



CORPUS CHRISTI REGIONAL  
TRANSPORTATION AUTHORITY

**MARKETING SUBCOMMITTEE MEETING AGENDA**

**Wednesday, January 27, 2010**  
**RTA Board Room**  
**5658 Bear Lane**  
**Corpus Christi, Texas**  
**11:00 a.m.**

1. Review of Subcommittee Report – November 17, 2009..... Attachment 1
2. Gateway Outdoor Bus Advertising Contract..... Attachment 2
3. 2010 First Quarter Marketing Update ..... 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, January 22, 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  
TUESDAY, NOVEMBER 17, 2009  
RTA Board Room  
5658 Bear Lane  
Corpus Christi, Texas**

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

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

**Board Members Present:** Connie Scott

**Staff Members Present:** Ed Carrion (Chief Executive Officer), Jorge Cruz-Aedo, Karina Paris, Aubrey Winston, Ponch Carrillo, Twila Mouttet, Gloria Smith

**Public Present:** Eloy Soza

Ms. Telge called the meeting to order at 11:04 a.m.

**Review of Subcommittee Report – September 22, 2009**

The Subcommittee Report was approved.

**Gateway Outdoor Bus Advertising Contract**

Mr. Cruz-Aedo informed the committee that in May 2007 Gateway Outdoor was awarded a three-year service contract for bus advertising services with two additional one-year options. He noted that issues were experienced with installation and removal of advertisements. These issues were addressed and have been corrected. Mr. Cruz-Aedo stated that contract payment terms and amounts had not been followed and that the issue was still being worked through.

In response to Ms. Scott, Mr. Carrion stated that legal fees for filing for non-payment could cost the agency more than the \$75,000 of potential contract revenue.

Regarding the contract, Mr. Cruz-Aedo stated that in 2008 the Board had approved Gateway's request to lower the guarantee amount from \$75,000 to \$40,000. He explained that the agency would receive 55% of Gateway's gross sales with a minimal amended guaranteed amount of \$40,000 for the twelve month period. Upon expiration of the amended contract, Gateway had been contacted regarding the change back to the original guarantee amount of \$75,000. Communication exchanges have been ongoing about the contract

## **ATTACHMENT 1**

terms. Mr. Cruz-Aedo informed that the contractor was requesting another extension to the contract under the same terms previously granted.

Mr. Cruz-Aedo advised that solicitation of new proposals could be more advantageous for the agency by providing new vendors that could comply with the contract terms sought by the RTA. After a brief discussion, it was agreed that future contracts needed to be more specific regarding penalties associated with non-contract compliance. Mr. Cruz-Aedo stated that the RFP process would be initiated in January 2010.

Ms. Telge initiated a discussion about the possibility of having bus advertising done in-house. Mr. Cruz-Aedo and Mr. Carrion cited why this method would not be feasible.

### **2009 Fourth Quarter Marketing Strategies**

Ms. Paris stated that the Marketing Department had \$10,000 left for 2009 to implement the planned marketing strategies. She noted that the Regional Transportation Marketing Plan (RTMP) had been adopted by the Board on November 4, 2009 and that the Marketing department was working within the 2010 budget to implement the remaining strategies.

In response to Ms. Telge, Ms. Paris laid out the forecasted campaign plan starting in December with the (B) mobile campaign. She planned to use the campaign to fully educate and create awareness of route changes and additions. She stated that a direct mail piece would be going out to inform target audiences living on the Southside about the Southside Express. Ms. Paris stated that different campaigns would be used on a quarterly basis. She noted that the next quarter campaign would be (B) independent.

Ms. Telge recommended using (B) connected in addition to (B) mobile. Mr. Eloy Soza added that (B) mobile and (B) independent could be used on campaigns directed towards the senior population.

### **Adjournment**

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

Submitted by: Aubrey Winston

**REGIONAL TRANSPORTATION AUTHORITY  
MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT**

**DATE:** January 27, 2010  
**SUBJECT:** Gateway Outdoor Bus Advertising Contract

**Background**

On February 27, 2007, the CCRTA issued a Request for Proposal (RFP) for outdoor bus advertising for our agency. On May 23, 2007, an Award Letter was issued to Gateway Outdoor Advertising (contractor) for a three-year service contract for bus advertising services with two additional one-year option terms. Given that we are approaching the last of the three-year terms and have provided notice of not exercising renewal options, the Marketing Specialist has revised the RFP document to proactively alleviate any repeat problems such as the formula of payment calculation

After much discussion, CCRTA staff was advised at a board meeting to look into the option of bringing bus advertising sales in-house or on a commission basis. Staff looked into both options and after consideration, staff believes that resources currently available in-house will not suffice for a successful and profitable advertising sector. However, as per Board request, it is feasible to have an alternative bid which supports a commission based approach by an agency rather than a guaranteed payment, as it is currently. Therefore, in the revised RFP for bus advertising services there is an alternative bid that allows for a bidder to guarantee an annual amount of sales and state their own commission base. The RTA is responsible for the invoicing, collecting, and receiving each advertising payment and will then turn and pay the contractor the agreed upon commission

The follow-through and upkeep of this project will be taken care of by the Marketing Specialist and Communication and Marketing Manager. They will work to ensure that all payments are received timely, the correct payment is collected, and keep all staff involved abreast of the scheduled installation and removal of ads to ensure a smooth operation.

**Analysis**

The Marketing Specialist will be soliciting new proposals for outdoor advertising in an attempt to improve the terms and conditions of the contract. A new RFP will allow the CCRTA to start afresh with new direction that compliments the Regional Transportation Marketing Plan. This process would begin in February 2010 to allow the CCRTA time to fully evaluate the proposals prior to the option year expiring.

**Project Timeline**

February 2010 – RFP issued for Outdoor Advertising Services (previously noted as January)

## **ATTACHMENT 2**

March 2010 - Responses due to RFP

April 2010 - Recommendation by Staff

May 2010 - Board Action on New Contract

### **Budget**

Receipts are budgeted in the 2010 Budget at \$40,000.

### **Recommendation**

Staff is advising the Marketing Subcommittee on the direction the CCRTA is taking on the new RFP to ensure a viable contract for all parties involved. Staff request that the Marketing Subcommittee recommend the Board of Directors authorize the Chief Executive Officer to issue a Request for Proposals for bus advertising services with the alternative bid.

## REGIONAL TRANSPORTATION AUTHORITY MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT

**DATE:** January 27, 2010  
**SUBJECT:** 2010 First Quarter Marketing Update

### Summary

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 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 first quarter of 2010 host a campaign of 'ⓑ mobile' and has used this theme as the umbrella for all marketing efforts. Within these efforts, the Communications and Marketing Department for the Corpus Christi Regional Transportation Authority has found that the one area in need of discussion is the adopted Graphic Standards Manual (GSM). Within the GSM, problems have risen with apparel, exterior advertising, and special events graphics, such as the Rodeo.

Aside from the GSM, marketing efforts for 2010 have consisted of the Bus Stop Groundbreaking funded by the ARRA, and marketing of new routes and service changes that took place on January 25, 2010.

Current efforts for the January 25<sup>th</sup> Bump are as follows:

- Assisted in planning and implementing of Public Education Meetings with Service Development Department
- Media: Interview on Domingo Live, television news interviews, radio spots currently running in English and Spanish
- RTA is hosting the radio show *Comentarios* and using this as an opportunity to showcase what each department has going on and to highlight service changes
- Printed door-hangers for the Southside of town for staff to distribute rather than a direct mail piece
- Email blast to the City of Corpus Christi and the School District; Nueces County inserted a payroll flyer to all employees with service changes and new routes
- Bus cards in all buses and at stations
- New maps and service changes flyers are at all bus schedule locations

## ATTACHMENT 3

Future 1<sup>st</sup> Quarter marketing efforts:

- Full page article in CC Magazine teaching readers about aspects to public transportation that they might not otherwise know about. January's Lesson was RouteMaps, February's Lesson is New Route Information.
- Continue to host *Comentarios* on a monthly basis and promote the organization from within and spotlight the exciting things that are happening at the RTA
- Contacting all Chambers of Commerce and the Convention of Visitors Bureau to coordinate together to help spread the word of new routes and contact downtown businesses.
- Support the Coastal Bend Area Council for the Blind for their annual children's event at Barnes and Noble, where children teach vision impaired children how to read Braille
- Ribbon Cutting Ceremony for Maintenance Facility
- Collect bids for a 'pipe and draping' system for press conferences, media events, and RTA hosted events

1<sup>st</sup> Quarter Upcoming Events:

January 30, 2010 – Coastal Bend Area Council for the Blind hosting children's event at Barnes and Noble from 1:00 pm – 3:00 pm

Date TBD – Maintenance Facility Groundbreaking

### **Budget**

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

### **Recommendation**

Staff is advising the Marketing Subcommittee on the direction the CCRTA is taking for the First Quarter Marketing Strategies. The Communications and Marketing Department trust that these market strategies will satisfy the needs of the RTA and their initiatives for a successful first quarter.