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Memorandum

TO: BATA Oversight Committee DATE: June 3, 2009

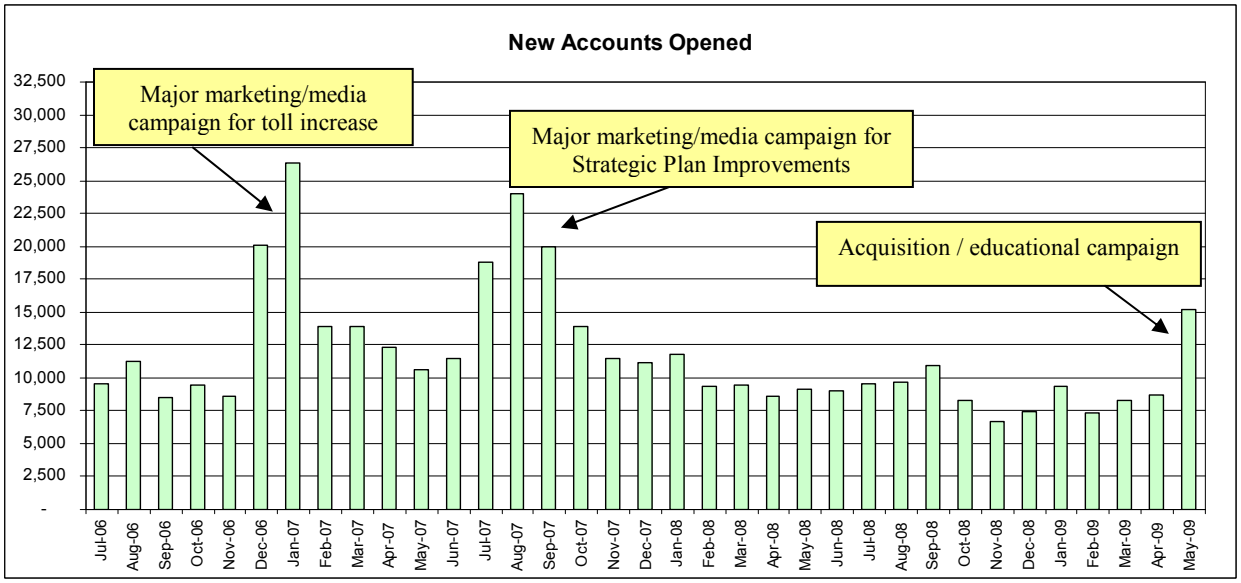
FR: Executive Director W. I. 1252

RE: FasTrak® Strategic Plan Update – Marketing Plan

As requested at the Committee's May meeting, this memorandum provides the Committee with an update of the Marketing Plan for the FasTrak® program.

Attachment 1 provides a summary of proposed marketing activities from April 2008 through FY June 30, 2010. As shown, we are proposing two major media campaigns – one of which is currently running (April 27 to June 7) and is focused on educating the public about FasTrak®, and a second one that is proposed for early 2010 to coincide with any action the Authority may take in regards to a potential toll increase for the state-owned bridges.

For the current acquisition/educational campaign, early results indicate a success thus far, in that there has been a significant increase in new enrollments. The total number of new accounts opened from April 27 to May 31 was 16,760, as compared to 10,320 accounts opened during the same time period last year. This represents a 62% increase in new enrollments. The graph below illustrates the effects of other marketing campaigns in prior years.



Steve Heminger

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Attachment 1

FasTrak® Marketing Plan

Approximate Start Time	Toll Operations/ Administration	Marketing Activities
April/May 2009		**Major Media Campaign #1 - Focus: New Account Acquisition** • Television and gas station advertisements • Other activities to include FasTrak® website announcements • Financial Incentive: Free tolls for new accounts
July 2009		**Customer Satisfaction Survey** • Implement annual web-based survey to obtain customer feedback to be used to improve the FasTrak® Program
August 2009	Open Road Tolling (ORT) at SFOBB	**Public Information Campaign – Focus: New ORT lanes to replace mini toll plaza** • Activities to include press releases, FasTrak® statement inserts, customer email blast, 511/MTC/FasTrak® website announcements, etc.
September 2009	Alameda County I-680 Express Lanes	**Marketing/Public Information for I-680 Express Lanes** • Support ACCMA with early marketing and public outreach efforts • Other activities to include customer communication through FasTrak® statement inserts, customer email blasts, 511/MTC/FasTrak® website announcements, etc.
January 2010	Support for potential toll increase	**Major Media/Public Information Campaign #2 – Focus: Toll Increase** • Radio advertisements • TV PSA • Safeway in-store promotion • Handouts at the toll booths • Additional activities to include press releases, FasTrak® statement inserts, customer email blast, 511/MTC/FasTrak® website announcements • Financial Incentive: Free tolls for new accounts