Yaunk, Exec. Administrative Assistant at the RTA Administrative Offices, 5658 Bear Lane, Corpus Christi, Texas.

**MARKETING SUBCOMMITTEE MEETING REPORT
TUESDAY, APRIL 22, 2008**

Committee Members Present: Dr. Maurice Portis, Crystal Lyons

Committee Members Absent: Judy Telge, Ricardo Ramon

Staff Members Present: Ricardo Sánchez (General Manager), Ed Carrion, David Seiler, Linda Fallwell-Stover, Dianne Garcia, Linda Socha, Laura Yaunk

Public Present: Joy Ohler-Stevens

Dr. Portis called the meeting to order at 11:02 a.m.

Review of Subcommittee Report – February 26, 2008

The Subcommittee Report was approved as presented.

2008 Draft Marketing Plan Update

Mr. Carrion noted that the only major change in the draft marketing plan was the breakdown of promotional budget into external and internal items. He stated that external promotions would be expended for current riders and potential riders whereas internal promotions would be appropriated for RTA employees' recognitions and events.

Freedom to "B" Program Update

Ms. Garcia stated that the objective of the Freedom to "B" program was to encourage current, eligible B-Line customers, for a trial period, to ride fixed-route service without paying a fare. She noted that the target market would be the 1,500 eligible paratransit riders. These riders would be using their B-Line photo identification card as their pass to ride fixed route buses. Ms. Garcia reported that the program trial period would commence on July 1, 2008 until December 31, 2008. This recommendation to implement the program for a six-month trial period was suggested in order to receive adequate customer feedback.

Continuing with the presentation, Ms. Garcia noted that marketing plan and outreach would include the following: at least 3 different mail-outs of brochures, newsletters, and feedback forms; bus cards on paratransit vehicles; visits to senior centers, independent living centers, and social service agencies; group and individual training; and program information on RTA's website. She stated that mail-outs would begin on mid June 2008.

In response to Ms. Lyons, Mr. Carrion replied that riders for this program would be tracked through a special fare category on the bus trip counters.

ATTACHMENT 1

Ms. Lyons suggested putting emphasis on the 18th Anniversary of the Americans with Disabilities Act of 1990 (ADA) during the campaign kickoff on July 1, 2008. Mr. Sánchez stated that this would be a good marketing drive for the program.

Other Topics

A general discussion ensued regarding how to effectively serve other target markets specifically the students and choice riders with current RTA services and through contracted paratransit services.

Ms. Peña discussed various advertising/media efforts to convey message of enhancing continued ridership and develop new ridership. She noted that there were positive comments received on RTA's public service announcements and TV media coverage.

There being no further business, the meeting was adjourned at 11:32 a.m.

**REGIONAL TRANSPORTATION AUTHORITY
MARKETING SUBCOMMITTEE INFORMATIONAL DOCUMENT**

DATE: June 24, 2008
SUBJECT: Update on Marketing Plan and Current Projects June 2008

Current Projects

- 3rd Annual Dump the Pump – June 19, 2008
- Youth Education Program
- Seniors

3rd Annual National Dump the Pump: The target for this project was to make contact with seniors currently attending City Senior Centers, Youth attending City Summer Camps (6yrs – 17yrs) / Recreation Centers (8yrs – 18yrs) and the Choice Rider (all ages).

This year the RTA has revised its approach to most programs and gain a new perspective on the riders needs while conserving manpower. In order to promote and track the event, Customer Programs developed three passes that would be valid for fixed route services, all secondary to June 19th free fare day.

- Pass A would be the “One Day Pass” good June 1 – August 1
- Pass B would be the “Try Transit Week Pass” good June 23 – 28
- Pass C is a student pass geared towards students in local camps

Choice Ridership: Human Resources and the Customer Programs Department partnered to contact and distribute a flyer that would encompass all amenities RTA currently has to offer; the choice rider of most any age. (This flyer was previously included in the June board packet.)

Included in the flyer: buy one get one coupon to ride the Harbor Ferry, Try Transit Week Pass for Fixed Route Services and general information on trip planning and how to contact RTA. From late May to mid June, 5000 flyers were distributed within check stubs among the following businesses:

<u>Location</u>	<u>Qty</u>
Radiology Associates	200
City of Corpus Christi	3300

ATTACHMENT 2

Comp Care Medical	15
City of Port Aransas	120
Humpal Physical Therapy	120
Nueces County Courthouse	1200

Other Points of Interest:

- Weekly presentations at several Summer Camps through the City's Park & Recreation Department (12-17y/o)
- Proclamation by City of C.C. on June 17th at 11:30AM and City of Port Aransas on June 19th at 5PM naming June 19th "Dump the Pump Day"
- Weekly staff visits to all transit stations and community events around the city
- RTA June television show is currently promoting seasonal service

Media

- Interviews: KIII-TV 3, KZTV - 10, KRIS – 6, Z95 (hip-hop/top 40), KBAY (80's/90's), KSAB (Spanish). This will be done 1-2 times monthly through August.
- Live Remote on June 19th with Z95 and KBAY radio stations traveling throughout the city during their live morning show
- Signage/Flyers: Nueces County Courthouse, Inside all buses
- Commercials: running June through August
 - Television: KIII-TV 3, FOX, KTOV
 - Radio: KRYS (country), KMXR (oldies), KSAB (Spanish), Z95 (hip-hop/top 40), KBAY (80's/90's)

Freedom to Be Program: Customer Programs and Purchased Transportation are working together to roll out this program as of July 1, 2008. The approach is to utilize a mailer that will introduce B-Line riders to the initiative and encourage them to try the fixed-route service on a trial basis.

We will also be exploring extended partnerships with Del Mar College, Coastal Bend Center for Independent Living, The Purple Elephant, and others.

Customer Service Center: May 2008

During the month of May there were a total of 2731 phone calls answered by two Information Aides, 13 e-mails and 1287 walk-ins which were customers buying bus passes, picking up tokens or taking their B-Line ID picture.

On the "B" RideLine 361-289-2600 automated service, there were a total of 22,937 calls from riders wanting information on bus routes.

For the month of May there were 294 Daily passes sold, 761 Weekly, 503 EDS, 170 Commuter, 117 Student, 242 Regular and 193 B-Line passes, which comes to a total of 2280. Overall, the staff at the Customer Center have been doing an outstanding job to help keep customers happy and informed.

Conclusion

The overall result of this marketing effort is an increased awareness within the community of the overall services provided by RTA.