



## NEXUS Program Marketing Campaign Project Summary



June, 2004

Whatcom Council of Governments  
314 E. Champion Street  
Bellingham, WA 98225  
(360) 676-6974

[www.getNEXUS.com](http://www.getNEXUS.com)

# Table of Contents

<b>1. Introduction</b> .....	<b>2</b>
1.1 The NEXUS Program.....	2
1.2 NEXUS Marketing Goals .....	3
1.3 Contract Summary .....	3
<b>2. Marketing Approaches</b> .....	<b>4</b>
2.1 Signage.....	4
2.2 Newspaper Advertisements.....	5
2.3 Newspaper Inserts .....	5
2.4 Radio Advertisements.....	5
2.5 Information Booth.....	5
2.6 In-Line Giveaways .....	6
2.7 Administrative Referrals.....	6
2.8 Word-of-Mouth Referrals .....	6
2.9 Search Engines/Web Links .....	6
<b>3. getNEXUS.com Advertising</b> .....	<b>7</b>
3.1 What has been the best source for referring visitors to <b>getNEXUS.com</b> ? .....	7
3.2 What was the most cost-effective form of advertising? .....	8
3.3 What days did the website receive the highest number of visitors? .....	9
3.4 What was the percentage change in total website visits from month to month?.....	10
3.5 What was the relative increase of 'word-of-mouth' advertising?.....	10
<b>4. Recommendations for Future Efforts</b> .....	<b>11</b>
4.1 Use PACE/CANPASS Data .....	11
4.2 Distribute Information at the Border .....	11
4.3 Install Northbound getNEXUS.com Signs .....	11
4.4 Advertise in All Regional Newspapers .....	12
4.5 Increase Web Presence .....	12
4.6 Create Online Application.....	12
<b>5. Conclusions</b> .....	<b>13</b>
<b>Appendix</b> .....	<b>15</b>
A. Dedicated Commuter Lane Enrollment Data - August, 2003.....	15
B. WCOG Advertising Campaign Components.....	16

# 1. Introduction

## 1.1 The NEXUS Program

NEXUS is a pre-approved travel program jointly administered by U.S. and Canadian inspection agencies for low-risk travelers who frequently cross the international border. NEXUS started as a pilot project at the Port Huron/Sarnia port-of-entry. Following the closure of the existing pre-approved travel programs PACE, CANPASS, and PORTPASS on September 11, 2001, NEXUS was established as a binational program for selected land ports-of-entry between the United States and Canada.



*Figure 1-1: Northbound I-5 queues at the Peace Arch border crossing.*

The NEXUS program allows low-risk travelers to apply for a NEXUS card. This card provides access to a dedicated commuter lane (DCL) which bypasses often-lengthy lineups. Applicants fill out a form which is reviewed by U.S. Customs & Border Protection (CBP), Canada Customs & Revenue Agency (CCRA), and Citizenship & Immigration Canada (CIC). An applicant must be approved by all inspection agencies before continuing on to an interview. Following the interview, applicants receive a NEXUS card which contains biometric information (fingerprints and photo identification).

At NEXUS-equipped ports-of-entry between Washington State and British Columbia (Peace Arch and Pacific Highway in Blaine, WA/Douglas, BC, and at Pt. Roberts, WA/ Boundary Bay, BC) drivers northbound show their card to the inspector in the DCL. The driver's vehicle is registered with the card, and information on the participant comes up on the CCRA display with the driver's license.

NEXUS drivers entering the United States present their NEXUS cards to an RF antenna. The NEXUS system queries information about the vehicle's passengers which is displayed on a screen in the NEXUS inspection booth.

NEXUS lanes opened at the Pacific Highway and Peace Arch ports-of-entry between B.C. and WA State on June 26, 2002. This region has the highest NEXUS enrollment to date. As of August, 2003, there are 35,477 NEXUS enrollees in the Cascade Gateway region alone. Nationwide, a total of 50,452 participants are enrolled in NEXUS. 70.3 percent of all NEXUS participants are in this region; 14.4 percent in Buffalo, New York; and 15.3 percent in the Detroit, Michigan region.<sup>1</sup>

The only other DCL currently in operation in the U.S. is the SENTRI program, which is the NEXUS equivalent on the U.S. – Mexico border. SENTRI participation exceeds that of NEXUS: 43,609 participants are enrolled in SENTRI at the Otay Mesa- San Ysidro crossings in California, and 16,707 participants are enrolled at El Paso, Texas. Key differences of the SENTRI program include the requirement for transponders on enrolled vehicles, different identification cards, and additional application requirements.

<sup>1</sup> Figures from the [GES Monthly Status Report](#), Department of Homeland Security, August 2003.

In August, 2003, 22 percent of all southbound passenger traffic at Peace Arch port-of-entry crossed the border using the NEXUS lane.<sup>2</sup>

## 1.2 NEXUS Marketing Goals

International Mobility & Trade Corridor Project (IMTC) participants identified the need to promote NEXUS program usage in order to increase levels of enrollment, thereby reducing congestion at the border. The Whatcom Council of Governments (WCOG) completed marketing efforts for this project. WCOG's efforts were largely based on prior experience marketing the PACE and CANPASS pre-approved travel programs in the Cascade Gateway.

An increase in program participation benefits all cross-border travelers by separating frequent, low-risk travelers from the main stream of traffic. Inspection agencies are able to focus efforts on higher-risk travelers, while providing pre-approved participants a much shorter wait at the border.

In addition, the NEXUS program is supported by the U.S. - Canada Smart Border Declaration signed December, 2001. The goals of the declaration are to improve security across the international border without infringing on the mobility of goods and people.

The Washington State Department of Transportation (WSDOT) completed an analysis of pre-approved travel through the border crossings in 1998. The report concluded that, if pre-approved travel program usage were to increase from its 1998 level of 28 percent of total southbound traffic at Peace Arch to 45 percent of the traffic flow, wait times at peak hours would drop from 45-90 minutes to a maximum of 15 minutes.<sup>3</sup>

The goal of the marketing effort was to increase use of the NEXUS lane by promoting the benefits of NEXUS. The basic approach was to improve marketability by setting up the website, [getNEXUS.com](http://getNEXUS.com), and attracting travelers to the website with ads in various media.

## 1.3 Contract Summary

The International Mobility & Trade Corridor Project, IMTC, is a U.S. - Canadian coalition of public and private entities that was formed in 1997 to jointly identify and pursue improvements to cross-border mobility in the Cascade Gateway. IMTC participants identified this project as a top priority in 2002, following the installation of NEXUS lanes at the two largest ports-of-entry in the region.

WCOG received funding from Fiscal Year 2002's U.S. Department of Transportation Corridors and Borders Program to work with regional inspection agencies to market the NEXUS program. This report summarizes marketing efforts undertaken by WCOG to promote the NEXUS program in B.C. and WA State during a six-month period between March and September, 2003.

---

<sup>2</sup> Data Source: U.S. Customs & Border Protection

<sup>3</sup> Washington State Department of Transportation. Technical Memoranda – ITS Early Development Program, I-5 Seattle to Vancouver B.C., Appendix F: Border-Crossing Situational Development (1998), pgs. F17-19

## 2. Marketing Approaches

Efforts to market the NEXUS program were based on the previous market analyses WCOG completed in 2001 as part their PACE and CANPASS Pre-Approval Program Marketing project. In that effort, a market demographic was identified through data compiled by WCOG from a roadside survey completed in June, 2000, and from statistics provided to WCOG by border inspection agencies.

The marketing approaches undertaken in the PACE and CANPASS marketing project were plugged into a cost-benefit analysis based on the number of visitors to the **getPACE.com** website, how they heard about the website, and the actual cost of the advertising medium.<sup>4</sup>

In the previous marketing effort, signage at the border crossings was by far the most cost effective way to inform travelers about cross-border travel programs. The least cost-effective method of advertising was the use of a billboard at the crossings (although this form of advertising cannot be fairly measured since the duration of the advertisement extended after the PACE and CANPASS programs were closed on September 11, 2001).

Based on this information, several marketing avenues previously utilized for the PACE and CANPASS promotions were once again used, as well as some new information resources that were not considered in the original marketing campaign.

The backbone of the marketing strategy was the **getNEXUS.com** website. All advertising was designed to direct audiences to the website, where they would find detailed information on the NEXUS program, applications, and other border-related services.

### 2.1 Signage

WCOG has worked with WSDOT and the B.C. Ministry of Transportation (MoT) to erect signs advertising the URL of a website that would provide travelers with more information about the NEXUS program.

Prior to the installation of new signs, an unofficial sign advertising the **getNEXUS.com** URL was placed over one of the former southbound signs for the PACE program.

Three new signs for the NEXUS lane, which include sign tabs with the website URL, have been placed by B.C. Ministry of Transportation along B.C. Highway 99 and the approach to the U.S. border.



*Figure 2-1: New NEXUS sign installed Spring, 2004 on southbound B.C. Highway 99.*

---

<sup>4</sup> Whatcom Council of Governments. Marketing Pre-Approved Cross-Border Travel in the Cascade Gateway: Project Performance Review (2002).

## 2.2 Newspaper Advertisements

Based on the success of advertising the PACE and CANPASS programs in the *Vancouver Sun* and *B.C. Province*, half-page advertisements for NEXUS were run in both papers on March 22-23 and August 16-17. In addition, advertisements were placed in the *Waterside 2002* and *Waterside 2003* publications, *4<sup>th</sup> Corner View* magazine, and a regional community map published by the Bellingham/Whatcom Chamber of Commerce.

In addition to traditional advertisements, “advertorials,” or articles discussing the benefits of NEXUS enrollment, were planned to run in the *News Canada* publication. Articles from this publication are picked up by all regional media sources.

Due to an error by *News Canada*, this advertisement did not run as originally intended. It will be repeated the summer of 2004.

## 2.3 Newspaper Inserts

Newspaper inserts were distributed in the Bellingham Herald on Thursday, June 26. The inserts included the full text of the NEXUS information and application brochure along with two applications.



**Don't wait at the border.**

**getNEXUS.com**

The NEXUS program is a joint U.S. - Canadian program that allows enrolled auto travelers to use a dedicated lane and bypass regular U.S. - Canada border inspection lanes. Citizens and permanent residents of Canada or the United States can apply.

To get an application or more information, visit: [getNEXUS.com](http://getNEXUS.com)

*Figure 2-2: Advertisement run in the 4<sup>th</sup> Corner View magazine, Spring/Summer 2003.*

reports periodically aired on these stations.

## 2.5 Information Booth

The first marketing effort undertaken was a NEXUS information booth at the 2002 Northwest Washington Fair in Lynden, Washington. In addition to handing out information and application forms, promotional material for the website

This marketing effort did not rely on the [getNEXUS.com](http://getNEXUS.com) website since all the information and application were included in the insert. Therefore, it is difficult to accurately gauge the impact of this marketing approach.

## 2.4 Radio Advertisements

Radio advertisements were placed on four prominent radio stations: *KISM 92.9 FM* in Bellingham; *News 1130 AM* in the Greater Vancouver region; *Jack 96.9 FM* in Vancouver; and on the border radio information station, *88.9FM*.

Advertisements sponsored the border wait-time



was distributed.

## 2.6 In-Line Giveaways

This summer, Inspector's Aides working in the NEXUS office handed out NEXUS applications to vehicles waiting in queues at the Blaine border crossings. To enhance this effort, WCOG provided the agencies with promotional giveaways advertising the **getNEXUS.com** website. Promotional giveaways included in-car litter bags and "post-it" notes.

*Figure 2-3: The NEXUS promotion booth at the Northwest Washington Fair, August, 2002.*

The effectiveness of this marketing effort is difficult to measure, since applications and information brochures were included in the giveaways, therefore negating the need to visit the website.

Leftover promotional materials were distributed by the inspection agencies at their 2003 Northwest Washington Fair booth in Lynden, Washington.

## 2.7 Administrative Referrals

Although inspection officials generally directed inquiries about NEXUS directly to the CCRA website rather than to the **getNEXUS.com** portal, several visitors to the website did hear about the site from inspection representatives.

## 2.8 Word-of-Mouth Referrals

Friends, relatives, and acquaintances provided information about the website through word-of-mouth referrals.

## 2.9 Search Engines/Web Links

Numerous visitors to the website came via a search engine such as *Yahoo* or *Google*. The website is also linked to by several regional websites including the Bellingham/Whatcom Chamber of Commerce, the City of Blaine, and other public and private entities.

### 3. getNEXUS.com Advertising

The **getNEXUS.com** website was designed as a gateway to online information relevant to the NEXUS program. CCRA established an official NEXUS website in 2002. However, due to the length of the URL and possible confusion when passing this web address on to others, WCOG established **getNEXUS.com** as an easy to remember site that would pass people on to the official CCRA site.

In addition to a link to the official NEXUS program website and application, **getNEXUS.com** provides directions to the NEXUS enrollment center in Blaine, Washington; information about coupling NEXUS with cross-border vanpool and carpool opportunities through the Jack Bell Rideshare Foundation; and links to relevant border-related websites including border web cameras, historical wait times, and hours of operation.

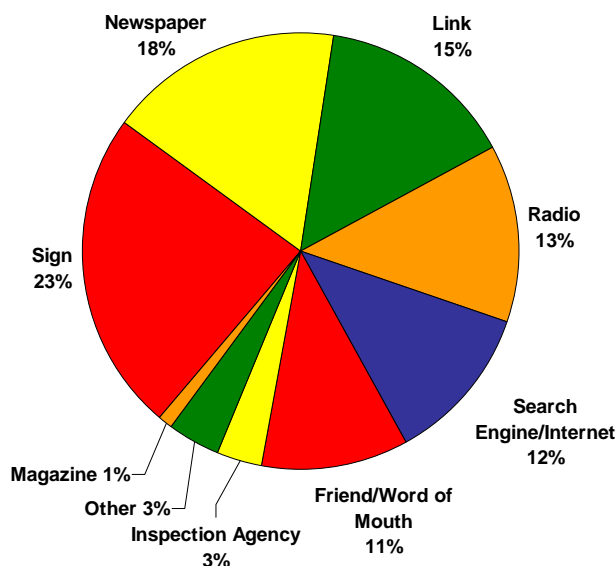
The majority of WCOG’s marketing efforts directed audiences to the website. Exceptions of this policy include the Bellingham Herald insert which ran June 26, 2003 and which provided all the necessary information to apply to its target audience; and the in-line giveaways which included complete program information and applications, negating the need to visit the website.

Website visitor statistics were collected starting with the launch of the advertising campaign in March, 2003. In addition, a one-question survey was added to the website asking visitors to identify which source directed them to the site.

In the time frame between March 21 and August 31, almost 14,500 visitors viewed the website. In the same period, 1,267 survey responses were collected - an 8.8 percent response rate.

The following information about the strengths and weaknesses of the advertising campaign is based primarily on the survey responses, expanded to represent the total number of visitors to the website.

#### 3.1 What has been the best source for referring visitors to **getNEXUS.com**?



Based on website survey results, the NEXUS sign at the border crossing is the most successful way to inform people about the program. Over 23 percent of website visitors came to the site via the small, unofficial sign that was erected in June, 2002.

The Bellingham/Whatcom Chamber of Commerce also placed a small billboard promoting the

*Figure 3-1: How people heard of getNEXUS.com March 22 - August 31, 2003.*



getNEXUS.com site in the city center of Bellingham, Washington. Some of the responses mentioning “sign” may be referring to this sign as well.

It is anticipated that the new signs installed by B.C. Ministry of Transportation will greatly increase awareness of the site and allow people easy access to NEXUS program information.

### 3.2 What was the most cost-effective form of advertising?

Because the existing sign had no cost associated with it in terms of this promotional campaign, it remains the most cost-effective form of advertising. Not only is the sign a permanent way to get out information, but it specifically reaches the target audience of border crossers.

Other no-cost referrals such as word-of-mouth and internet search engines provided effective means of advertising the website.

The two regional magazine ads proved to be the least cost-effective form of advertising. This is most likely due to the limited audience of both periodicals.

In calculating cost-effectiveness, one must consider that all data is based on visitor hits to the website, which is an estimate and not a guaranteed number. Secondly, several advertising formats, most noticeably the Bellingham Herald insert, directed people to either the official CCRA NEXUS website or to enclosed application material.

Spikes of website hits are shown on all *Vancouver Sun* and *B.C. Province* advertisement dates. Although expensive, this form of advertising continues to be a very effective means of reaching a large target audience.



Figure 3-2: Original southbound NEXUS sign

Advertisement	Survey Responses	Percentage	Proportional Estimate	Total Ad Cost	Cost per Person
Sign	302	23.8%	3,443	\$0	\$0.00
Newspaper	222	17.5%	2,531	\$29,658	\$11.72
Link	188	14.8%	2,144	\$0	\$0.00
Radio	164	12.9%	1,870	\$21,923	\$11.72
Search Engine/Internet	149	11.8%	1,699	\$0	\$0.00
Friend/Word of Mouth	135	10.7%	1,539	\$0	\$0.00
Inspection Agency	43	3.4%	490	\$0	\$0.00
Other	49	3.9%	559	\$4,144	\$7.42
Magazine	15	1.2%	171	\$2,198	\$12.85
<b>Total</b>	<b>1,267</b>	<b>8.8%</b>	<b>14,446</b>	<b>\$57,923</b>	

Total website visitors 14,446  
 $1,267/14,446 = 8.8\%$  response rate

Figure 3-3: Cost-effectiveness of marketing methods.

95 percent of all website visitors came to the site once. Only 5 percent visited and later returned.

### 3.3 What days did the website receive the highest number of visitors?

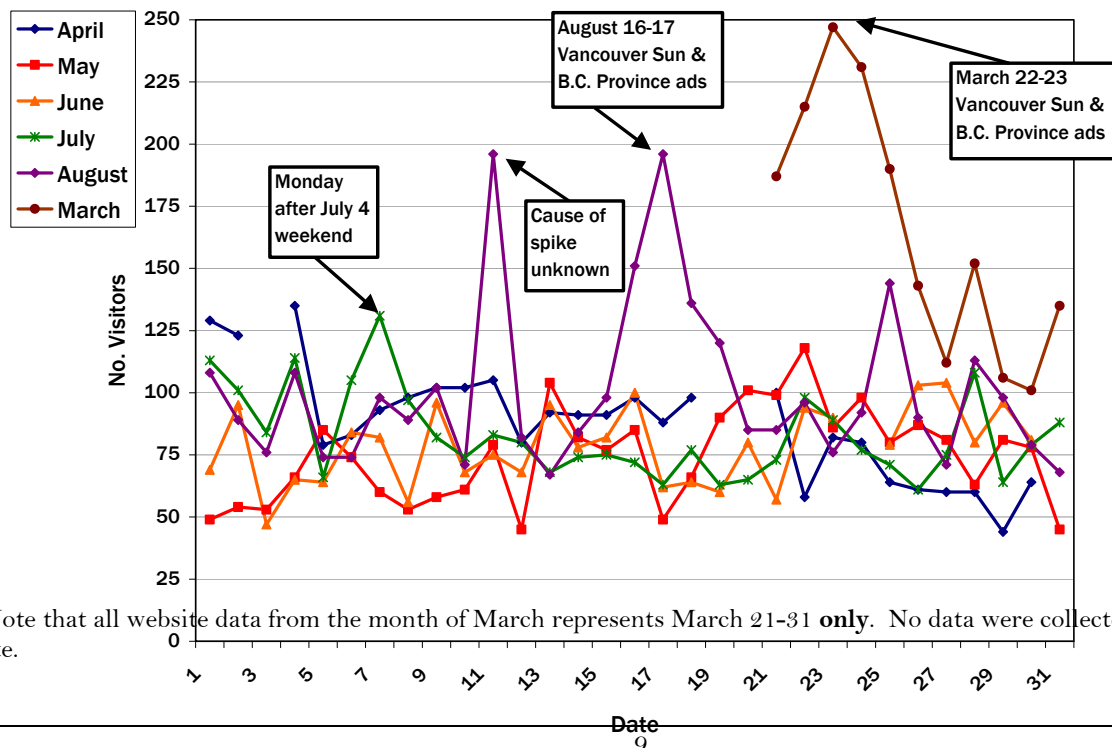
By looking at the day of week that visitors came to the website, one can evaluate whether there is a correlation between long weekend queues at the border and interest in the NEXUS program. More people visited the website on Mondays than on any other days. However, visits by day of week were, for the most part, spread evenly. This suggests that there is a connection between long weekend waits and website visits, albeit small.<sup>5</sup>

Figure 3-4: Website visits by day of week (multiple days)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
No. of Visitors	2019	2449	1960	1919	1821	2112	1696
% of Total Visitors	14%	18%	14%	14%	13%	15%	12%

An analysis of the days where there were noticeable increases in web visitors shows that the newspaper advertisements were very effective in drawing visitors to the site. A spike in visits is also visible following the July 4<sup>th</sup> weekend, which historically has very long border queues. There are also a few spikes for unknown reasons. These may be due to long border waits, a well-timed radio ad, or some other factor which drew such high proportions of visitors.

Figure 3-5: Website visits by date



<sup>5</sup> Note that all website data from the month of March represents March 21-31 only. No data were collected prior to this date.

### 3.4 What was the percentage change in total website visits from month to month?

Website visits rose during the summer months, and clearly spiked during the *Vancouver Sun* and *B.C. Province* advertisements. It is especially clear how effective the newspaper ads were when one considers that the data from March are only for the dates between March 21-31.

The number of visitors lowered during late spring but rose in summer to a high of 3,116 visitors in August. This increase can again be attributed to the successful *Vancouver Sun* and *B.C. Province* advertisements, a peak in radio advertising, and a general increase in overall border crossings.

*Figure 3-6: Percentage Increase of Monthly Visitors*

Month	No. Visitors	% Monthly Change
March	1,819	
April	2,360	29.7%
May	2,307	-2.2%
June	2,274	-1.4%
July	2,570	13.0%
August	3,116	21.2%
<b>Total</b>	<b>14,446</b>	

### 3.5 What was the relative increase of ‘word-of-mouth’ advertising?

Word-of-mouth advertising is difficult to measure. Nevertheless, it provides a good picture of how information about the NEXUS program is passed along. It also captures whether or not inspection officers are referring people to the website for more information. Word-of-mouth referrals provide a long-term means of informing the public about the benefits of NEXUS.

*Figure 3-7: Increase of Word-of-Mouth Visitors*

Month	Word-of-Mouth Visitors	Total Visitors	% of Total Visitors	% Change each Month
Mar	196	1,819	10.8%	
Apr	286	2,360	12.1%	45.9%
May	215	2,307	9.3%	-24.8%
Jun	231	2,274	10.2%	7.4%
Jul	359	2,570	14.0%	55.7%
Aug	247	3,116	7.9%	-31.2%
<b>Total</b>	<b>1534</b>	<b>14446</b>	<b>10.6%</b>	

## 4. Recommendations for Future Efforts

Based on the experience gathered over the six-month period described in this report, several recommendations are made for increased marketing efforts for the NEXUS program.

### 4.1 Use PACE/CANPASS Data

One untapped resource for this campaign is the existing PACE and CANPASS databases. These databases are the property of CBP and CCRA, and have all the former members of these pre-approved travel programs. By looking at how many former PACE and CANPASS participants are enrolled in the NEXUS program, the agencies may be able to develop a much more targeted audience for future promotional efforts. Although the addresses of former PACE and CANPASS participants are restricted for privacy, the agencies themselves could utilize them in a direct-mail campaign to encourage those that have not yet applied to NEXUS to do so.

These data could also be utilized for a program-related survey. Why are certain former PACE and CANPASS members not enrolled in the NEXUS program? Are there elements of the NEXUS program that are deterring some previous DCL users? Or is the more rigorous application process itself partly responsible for the smaller number of NEXUS enrollees as compared to the former PACE and CANPASS programs?

### 4.2 Distribute Information at the Border

This summer, NEXUS office aides spent a few weekends handing out information about NEXUS to the vehicles waiting in long border queues. This effort could be increased, to distribute applications directly to the drivers who would be most interested.

### 4.3 Install Northbound getNEXUS.com Signs

WCOG and MoT have succeeded in finalizing designs for three new southbound NEXUS signs, which will not only serve in better separating the NEXUS lane from regular primary traffic, but will also advertise the **getNEXUS.com** website.

However, issues regarding sign regulations and the usage of URLs on signs paid for by U.S. federal dollars have complicated efforts to install northbound NEXUS signs. WCOG continues to work with WSDOT and U.S. Federal Highway Administration on this issue.

Results discussed above illustrate the enormous value such signs have in providing drivers information about the NEXUS program.

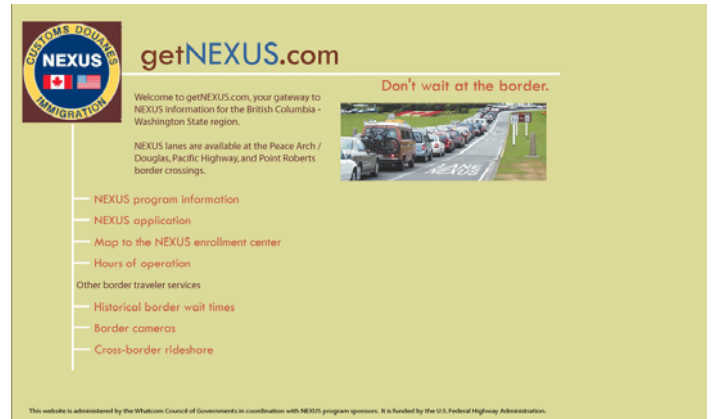


Figure 4-1: Screenshot of getNEXUS.com

#### **4.4 Advertise in All Regional Newspapers**

The success of the *Vancouver Sun* and *B.C. Province* advertisements in getting people to find out more about the NEXUS program illustrates the value in such advertising. More advertisements in these papers, along with other regional papers such as the *Seattle Times*, the *Seattle Post-Intelligencer*, the *Eastside Journal*, and the *Bellingham Herald* will increase web visits and provide better exposure for the program.

#### **4.5 Increase Web Presence**

Search engines helped many people navigate to the **getNEXUS.com** website. By paying for search engine preference, by linking the site to numerous other regional and national sites, and by providing internet banners on related sites, the number of visitors would increase substantially.

#### **4.6 Create Online Application**

Currently, application forms have to be printed, filled out, and then mailed. Providing an online application form that could be submitted with credit card payment would increase the number of applications simply by reducing the steps an applicant has to go through. This would improve the application process by preventing applicants from submitting incomplete forms, thereby reducing the number of applications that have to be mailed back for additional information.

## 5. Conclusions

Pre-approved travel programs such as NEXUS have been proven as effective means to increase border security while reducing congestion at large land ports-of-entry. In the Cascade Gateway, citizens have experienced the benefits of dedicated commuter lanes for over a decade with the PACE and CANPASS programs and with the NEXUS program which opened June 26, 2002.

Enrollment in NEXUS is over 35,000 people. In August, 22 percent of all southbound traffic at Peace Arch used the NEXUS lane. Although this number is encouraging, it is still below the percentage of southbound PACE traffic that was regularly seen at Peace Arch prior to September 11, 2001 (PACE averaged approximately 29 percent of all southbound traffic). The fact that the percentage of overall traffic using a pre-approved travel program used to be higher suggests that there are still large numbers of regular border crossers that have yet to enroll in the program. This knowledge, coupled with the results of the study completed by WSDOT, stresses the importance of a continued NEXUS marketing campaign to promote the benefits of the program to Cascade Gateway residents.

Without the ability to track where applications to the NEXUS program originated, it is impossible to determine the full effects of WCOG's marketing efforts. Measurements of web site visits show that several advertising efforts were successful in bringing people to the site to find out more information. It is interesting to note that the unofficial **getNEXUS.com** sign at the Peace Arch crossing, though small, still succeeded in generating more visits to the website than any of the individual advertising efforts undertaken by WCOG.

Free advertising (web links, search engines, referrals, and the existing sign) brought more visitors to the **getNEXUS.com** website than did the advertising WCOG paid for (newspaper ads, magazine ads, radio ads, promotional giveaways). Of the marketing efforts that were paid for, only the newspaper advertisements generated an appreciable response.

A more effective marketing campaign could be undertaken with more assistance from the inspection agencies overseeing the NEXUS program. By utilizing their databases of prior pre-approved travel program participants; by tracking where applications come from; and by offering online application submission, inspection agencies could better target the key demographic, simplify the application process, and better determine the cost-effectiveness of the marketing exercise.

Recommendations for future marketing efforts include the suggestions above, as well as more advertisements in major regional newspapers. The other forms of advertising, while effective, did not generate enough response.

The value of increasing NEXUS program participation is substantial. It will benefit regional cross-border travelers by expediting their border-crossing time; it will increase security by providing inspection agencies with more detailed information about who is crossing the border; it will allow inspection agencies to focus their energies on higher-risk traffic; and it will reduce border congestion as a whole by a substantial degree.

Because this region has seen higher levels of participation in DCL programs such as NEXUS in the past, it is valid to assume that the current levels of enrollment can be increased. The desire to increase enrollment is shared by inspection agencies, regional transportation planning agencies, and organizations involved in cross-border traffic management. Through continued marketing efforts, the goal of attaining a 45 percent rate of overall traffic flow in the NEXUS lane may be reached.

# Appendix

## A. Dedicated Commuter Lane Enrollment Data – August, 2003

		Total Enrollment	August Vehicles	Daily Average	Compliance Checks	% of vehicles checked	% inspections over 11 secs	% vehicles one passenger	Avg # enrollees per car	% vehicles cross more than 10 times in Aug.
<b>Buffalo, NY</b>		<b>7,242</b>								
	Buffalo		20,361	648	1,015	5.0%	13.9%	80.0%	1.2	21.0%
<b>Detroit, MI</b>		<b>7,733</b>								
	Ambassador Bridge		8,154	351	228	2.8%	26.6%	84.0%	0.9	1.0%
	Windsor Tunnel		10,543	331	501	4.8%	13.8%	92.2%	1.0	25.0%
	Port Huron									3.0%
<b>Blaine, WA</b>		<b>35,477</b>								
	Pacific Highway		925	28	28	3.0%	63.2%	60.8%	1.4	0.0%
	Peace Arch		33,499	1,030	1,393	4.2%	55.6%	61.3%	1.4	3.0%
	Point Roberts		6,124	190	246	4.0%	32.0%	67.7%	1.3	6.0%
<b>El Paso, TX</b>		<b>16,707</b>								
	El Paso		111,633	3,394	15,547	13.9%	34.6%	25.8%	2.6	58.0%
<b>Otay Mesa, CA</b>		<b>43,609</b>								
	Otay Mesa		67,432	2,061	1,802	2.7%	17.1%	39.0%	2.1	13.0%
	San Ysidro		184,703	5,172	4,517	2.4%	13.9%	24.2%	2.2	29.0%
<b>TOTAL</b>		<b>110,768</b>	<b>443,374</b>	<b>13,205</b>	<b>25,277</b>					

<b>Total NEXUS Enrollment</b>	<b>50,452</b>
Blaine %	70.3%
Buffalo %	14.4%
Detroit %	15.3%

Data Source: U.S. Customs & Border Protection



## B. WCOG Advertising Campaign Components

Media	Description	Timeline	Cost
Booth giveaways	Promotional Giveaways	Jun-02	\$6,765
Waterside	4" X 9" full color ad	May-02, May-03	\$900
Community Map	8.25" X 8" full color ad in map	Jan-03	\$575
WA CEO	4.812" X 4.812" b&w ad w/NEXUS article	Feb-03	\$1,663
Fourth Corner	4.375" X 4.875" full color ad in magazine	Apr-03	\$535
Sun/Province	1/2 page bw Sat & Sun Prov/Sun (3/22-3/23)	Mar-03	\$8,740
News Canada	1 1/2 pg ad for BC newspapers	Apr-03	\$1,324
96.9 JACK FM	10 wks of 20 word pm (3-7) ads 1 daily	Mar-03 thru May-03	\$2,342
News 1130	16 wks of 40 10-sec ads (5/1-8/31)	May-03 thru Aug-03	\$16,354
92.9 KISM	12 wks of 10 8-sec ads	Jun-03 thru Jul-03	\$1,800
Bellingham Herald	32,708 inserts at \$59.30 per 1,000	Jun-03	\$1,444
VCR Print	27,000 8 pg inserts	Jun-03	\$8,194
88.9 Border Radio	13 wks of 10 sec spots every 10 minutes	Jun-03 thru Aug-03	\$1,427
Line Giveaways	5,000 Litter bags and post-it notes	Jun-03	\$3,569
Sign			
<b>TOTAL:</b>			<b>\$55,631</b>