

STAFF REPORT

SUBJECT: Year Two Individualized Marketing Program Summary

FROM: Tony McCaulay, Director of Planning and Marketing

DATE: March 25, 2019

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**Action Requested**

None – Information Only

**Background**

In October 2016, the Board authorized the award of a contract to Steer Davies Gleave (since renamed Steer) to conduct a two phase Individualized Marketing Program. The first year of the program in 2017 focused on the Santa Rita/Owens Drive Route 10R corridor in Pleasanton. Year two of the program in 2018 targeted communities within walking distance of the Route 30R in Dublin and Livermore.

Individualized marketing for public transit entails personal contact by trained travel ambassadors with individuals who live near quality transportation services within a corridor. The person-centered approach allows individuals to discuss their travel habits in a relaxed setting and consider viable alternatives for their own personal situation, with tailored resources and information. Similar programs in other areas have shown that individualized marketing has the potential to generate more riders who continue to choose transit options for a longer duration than more traditional marketing outreach efforts.

**Discussion**

To help reinforce the individualized messaging being carried out by the program’s Travel Advisors, LAVTA Marketing staff carried out a simultaneous coordinated marketing effort focused on the same corridor. Our efforts included a targeted direct mail piece, geo-fenced digital media along the corridor and sponsorship of radio station KKIQ’s traffic reports with a focused message about the convenience of Rapid bus service. The campaign used a consistent tag line of “A Better Way to BART” for all of the outreach efforts.

Attached to this Staff Report is an Executive Summary prepared by our consultant. One key point in the summary is the fact that during the first six months following the outreach effort, boardings in the target area increased by 11 percent over the previous year. This was despite the fact that one of the key bus stops in the zone was closed for that entire period due to construction at the new Kaiser facility.

Staff feels that the results that were achieved through the year two coordinated outreach effort warrant continuation of the effort, perhaps with a slightly reduced and revised scope based on lessons learned over the first two years. Among the adjustments recommended by LAVTA staff and the consultant:

- Focus outreach on new developments and new residents while forming relationships with property managers and HOA's well in advance of the outreach efforts
- Focus on higher density housing developments, where participation rates by residents were much higher than in established single family housing neighborhoods
- Expand the number of outreach events at the East Dublin/Pleasanton BART Station
- Expand the program to employers along the Rapid routes who may have employees traveling from BART to their workplace

Staff will develop a Request for Proposals to continue the program for another two years and will bring a recommendation back to the Board this summer.

### **Fiscal Impact**

Funds for this project, including the initial year and the option year of the contract and requested contingencies, were provided through a Transit Performance Initiative (TPI) grant that was awarded to LAVTA by MTC in May 2016. The contract amount for year two component of the project was approximately \$130,000.

### **Recommendation**

None – Information Only

Attachment:

1. SmartTrips Tri-Valley Final Report Executive Summary