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*This session focused on the current use and effectiveness of marketing and advertising programs for transit industry. Main issues addressed concerned, How much money should be budgeted for marketing? Can it be a positive force in attracting riders? How can information on successful new types of service be gotten to others? Is it important to wait for a better product before doing marketing? What are the strategies for good marketing practices?*

John B. Schnell  
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*In the papers that follow, Schnell cites the promotional devices used in San Diego, Los Angeles, and Toronto. Reading emphasizes the need for understanding the dynamics of making a beneficial service available. The approach is one of determining the goal, conducting the research on methods, developing a plan for proceeding and an action program to carry it out, and evaluating the result.*

*Kelley discusses an airline company's approach to marketing. He notes the need for the advertising agency to be used as a full partner in the firm's activities, rather than being called in only for preparing ads. The need for identifying the different consumer markets and tailoring media and material to effectively influence each was emphasized.*

Thomas O. Prior, general manager of the San Diego Transit Corporation, has fully exploited every opportunity to draw attention to the transit service in San Diego. Shortly after the San Diego Transit System became a public authority, arrangements were made to purchase 100 new buses. Tom determined to get the maximum publicity out of the purchase of these buses. He felt that many people in San Diego hardly realized that a transit system existed in their city. First, San Diego Transit sponsored a color-the-bus contest. Students or anyone else was asked to submit color designs. The newspapers cooperated by printing black and white sketches of the new buses on which contestants were encouraged to place their own color schemes. After receiving hundreds of entries, a panel picked out the 6 best entries and then requested the San Diego populace to vote on which of the 6 they wished to have for the new buses. Eventually a 14-year-old boy was declared the winner. This pair of contests took a great deal of time and acquired a great deal of free newspaper publicity.

## MARKETING PUBLIC TRANSPORTATION