



Finance, Administration and Oversight Committee

Action Item III-A

June 12, 2008

Reserve Funding for Marketing Initiatives

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

| | | |
|---|------------------------|--|
| <input checked="" type="radio"/> Action <input type="radio"/> Information | MEAD Number: 100045 | Resolution: <input type="radio"/> Yes <input checked="" type="radio"/> No |
|---|------------------------|--|

TITLE:

Carry-over request from CSAC

PURPOSE:

To provide funding for Calendar Year 2008 goals using unused Fiscal 2008 funds in the Office of Marketing's Service Account.

DESCRIPTION:

The goals for CY2008 include efforts to improve customer service, safety, environmental stewardship, and employee recognition.

Carrying over unused funds from FY2008 will facilitate the Office of Marketing's support of improved customer service, enhanced public awareness of safety issues, environmental stewardship efforts, and improved employee recognition.

FUNDING IMPACT:

Budget: **Operating Budget, Fiscal 2008**

Office: **Marketing**

Account: **Services**

This Action: **\$1,000,000**

Remarks: **In the accounting system, this carryover will be reported as a June 2008 expense.**

FY2008

Budget: **\$3,058,291**

Made available for services

This Action: **\$1,000,000** or promotional advertising,
as needed.
Prior Approval: **\$1,238,203** Costs through April 30, 2008
Remaining Budget: **\$820,088**

RECOMMENDATION:

It is recommended that the WMATA Board authorize the carryover of \$1 million of unused funds from the Marketing Services category to be made available to develop new marketing and advertising initiatives. To provide this authorization, staff recommends that the following language be included in the Board resolution to approve the FY2009 operating budget:

"RESOLVED, That the Board of Directors approves the carryover of \$1,000,000 from Fiscal 2008 to Fiscal 2009 to be made available to the Office of Marketing in the services category and/or the promotional advertising account to develop marketing and advertising initiatives in support of improved customer service, enhanced public awareness of safety issues, environmental stewardship efforts, and improved employee recognition."



Reserve Funding for Marketing Initiatives

Presented to the Board of Directors:

**Finance Administration and Oversight
Committee**

June 12, 2008





Purpose

Requesting authorization to carry over \$1 million in FY08 unused marketing funds to support annual corporate goals:

- Better customer service
- Improved safety
- Environmental stewardship
- Employee recognition



Benefits/Costs

- Benefits to Customers and Employees:
 - Increased opportunities to foster better relationships with customers
 - Improved awareness of safety issues
 - Improved stewardship of the environment
 - Improved employee recognition through public campaigns
- Implications on Budget:
 - If approved, \$1M carryover will be reported as a June 2008 cost, and will reduce the FY08 surplus

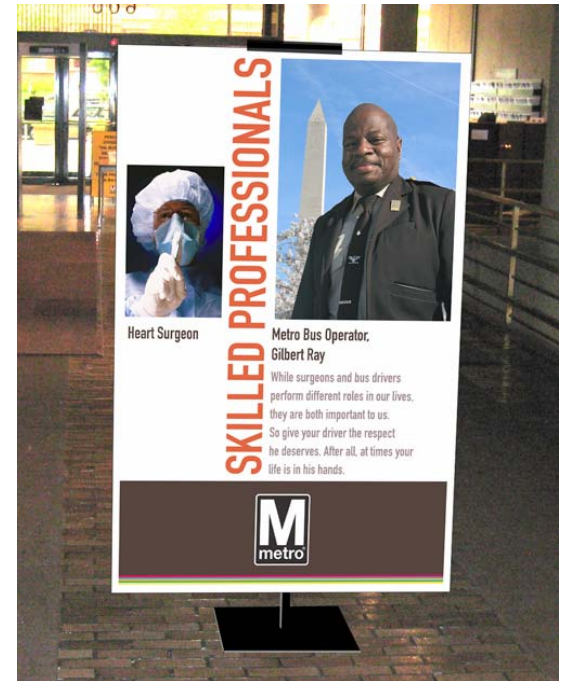


Goals for Calendar Year 2008

With the arrival of a new general manager in January 2007, the agency changed its focus from one driven by building and construction to one motivated by customer service and operations.

In the past 18 months, while much has been undertaken to shape the agency toward those goals, we recognize that we can do more to improve our relationships with customers, highlight safety, promote environmental stewardship and recognize our employees.

With adequate resources, we can accomplish these goals.



Example highlighting million-mile bus operators (stock photo)



Recommendation

Staff recommends that the Board of Directors approves the carryover of \$1,000,000 from fiscal 2008 to fiscal 2009 to be made available to the Office of Marketing in the services category and/or the promotional advertising account to develop marketing and advertising initiatives in support of improved customer service; enhanced public awareness of safety issues; environmental stewardship efforts; and improved employee recognition.