

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
8	09/23/13	Open	Information	09/16/13

Subject: Advertising Campaign Update

ISSUE

Provide an update to the Sacramento Regional Transit District's (RT) Board of Directors on RT's advertising campaign.

RECOMMENDED ACTION

None, information item only.

FISCAL IMPACT

None, as a result of this action.

DISCUSSION

In May and June 2013, RT's Marketing and Communications department implemented a ridership campaign with the help of 3fold Communications, RT's contracted advertising agency. The goal of the campaign is to encourage new riders to discover the benefits of taking transit. The campaign theme focuses on "My Line" and features different scenarios, including commuters, shoppers, students, retirees, etc.

The advertising campaign resumed in September and will continue through October. 3fold Communications will provide an update to the Board of Directors and has prepared a PowerPoint presentation (attached).

Approved:

Presented:

Final 09/18/13

General Manager/CEO

Manager, Marketing and Communications

J:\Board Meeting Documents\2013\16 September 23, 2013\Advertising Campaign Update IP September 9 2013.doc

SACRT

Board of Directors
Presentation

September 23, 2013

Primary

- Increase overall ridership for adults 18+
- Increase first time ridership on Light Rail

Secondary

- Raise awareness of RT as an easy and affordable transportation option

This campaign is targeted to commuters and lifestyle riders.

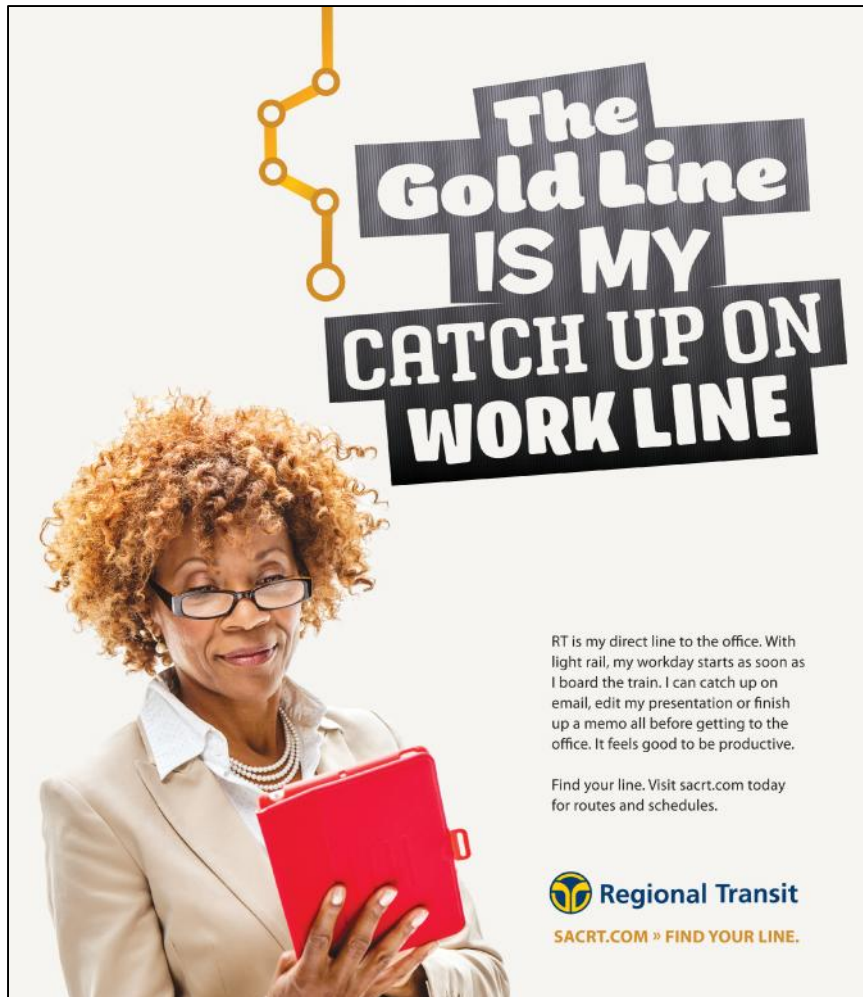
- Commuters are people who will experience a personal “quality of life” improvement by taking RT vs. driving to and from work.
- Lifestyle riders are people who see the benefits of taking RT to and from social and community events/activities.

SACRT riders love their RT. This campaign captures that affection in an engaging, personal and hip way by sharing their routes and their experiences. The campaign encourages the target audience to give SACRT a try and to find the right line for their commute and their lifestyle!

- Flight Dates:
 - September 3 – October 27, 2013
- Media
 - TV
 - Traffic Sponsorship on KCRA and KXTV
 - Mix of :15 and :30 Spots on KCRA and KXTV
 - Radio
 - :15 Traffic Sponsorships on Entercom & Traffic Network Stations

- Media
 - Print
 - Capitol Weekly, SN&R
 - Digital
 - Web Banners, Mobile and Pre-Roll Video on Targetwise Networks as well as Sac365, SacBee and SacPress
 - Bus Ads


Creative



The Gold Line IS MY CATCH UP ON WORK LINE

RT is my direct line to the office. With light rail, my workday starts as soon as I board the train. I can catch up on email, edit my presentation or finish up a memo all before getting to the office. It feels good to be productive.

Find your line. Visit sacrt.com today for routes and schedules.

 **Regional Transit**
SACRT.COM » FIND YOUR LINE.

The Blue Line IS MY EASY COMMUTE LINE

RT is my direct line to an easy commute. With light rail, I can breeze by traffic and start my morning relaxed. I can sit back, catch up on the news, drink my coffee and get ready for the workday. I get to the office energized and ready to climb the corporate ladder.

Find your line. Visit sacrt.com today for routes and schedules.

 **Regional Transit**
SACRT.COM » FIND YOUR LINE.



 Regional Transit

The Blue Line IS MY CLIMB THE CORPORATE LADDER LINE



SACRT.COM FIND YOUR LINE.



 Regional Transit

The Gold Line IS MY GET AHEAD AT WORK LINE



SACRT.COM » FIND YOUR LINE.




 Regional Transit

The Blue Line IS MY 9 to 5 Line



SACRT.COM » FIND YOUR LINE.



 Regional Transit

The Gold Line IS MY CATCH UP ON WORK Line



SACRT.COM FIND YOUR LINE.





The Blue Line IS MY SOCIAL NETWORK Line



Regional Transit
SACRT.COM » FIND YOUR LINE.



The Blue Line IS MY TWEET, LIKE, POST Line



Regional Transit



The Gold Line IS MY CATCH UP WITH FRIENDS Line



Regional Transit



The Gold Line IS MY MOBILE OFFICE LINE



Regional Transit
SACRT.COM » FIND YOUR LINE.

Friday, September 13, 2013 [Log In](#) [Sign Up](#)

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Go.See.Do. this weekend

Yoga Across America Challenge

0013 11:55 AM
Kates Wilson

At 60 years old, weighing in at more than 200 lbs and with a 45-year history of substance abuse, Dwight Armstrong had tried nearly everything

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Gary Dinnen opens up before CAST

0513 10:26 PM
Lobby Star

Comedian artists are a cool breed. They live, eat and breathe their passion. Sacramento artist Gary Dinnen is dedicated to creating satirical sculptures and painting lively, colorful canvases. He is prolific in his work, having created hundreds of whimsical dogs, cats, birds, monkeys

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Aftershock Festival to take over Discovery Park

0613 4:59 PM
Discovery Week

Saturday, September 14th and Sunday, September 15th Discovery Park will host Aftershock Festival 2013, a rockin' event featuring bands ranging from Korn to Five Finger Death Punch. The two-day festival starts to begin early with the first band set to go on just after 11:00 am on Saturday. There are to be two main stages, the Monitor Energy North and South that the main acts will perform between. The third, the Park, first stage will host a variety of acts, new, but certainly not lesser-talented groups. The festival is sure to be entertaining

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The Blue Line IS MY SOCIAL NETWORK Line





Regional Transit
SACRT.COM » FIND YOUR LINE.

Hot to Fast #launchevents

36 by Kim News

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SACRAMENTO 36E.COM  **The Gold Line IS MY SOCIAL NETWORK Line** 

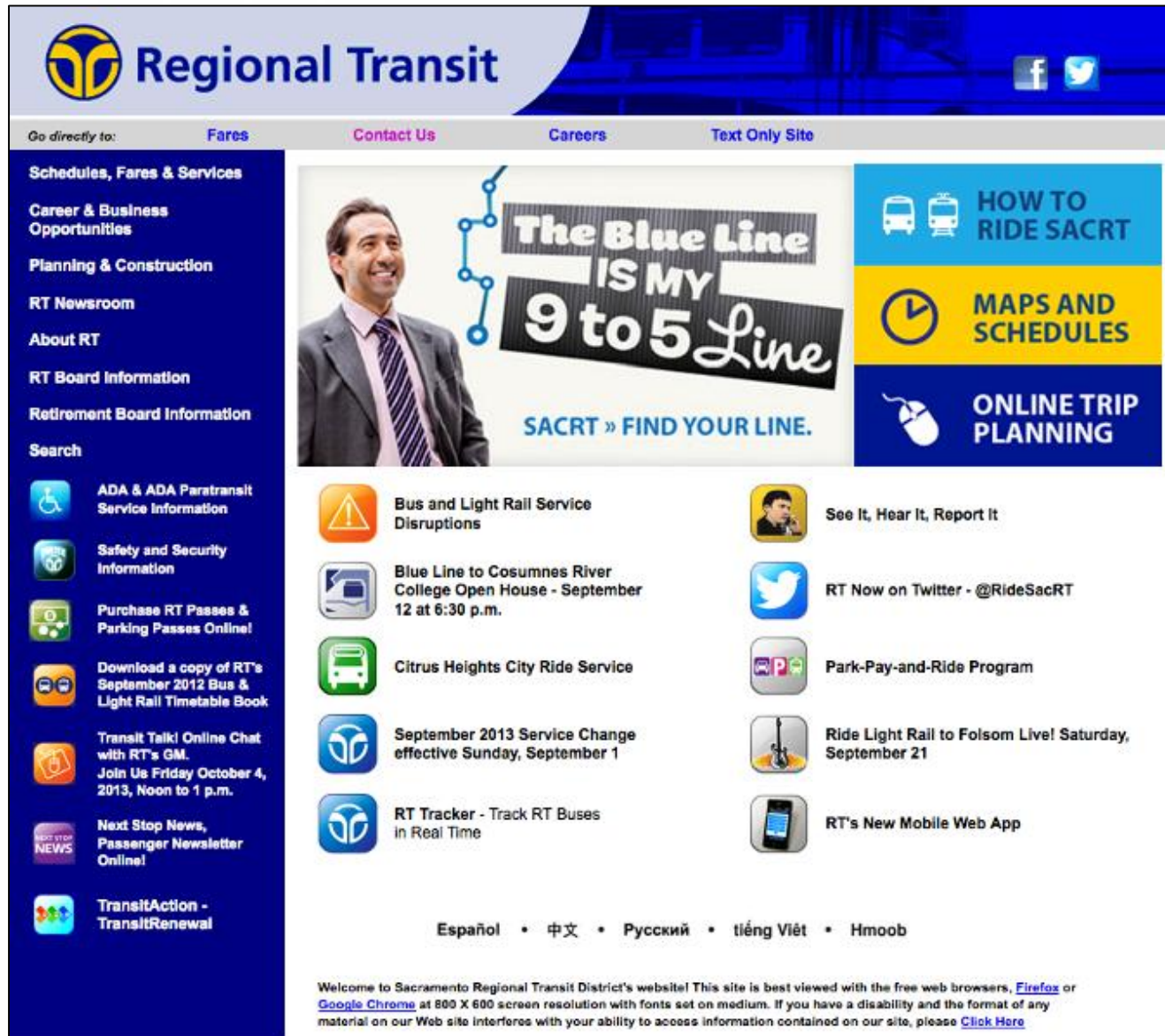
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Find an Event

Aftershock Rock Festival
Presented by Monitor Energy at Discovery Park
September 14 - September 15, 2013



The screenshot shows the Sacramento Regional Transit District website. At the top left is the RT logo and the text "Regional Transit". To the right are social media icons for Facebook and Twitter. Below the header is a navigation bar with links: "Go directly to: Fares", "Contact Us", "Careers", and "Text Only Site".

The main content area features a large banner for "The Blue Line IS MY 9 to 5 Line" with a photo of a man in a suit and the text "SACRT » FIND YOUR LINE.". To the right of the banner are three blue buttons: "HOW TO RIDE SACRT", "MAPS AND SCHEDULES", and "ONLINE TRIP PLANNING".

On the left side, there is a dark blue sidebar with a list of links: "Schedules, Fares & Services", "Career & Business Opportunities", "Planning & Construction", "RT Newsroom", "About RT", "RT Board Information", "Retirement Board Information", and "Search". Below these are several news items with icons, such as "ADA & ADA Paratransit Service Information", "Safety and Security Information", "Purchase RT Passes & Parking Passes Online!", "Download a copy of RT's September 2012 Bus & Light Rail Timetable Book", "Transit Talk! Online Chat with RT's GM. Join Us Friday October 4, 2013, Noon to 1 p.m.", "Next Stop News, Passenger Newsletter Online!", and "TransitAction - TransitRenewal".

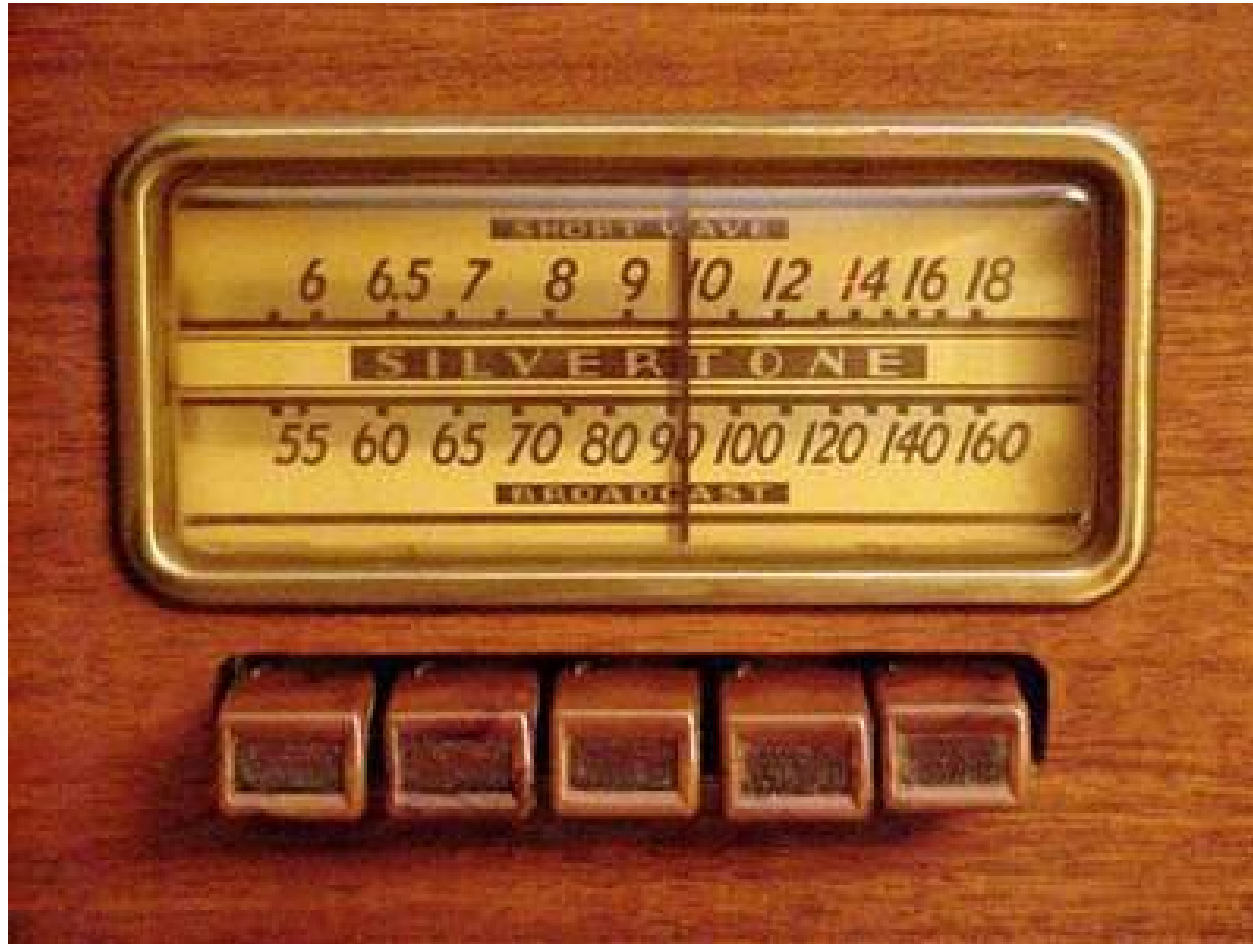
The central area below the banner contains a grid of news items with icons: "Bus and Light Rail Service Disruptions", "Blue Line to Cosumnes River College Open House - September 12 at 6:30 p.m.", "Citrus Heights City Ride Service", "September 2013 Service Change effective Sunday, September 1", "RT Tracker - Track RT Buses in Real Time", "See It, Hear It, Report It", "RT Now on Twitter - @RideSacRT", "Park-Pay-and-Ride Program", "Ride Light Rail to Folsom Live! Saturday, September 21", and "RT's New Mobile Web App".

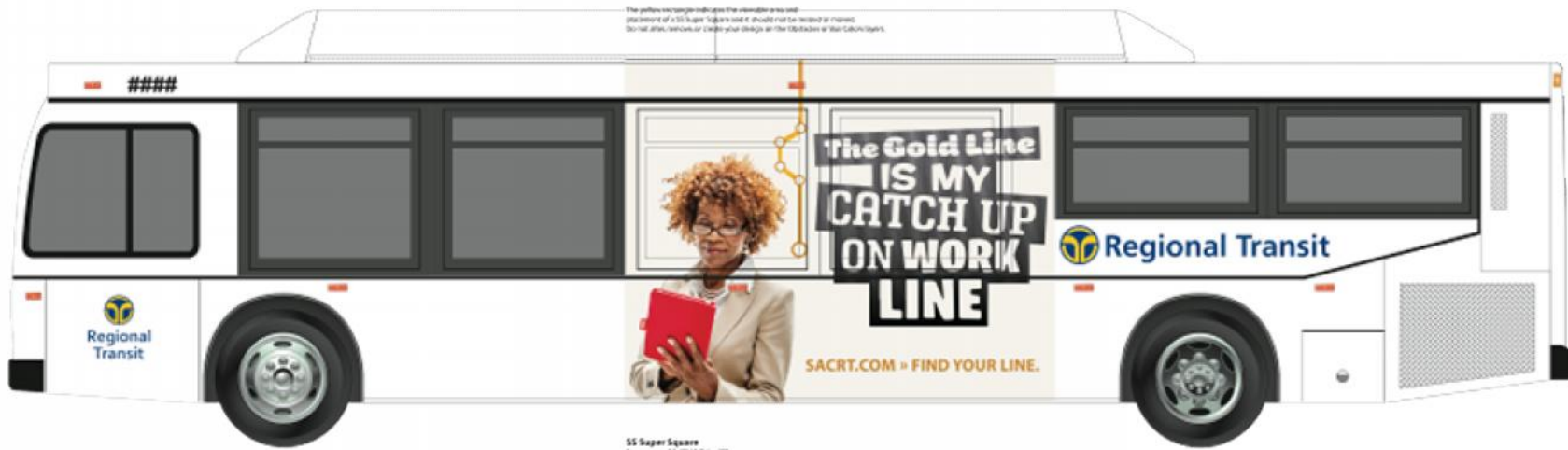
At the bottom of the main content area, there are language options: "Español • 中文 • Русский • tiếng Việt • Hmoob".

At the very bottom, a small text block reads: "Welcome to Sacramento Regional Transit District's website! This site is best viewed with the free web browsers, [Firefox](#) or [Google Chrome](#) at 800 X 600 screen resolution with fonts set on medium. If you have a disability and the format of any material on our Web site interferes with your ability to access information contained on our site, please [Click Here](#)".









55 Super Square
 Dimensions: 14' 0" H x 27' 0" W
 Screen images should be created at 300dpi at the scale provided.
 Designs in the yellow area only and extend background color to the edge of the yellow box.



55 King King
 Dimensions: 14' 0" H x 27' 0" W
 Screen images should be created at 300dpi at the scale provided.
 Designs in the yellow area only and extend background color to the edge of the yellow box.

Thank You.