




CORPUS CHRISTI REGIONAL  
TRANSPORTATION AUTHORITY

**MARKETING SUBCOMMITTEE MEETING AGENDA**

**Tuesday, May 25, 2010**  
**RTA Board Room**  
**5658 Bear Lane**  
**Corpus Christi, Texas**  
**11:00 a.m.**

1. Review of Subcommittee Report – March 23, 2010 ..... Attachment 1
2. Bus Bench and Shelter Advertising Service ..... Attachment 2
3. Updates ..... Attachment 3
  - RTA Website
  -  Independent Campaign
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, May 21, 2010** this Notice was posted by **Beth Vidaurri, Executive Assistant** at the RTA Administrative Offices, 5658 Bear Lane, Corpus Christi, Texas.

**MARKETING SUBCOMMITTEE MEETING MINUTES  
TUESDAY, MARCH 23, 2010  
RTA Board Room  
5658 Bear Lane  
Corpus Christi, Texas**

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

**Subcommittee Members Absent:** Vangie Chapa

**Board Members Present:** Connie Scott, John Longoria

**Staff Members Present:** Ed Carrion (Chief Executive Officer), Jorge Cruz-Aedo, Karina Paris, Oscar Vargas, Beth Vidaurri

**Public Present:** None

Ms. Telge called the meeting to order at 11:05 a.m.

**Review of Subcommittee Report – January 27, 2010**

Ms. Lyons asked that under the agenda item, 2010 First Quarter Marketing Update, that the minutes be amended to reflect her comments regarding the direction to follow the established graphic standards and not be creative when using the RTA logo.

With the addition of the amendment, the minutes were accepted.

**2010 Second Quarter Preliminary Marketing Strategies**

Ms. Paris stated that “<sup>Ⓑ</sup> Independent” was the campaign for the second quarter. She identified the target audiences as middle school and high school aged students, college students, senior citizens, and individuals with disabilities. She described the types of media that would be used to inform the public about this campaign.

Regarding the RTA web site, Ms. Paris stated that the revised site would be completed within the next thirty to forty days. She cited some additions to the web site such as social media links.

Ms. Flores-Granado recommended developing a policy for social media communication and ensuring that the proper personnel obtain training on social media. Ms. Paris stated that she would develop the policy.

## ATTACHMENT 1

In response to Ms. Scott, Mr. Carrion stated that the RTA would be sponsoring the fundraiser being held by the Volunteer Services Council of the Corpus Christi State Supported Living Center benefiting the Corpus Christi State School.

Ms. Lyons raised the following concerns: 1) she inquired whether RTA spokespersons, when promoting the “<sup>ⓑ</sup> Independent” campaign to John Paul II High School, were aware of the legal guidelines restricting the Agency from providing school transportation; 2) regarding the March print ad, she noted a correction; 3) she asked whether stating “Breakfast with the B” was compliant with the graphics standards guidelines; and 4) informed Mr. Carrion that in a settlement agreement between the Corpus Christi State School and the Department of Justice it was stated that Corpus Christi RTA would provide the use of their buses for transportation of state school residents.

Referencing the March print ad, Ms. Telge recommended including a picture of someone in a wheelchair under the <sup>ⓑ</sup> mobile theme.

### **Upcoming Marketing Opportunities/Events**

Ms. Telge reported that the American Public Transportation Association (APTA) had developed an Earth Day tool kit to assist transit agencies in spreading the message about “going green” and transit’s positive impact on the environment. She stated that locally in April there would be an Earth Day-Bay Day event and was contacted about RTA participating in the event. She spoke in favor of participating in the event.

Ms. Paris explained that the Agency would be hosting the Texas Transit Association Rodeo and Conference on the same day as the Earth Day-Bay Day event. She cited various initiatives the agency was undertaking in support of sustainability.

### **Adjournment**

There being no further business, the meeting was adjourned at 11:35 a.m.

Submitted by: Beth Vidaurri

**REGIONAL TRANSPORTATION AUTHORITY  
MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT**

**DATE:** May 25, 2010

**SUBJECT:** Bus Bench and Shelter Advertising Services

**Background**

A five-year contract with three one-year options was awarded to Cooper Outdoor Advertising, Inc. to provide bus bench and shelter advertising services. The term of the contract is from November 10, 2009 through November 9, 2014. The scope of service includes the sale, production, installation, display, inspection, replacing, changing, and cleaning of all advertising and displays. Additionally, it includes the right and authority to construct, erect and maintain benches at designated locations for the use of riders.

Mr. Gordon Cooper, President of Cooper Outdoor Advertising, will be providing an update at the meeting on the current status of new bus bench installations, production status, disbursement and implementation, current advertising percentages, and timeline for completion. Mr. Cooper will be available to answer any questions regarding bus bench design and related questions.

**REGIONAL TRANSPORTATION AUTHORITY  
MARKETING SUBCOMMITTEE PRESENTATION DOCUMENT**

**DATE:** May 25, 2010

**SUBJECT:** RTA Website and 'ⓑ' Independent' Campaign

**Summary**

The Marketing Department will be providing an interactive website presentation regarding the new features and design of the new RTA website. The presentation will include features of social media linking, Rider Alerts, calendar update, customer service functionality, and ADA Compliance. Among the visuals in the presentation, up-to-date analytics regarding data capture will be given to show the breadth of demographics and reach of audience from both website and social media outlets.

The 'ⓑ' Independent' Campaign was the second quarter marketing campaign for 2010. As the second quarter progresses current marketing efforts to date are:

- Full-page ad in CC Magazine teaching readers about aspects to public transportation that they might not otherwise know about; May topic – FAQ's About the RTA, June topic – Summer Transportation.
- Continue to host *Commentarios* on a monthly basis and promote the organization from within and spotlight routes that fit the 'ⓑ' Independent' campaign.
- Hosted a "Breakfast with the B" campaign at City Hall to create awareness and desire to use Route #354 – Southside Express on May 11, 2010. Promoted using the service by handing out a promotional card to "ⓑ Independent with Route 354" to redeem for a free trip.
- Print ads in Island Waves school newspapers.
- Commercials with general information about the RTA airing on Time Warner Cable, KTMV Channel 6, with special attention to School Routes (high school and college).
- Update website and social media outlets with current marketing campaign and reflective facts, figures, and information.
- RTA presence at the CVB Hospitality Pass Luncheon on May 13, 2010.
- Offered free bus rides on Downtown Trolleys for Hospitality Industry workers from May 14-16<sup>th</sup>. CVB promoted offer to all Hospitality partners to extend the use of public transportation to their employees.
- Purchased ad in Coastal Bend Aging and Disability Resource Directory that promoted the benefits of using public transportation to keep personal independence.