



CORPUS CHRISTI REGIONAL
TRANSPORTATION AUTHORITY

MARKETING SUBCOMMITTEE MEETING AGENDA

Tuesday, July 27, 2010
RTA Board Room
5658 Bear Lane
Corpus Christi, Texas
11:00 a.m.

1. Review of Subcommittee Report – May 25, 2010..... Attachment 1
2. Marketing and Communications Update Attachment 2
 - Dump the Pump Report
 - Route Map Enhancement
 - B Green Campaign
3. Adjournment

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: Ricardo Ramon, Angie Granado, Vangie Chapa, Crystal Lyons

On **Friday, July 23, 2010** this Notice was posted by **Beth Vidaurri, Executive Assistant** at the RTA Administrative Offices, 5658 Bear Lane, Corpus Christi, Texas.

**CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY
MARKETING SUBCOMMITTEE MEETING MINUTES
RTA ADMINISTRATION BUILDING
5658 BEAR LANE
TUESDAY, MAY 25, 2010**

Subcommittee Members Present: Judy Telge (Chair), Angie Granado, Vangie Chapa, Ricardo Ramon, Crystal Lyons

Subcommittee Members Absent: None

Staff Members Present: Jorge Cruz-Aedo (Acting Interim CEO), Linda Fallwell-Stover, Terry Klinger, Karina Paris, Oscar Vargas, Beth Vidaurri

Public Present: Gordon Cooper, Jason Cooper, Cooper Advertising; Brenda Fernandez, Russ Tiescotter. MV Transportation; Rosie Aguiar, RTAEA

Ms. Telge called the meeting to order at 11:03 a.m.

Review of Subcommittee Minutes – March 23, 2010

There being no corrections, the minutes were accepted as presented.

Bus Bench and Shelter Advertising Service

Mr. Cooper reported that of the 750 benches to be replaced with the new bench design, 106 had been replaced and that by the end of the day an additional 8 benches would be installed. He stated that all benches identified for replacement in the Hillcrest and downtown areas had been completed and that the remaining benches were scheduled to be replaced within one year. Ms. Lyons asked that staff ensure that Title VI guidelines were being followed.

Reporting on bus bench advertising, Mr. Cooper said that 85 percent of the benches had advertising and the goal was to reach 100 percent.

In response to Ms. Chapa, Mr. Cooper indicated that the RTA logo could be placed on the benches without paid advertising.

Ms. Telge initiated a discussion regarding management of the contract. Mr. Cruz-Aedo and Mr. Cooper affirmed that there was regular communication and contract guidelines were being followed.

Updates

RTA Website

Ms. Paris announced that the new website had been launched on May 3, 2010 and that positive feedback had been received.

An interactive demonstration of the website was provided by Ms. Paris. Ms. Lyons raised the issue that the site needed to be 508 compliant.

Regarding the social media links on the site, Ms. Paris stated that RTA employees had signed a Social Media policy. Ms. Telge requested that a copy of the policy be provided to board members.

Ms. Granado inquired whether surveys could be conducted via the RTA website. Ms. Paris said that this was a feature that could be used through the website.

In summary, Ms. Paris displayed various reports such as pages visited and the age and gender of persons viewing the website that could be generated from the both the website and social media outlets that could help the Authority in its target marketing.

ⓑ Independent Campaign

Ms. Telge asked that the travel training program be included as part of the campaign.

Ms. Paris cited various initiatives for the second quarter ⓑ Independent campaign. She then announced that the July campaign would be ⓑ Green and would focus on students and families interested in eco friendly vacations.

Adjournment

There being no further business, the meeting was adjourned at 11:37 a.m.

**REGIONAL TRANSPORTATION AUTHORITY
MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT**

DATE: July 27, 2010
SUBJECT: Marketing and Communications Update

Dump the Pump

The final numbers for Dump the Pump 2010 totaled 3,392 trips for the week of June 14-20, 2010, 3,200 passes were created and 2,900 were handed out. Out of the seven days, Thursday came in with the highest number of trips at 1,080. Marketing efforts for Dump the Pump were as follows:

- Media buys with three broadcasting stations: Convergent Broadcasting, Clear Channel, and Tejas Broadcasting. These included on-air promotional giveaways of passes, banner ads on website, and 30 sec. radio commercials.
- National Press Release
- Media Advisory and Promotion through KIII TV 3
- Special edition of Commentarios from on the bus during Dump the Pump at Lunch
- RTA employees Dumped the Pump at Lunch on June 17, 2010
- Worked with the Corpus Christi Human Resource Management Association, HEB, City Hall, Nueces County, and Convergent Broadcasting's Teacher Appreciation event to give away passes
- Posted information on website, blog, and social media outlets

Route Map Enhancement

Given the foundation of marketing, which is to attract new riders for the RTA system, the Marketing and Communications Department has evaluated our Route Maps for ease of use by a new rider. That said, in looking at the current Route Maps there is no distinguishing factor for "Fixed Routes" versus the "Park and Rides" or "Express Routes". Many of our Fixed Routes use words like "shuttle", "connector", and "circulator" in their name, these words can be very deceiving and deterring when a choice rider is trying to figure out what the fare is for the route given our Fare Structure is not very user friendly.

As a solution, the Marketing and Communications Department wanted to create a piece to add the Route Maps that would not cost any more money in printing costs, easy implementation and design, an educational tool, and an easy addition that would not cause confusion to our current riders. After looking at options, the most concise and well-rounded solution is to add a circle at the bottom of the Route Map, in addition to the current symbols, that would prominently display the standard base

fare of the route. Of course, with the Fare Structure still being on the back of the Route Maps, the information on passes and additional fares would still be outlined. This new symbol is both user friendly but can be used as an educational piece as we grow our choice ridership and promote the system for its ease of use.

B Green Marketing Campaign

The third quarter of 2010 hosts a campaign of 'B green.' and will be using this theme as the umbrella for all marketing efforts from July-September 2010. Within these efforts, the Communications and Marketing Department for the Corpus Christi Regional Transportation Authority will be reflecting this theme within third quarter marketing efforts. The target audience of the 'B green.' campaign is young adults who are influenced by their young children, young professionals, and individuals and families who have discretionary income. Research shows that consumers who were born before 1950 are the least concerned group with environmental challenges and preservation. However, due to our system demographics that include many senior citizens and low-income families, it is important that the "B green." campaign be used to remind our constituents of the added environmental benefit that they support by using public transportation and be used as brand reinforcement to our current riders and community. Current and future third quarter marketing efforts are as follows:

- Coordinating a *Wear Green: Ride Free* day
- Segment in the RTA Employee Newsletter, *B Connected*, which highlights options for making small changes in everyday life to promote sustainability at home and work
- Coordinating with Human Resources to launch *Calorie and Carbon Wellness and Sustainability Employee* Campaign
- Full page ad in CC Magazine that serves as a lesson to educate readers about aspects of public transportation that they might not otherwise know about. July topic – RTA's Sustainability, August topic – B. Green, Go Public (APTA Campaign), September topic – DBE Certification
- Continue to host *Commentarios* on a monthly basis and promote the organization from within and spotlight the exciting things that are happening at the RTA
- NSIDE Magazine –August and September 2010 half page ad, combining APTA's Go Green, Go Public campaign with RTA's B green. campaign
- Partnering with the CVB to promote eco-friendly vacations and vehicle free vacations within their marketing efforts
- Partnering with HEB to promote public/private relationships linking the sustainability projects and assets of both entities together
- Collaborating with Associated Builders and Contractors and other local entities in for the *Green Tour of Homes* in October.
- Carbon CO2 calculator on social media outlets which includes www.ccrta.org
- The new material for external bus advertising bus wraps is made of recyclable material

ATTACHMENT 2

- Closely working with Capital Projects on implementation and promotion of the RTA Sustainability Plan
- Updating website and social media outlets with current marketing campaign and reflective facts, figures, and information