

## TRANSIT ADVISORY COMMITTEE – MARKETING IDEAS – YEAR PLAN

Free Day One-Day-A-Month Yearly Rate \$500. Start with the first week of the month. Once the first week is filled, then maybe go to the last week of the month. The cost goes down for the yearly rate and TAC provides the sign and the covered fare box announces the benefactor as well as coupons and/or discounts/coupons if there are any. I volunteer to coordinate the approval process for the sign. Josh has his preferred signmaker. We could consider others. TAC provides their ideas for what the sign says and looks like. Suggested subscribers:

Fred Meyer

First **Tuesday** at Fredy's for all Fred Meyer gives 10% off for all patrons, not just seniors who ride the bus. Sign 10% off for all

Bi-Mart

First **Monday** at B-Mart Bi-Mart gives coupon for .....say \$2.00

St. Vinnie's

First **Wednesday** at St.Vinnie's Take 20% off on all merchandise. (Tuesday is already 50% off day)

Grocery Outlet

First **Thursday** at Grocery Outlet (Thursday is stocking day) TAC provides the sign using their emblematic muppet characters . Take 10% off or coupon

Dollar Store

First **Friday** at the Dollar Store Dollar store offers one free item

Other Options for the first week or Last Week of the Month Free Day

City Lights Cinemas

One Free Small Popcorn with purchase of movie ticket (Mondays are slow)

Coastal Fitness

Last Monday: Take a Splash at Coastal Fitness. A way of drawing in more users.

Home Grown

Last Tuesday to go along with Taco Tuesday (Free iced tea, or ½ off on taco)

Old Town – a grab bag of businesses that might buy into the program

The Casino – up the ante for whatever freebie they offer

Small restaurants along 101 (The...Wheel, Nature's Corner, Fresh Harvest, etc) Free cup of coffee or tea