



## SACOG Board of Directors

Item #08-5-23  
Action

May 22, 2008

### **Authorize Spending \$50,000 of Outreach Funds for Multi Modal Outreach Campaign**

**Issue:** Authorization to proceed with multi modal outreach campaign.

**Recommendation:** Because there was no quorum, the Government Relations & Public Affairs Committee did not take an official vote, but it was the consensus of those attending that they recommend that the Board authorize the Executive Director to spend \$50,000 of outreach funds for a multimodal print campaign.

**Committee Action/Discussion:** Rising prices for gas and other household necessities leads to an environment in which single occupant vehicle drivers are more likely to consider switching to an alternative mode.

SACOG staff is working with staff from the Sacramento Metropolitan Air Quality Management District and Sacramento Regional Transit District in individual agency efforts for a coordinated multimedia (print, radio and web) campaign. SACOG's efforts will focus on design and placement of up to \$50,000 of printed advertisements.

The print advertisements would lead readers to call the 511 phone service or visit [sacregion511.org](http://sacregion511.org). The website would be customized for this campaign, and like the phone service, is a one stop source for alternative mode transportation in the SACOG region.

Staff will seek to measure the success of the print advertisement campaign by monitoring anticipated increases in web traffic to the 511 pages and calls to the 511 call center. SACOG will also coordinate with local transit service providers to assess increases in ridership resulting from increase in gas prices coupled with marketing and outreach efforts to increase access to information about travel mode alternatives.

Approved by:

Mike McKeever  
Executive Director

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