

CATEGORY: Funding

COMMITTEE: Outreach

PURPOSE: PSA Bus Bench and/or Bus Shelter Advertising

BACKGROUND:

During 2020, the MVCC approved an expenditure for a Bus Bench Campaign of six benches; seven buses were provided in mid-January 2021.

Our web analytics only provide information on a monthly calendar cycle. However, averaging January and February 2021 and comparing the numbers to December 2020, Users jumped 51%, Sessions increased by 45%, the Bounce Rate improved 6%, and the Direct User Acquisition increased 12% which indicates new users who are directly accessing MarVista.org and exploring the website.

Since the numbers stabilized in February; yet, remained high, the improvement would be due to advertising. And, the only new advertising for the MVCC has been the Bus Bench Campaign. While the Election Newsletter (released in early February) would help with the analytics of Sessions, the Direct User Acquisition and other markers would have been negatively affected due to its promotion of MarVista.org/election instead of the Home Page in the Bus Bench Campaign.

All in all, the Bus Bench Campaign is a resounding success, and should be a permanent part of the MVCC Outreach. The City also provides for PSA using bus shelters. The exact cost for a bus shelter is not provided until AFTER both the funding and the design have been approved by the Board and submitted to the City for final approval.

During the March 25, 2021 Outreach Committee meeting, the motion was made by Michelle Krupkin, seconded by Mary Hruska and passed without objection.

THE MOTION:

The MVCC approves an expenditure not to exceed \$1,000 for bus bench and/or shelter advertising.