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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?*

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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

When the new buses were ready to be picked up, Tom Prior made arrangements for 45 of the San Diego bus drivers to be flown to Pontiac, Michigan, to drive the buses back to San Diego. Naturally, the San Diego newspapers took pictures of the bus drivers as they boarded the airplane. As the buses returned to San Diego a contest had been arranged to guess what time the buses would enter the San Diego city limits. Thousands of people entered this contest, and additional free publicity was received. As some of the buses approached San Diego, they stopped in some of the surrounding communities such as Chula Vista and El Cajon and the mayors and public officials boarded the buses. Thus, civic pride of all the neighboring communities was aroused, and a mammoth celebration with brass band, bunting, handshaking, and photographers was arranged downtown. Some speeches were planned, and the mayor and Miss San Diego christened the buses by breaking a bottle of San Diego Bay seawater over the bumper of the first bus.

When San Diego Transit reduced its student fare and allowed the students to ride 24 hours a day, 7 days a week, and all year long on student passes, this too was maximized in publicity. When reduced fares for senior citizens were inaugurated, Tom had his picture in the newspaper with senior citizen groups discussing the new arrangement. The idea was to make the people of San Diego realize that the bus system existed, cared about the populace, and was trying to provide new and innovative service and reduced fares whenever possible.

Other advertising campaigns included "Discover San Diego by Bus on Sunday." The transit system provided a reduced fare and did a lot of advertising to provide this family type of tour to see the scenic wonders of San Diego on Sunday. Sunday is a low transit ridership day, and this helped to build up the quantity of buses needed for Sunday service. Other signs advertised STADIUM SPECIALS—50 cents and emphasized the fact that the 50-cent fare was to and from the stadium and was equivalent to the parking fee that would be charged had one driven a car to the stadium.

When the San Diego Coronado Bridge construction required the termination of ferry service, San Diego Transit had plenty of advance publicity and satisfactorily handled the new type of commuters. When exact-fare started, there was adequate advance publicity, and the transit advertisements continued to complement the many businesses who agreed to serve as token outlets. This means of thanking the businesses for remaining as token outlets helped to engender good will for this relatively thankless task.

When the celebration for receiving a grant for a new maintenance and administrative office facility was to take place, the San Diego Transit System employees cleaned up a body shop, assembled suitable tables, linens, and proper china, and prepared the entire meal themselves complete with wandering violinist and a gift to Carlos Villarreal, former UMTA administrator, of an old coin fare box reconstructed as a very attractive lamp. As an additional marketing touch, Tom had a mammoth fake check for \$1,970,000 prepared. The photographers were very happy to snap pictures of the mayor looking startled as Carlos Villarreal presented this fake check to him.

During Administrator Villarreal's visit one of the advertisements on the side of the bus was KEEP FIT—RUN AND CATCH A BUS, and he posed alongside of this ad in a running position, making additional photographic copy for the local press. San Diego Transit has received national awards for that humorous and catchy phraseology as well as for TAKE TWICE DAILY TO RELIEVE CONGESTION. Another advertising campaign was conducted in Los Angeles by the Southern California Rapid Transit District in 1965-66. The theme for this campaign was your "extra car," the SCRTD bus. The humor and the good sense were hammered home in an entire series of such ads, some of which are as follows:

Amazing Automated Parking With Your Extra Car  
 No Down Payment on Your Extra Car  
 235 h.p. With Your Extra Car  
 Save \$100 per Month on Your Extra Car  
 Revolutionary Air Ride Suspension With Your Extra Car  
 Guaranteed Lifetime Warranty With Your Extra Car

Why Stay Home Alone. Use Your Extra Car  
 Why Fight Traffic. Use Your Extra Car  
 Why Pay More. Take Your Extra Car  
 Quiet Please, Passengers Resting on Your Extra Car  
 Your Extra Car Is Going Your Way  
 Every Family Needs an Extra Car  
 Join the Rebellion. Take an Extra Car  
 Take an Extra Car to Lunch  
 Safety by Far With Your Extra Car  
 Take Your Extra Car to the Angel Stadium  
 Your Extra Car Will Take You to the Zoo

These slogans were used on the sides of buses, on interior car cards, in newspapers, on cardboard covers slipped over the top of existing bus signs, and in many other places where thousands of citizens saw them every day.

Ridership increased in Los Angeles during and immediately after the extra-car campaign, while it decreased in many other cities during this same period of time. Another Los Angeles transit promotion involved the use of privilege cards that entitled students to reduced fares on buses and all citizens to reduced fares for many sporting events, some theatrical programs, and other types of entertainment opportunities.

Innovative advertising and promotion have also been used in Toronto where GO Transit's logo of a large GO in green letters outlined in white is used on all vehicles and in stations, platforms, and signing. It was also used in an extensive campaign to advertise the opening of commuter train service. Some of the advertisements used phrases such as

On March 11 GO Easy  
 GO Getter  
 3-Days to GO  
 J. W. Dillworth (a typical person) is on the GO Reading and Relaxing

Sometime later when the demand-responsive transit service was initiated in the Bay Ridges area serving the Frenchman's Ridge Rail Station, the advertisements contained slogans such as

GO Is Coming Right by Your Front Door  
 Now GO ALL the Way  
 GO Grows

These are only a few examples of the many types of advertising and promotional means that an enterprising marketing department of a transit system (or an advertising consultant) can achieve.

James E. Reading  
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My definition of the marketing of transit is as follows: the dynamics of making a beneficial service available to the public for value received. The 5-step procedure for marketing transit is as follows:

1. Establish a reasonable goal, i.e., identify the segment of the public to whom you are going to market which aspect of transit.