



CORPUS CHRISTI REGIONAL  
TRANSPORTATION AUTHORITY

**MARKETING SUBCOMMITTEE MEETING AGENDA**

**Tuesday, March 23, 2010**  
**RTA Board Room**  
**5658 Bear Lane**  
**Corpus Christi, Texas**  
**11:00 a.m.**

1. Review of Subcommittee Report – January 27, 2010..... Attachment 1
2. 2010 Second Quarter Preliminary Marketing Strategies..... Attachment 2
3. Upcoming Marketing Opportunities/Events..... Attachment 3
4. 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, March 19, 2010** this Notice was posted by **Beth Vidaurri, Executive Assistant** at the RTA Administrative Offices, 5658 Bear Lane, Corpus Christi, Texas.

**MARKETING SUBCOMMITTEE MEETING REPORT  
WEDNESDAY, JANUARY 27, 2010  
RTA Board Room  
5658 Bear Lane  
Corpus Christi, Texas**

**Subcommittee Members Present:** Judy Telge (Chair), Angie Granado, Vangie Chapa

**Subcommittee Members Absent:** Crystal Lyons, Ricardo Ramon

**Board Members Present:** Connie Scott

**Staff Members Present:** Ed Carrion (Chief Executive Officer), Jorge Cruz-Aedo, Karina Paris, Ponch Carrillo, Bryan Harrison, Linda Socha, Aubrey Winston

**Public Present:** Abel Alonzo

Ms. Telge called the meeting to order at 11:02 a.m.

**Review of Subcommittee Report – November 17, 2009**

There being no corrections, the report was accepted as presented.

**Gateway Outdoor Bus Advertising Contract**

Mr. Cruz-Aedo stated that staff would request Board approval to issue a Request for Proposals (RFP) for the outdoor bus advertising contract in February 2010. He said that the RFP would require a bid submittal with an alternate component based on commissions. The contract agreement would be either commission based or guaranteed amount.

Mr. Cruz-Aedo said that although it had been considered, it was not currently economically feasible to bring the outdoor bus advertising service in-house.

Ms. Paris said that the RTA Marketing Department had streamlined invoice and payment tracking to maintain accurate and efficient records and improve the collection process.

**2010 First Quarter Marketing Update**

Ms. Paris stated that a Graphics Standards Manual, adopted by the Board and developed by Moorehead, Dotts and Associates, had been distributed to key RTA staff. She said there had been some complexity involved in abiding by the Graphic Standards Manual while maintaining creativity within the marketing

department. She cited employee uniform shirts, RTA Roadeo materials, and the logo on the Maintenance Facility building as examples of branding currently in development while striving to adhere to the Graphics Standards and facing a challenge with the restrictions of color and dimensions in the Graphic Standards Manual.

Ms. Paris reported that improvements to the RTA website were expected to be completed by the end of February 2010. Mr. Harrison stated that there had been some delays in website development due to hosting services. Mr. Harrison responded that he would investigate solutions to suggestions made by Ms. Chapa and Ms. Telge to add features to receive customer surveys and to allow a search capability to the website.

**Adjournment**

There being no further business, the meeting was adjourned at 11:33 a.m.

Submitted by: Linda Socha

**REGIONAL TRANSPORTATION AUTHORITY  
MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT**

**DATE: March 23, 2010**

**SUBJECT: 2010 Second Quarter Preliminary Marketing Strategies**

**Background**

The Regional Transportation Marketing Plan (RTMP) adopted by the RTA Board of Directors on November 4, 2009 was approved under the 2010 Communications and Marketing Budget. The Communications and Marketing Department, as with all departments, has been instructed to watch expenditures and to be prudent in spending. In effect, the Communications and Marketing Department has stuck to the bare necessities of marketing to ensure that our department remains frugal, as it is a goal of the new department members to cut down expenses and to ensure that all marketing campaigns and initiatives have a concise target audience and return on investment (ROI).

**Discussion / Analysis**

The second quarter of 2010 hosts a campaign of 'ⓑ independent', and will be using this theme as the umbrella for all marketing efforts from March-May 2010. Within these efforts, the Communications and Marketing Department for the Corpus Christi Regional Transportation Authority will be reflecting this theme within second quarter marketing efforts. The target audience of the second quarter marketing campaign is middle school and high school aged students, college students, senior citizens, reinforcement branding to current paratransit riders, and individuals with disabilities. The Marketing Department is currently partnering with Customer Programs to fully educate and create awareness of services to youth, senior citizen, and individuals with disabilities for instance, by providing them with educational pieces targeted to each demographic.

**2<sup>nd</sup> quarter marketing efforts:**

- Full page article in CC Magazine teaching readers about aspects to public transportation that they might not otherwise know about. April topic – B-Line paratransit services, May topic – Harbor Ferry (tentative), June topic – Youth Education Programs and summer transportation.
- 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
- Hosting a “Breakfast with the B” campaign at City Hall and Nueces County Courthouse to create awareness and desire to use Route #354 – Southside Express.
- Print ads in Del Mar Foghorn and Island Waves school newspapers
- Placement of RTA ads on buses

- Commercials with general information about the RTA airing on Time Warner Cable, KTMV Channel 6
- Updating website and social media outlets with current marketing campaign and reflective facts, figures, and information

**Website Update**

The website should be completed within the next forty days. It is in its final stages of design and the content is currently being added. Content is being reviewed by RTA staff for grammatical errors, spelling corrections, and proper content usage. Social Media outlets have been created and will be correlated with the launching of the new website.

**Budget Impact**

The 2010 Second Quarter available Marketing budget is \$12,350.

**REGIONAL TRANSPORTATION AUTHORITY  
MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT**

**DATE: March 23, 2010**  
**SUBJECT: Marketing Opportunities/Events**

The American Public Transportation Association (APTA) has launched the "Telling Our Story" initiative, to help transit agencies spread the message in their communities about how public transit helps the environment. On the national level, APTA is working with Earth Day organizers and has developed an Earth Day tool kit consisting of a template press release, sample proclamation, outreach ideas, and advertising to use in promoting public transportation among other activities that will help save the environment.

Ms. Telge has requested this agenda item to announce or discuss special marketing event opportunities that will enhance RTA's visibility in communities throughout the service area.