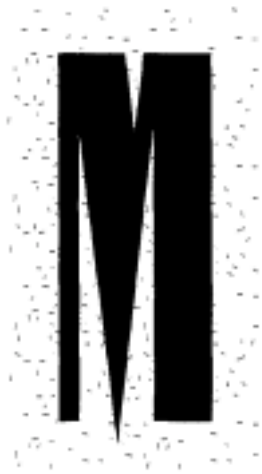

Target Group Promotions

**Target Group
Promotions**



bus routes.

any groups can be targeted in promotions by a transit agency to boost ridership, reward current users of the system, entice new ridership, and to educate segments of the population in the use and value of public transportation. Groups that are included in the examples below include: senior citizens, new employees, school-children, high schools, libraries, and residents adjacent to

"Behind the Wheel" Campaign (M-1)

Athens Transit

Number of Vehicles:
23 buses, 4 vans

Strategy

As part of elementary school class presentations and field trips, Athens Transit (The Bus) in Athens, GA takes photos of students sitting in the driver's seat of an agency bus. With parental approval, some of the photos are enlarged and used on interior bus cards that promote the transit agency.

Objectives

To increase awareness and raise enthusiasm for field trips to The Bus.

Resources

Film and development are the only additional costs to the agency. Enlargement of the pho-

tos is produced in-house on a color copier.

Implementation Time
One week

Results
Teachers call for copies of the photos and encourage other groups to schedule a field trip to the agency.

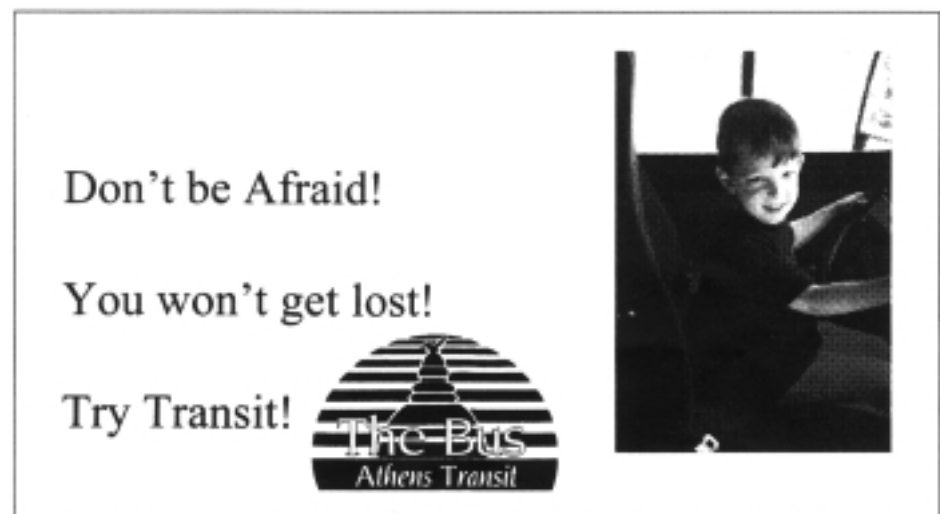
Parents often ride the bus to see their child's photo.

Adaptations
The promotion is used as part of Try Transit Week activities by Athens Transit.

When
1997 and continuing

Contact

Judy Dudley Assistant
Director Athens Transit
325 Pound St. Athens,
GA 30601
Tel: 706/613-3432
Fax: 706/613-3433



Transit Pass for Employees (M-2)

CyRide

Number of Vehicles:

43 buses

Strategy

The Ames Transit Agency (CyRide) in Ames, IA conducts a new employee orientation and distributes transit passes for all new employees at Iowa State University (ISU). Agency staff give a five-minute presentation at university employee orientation programs in conjunction with departments at the university. After the presentations, free one-semester transit passes are distributed along with an offer of half-price passes for all subsequent semesters. The focus of the presentations is on new employees that will have difficulty securing good parking spaces on campus.

Objectives

To increase ridership of Iowa State University employees.

Resources

Two hours of staff time per month is required for the orientation. CyRide donates the first semester pass.

Implementation Time

One day

Results

The program is in its third year and will continue as long as ISU subsidizes the pass. The program averages approximately 150 employees per semester using the pass.

Adaptations

CyRide makes a presentation about its services to new students and their parents during student orientation.

When

1995 and continuing

Contact

Bob Bourne Transit
Director CyRide
1700 W. 6th St. Ames,
IA 50010
Tel: 515/239-5563
Fax: 515/239-5578

"Riding Isn't" Campaign (M-2)

CyRide

Number of Vehicles:
43 buses

Strategy

To promote the ease of riding the bus for college students, the Ames Transit Agency (CyRide) in Ames, IA utilized a newspaper ad campaign that made a humorous comparison between things that are difficult or impossible and riding the bus. CyRide felt that non-riders of the bus may perceive it as a difficult thing to do. The advertisements ran on a rotating schedule in the Iowa State University newspaper. The ads were designed to be light-hearted and fun to a younger audience. The ads were eye-catching due to the use of color and vertical placement on the edge of consecutive pages in the newspaper.

Objectives

To increase college student ridership.
To promote the ease of riding transit.

Resources

The development of the campaign was done in-house. A single run of the ads in the student newspaper costs approximately \$1,200.

Implementation Time

One to two days

Results

The promotion heightened the awareness of the service available and increased ridership. Focus groups comprised of the target audience were used to determine whether the objectives had been met. According to the focus groups, nearly 75 percent remembered seeing the ads.

Many of them stated that the ads reinforced the value and ease of the bus service. Ridership increased 18.2 percent during the four-month period of the campaign. The advertising campaign received a 1996 AdWheels Award for the use of print media by a small transit agency.

Adaptations

The agency has used a similar campaign for other target groups.

When

1995

Contact

Barbara Neal
Senior Operations
Assistant
CyRide
1700 W. 6th St.
Ames, IA 50014
Tel: 515/239-5565
Fax: 515/239-5578

or try 300 m.p.h. at Remond

230 m.p.h. at Indy is treacherous ...

Riding isn't!

and uses a lot of fuel

0 to 100 in 4 seconds is brutal ...

Riding isn't!

unless you're a professional

cornering a Porsche 911 is hard ...

Riding isn't!

Transit Brochure Distribution (M-4)

Rural Transit

Number of Vehicles:

9 buses, 4 vans

Strategy

Rural Transit in Bloomington, IN informs current and potential riders of the services available to them by distributing brochures to businesses and agencies along Rural Transit's routes. The brochures were designed to be easy to read and understand. Permission to distribute the brochures is gained by contacting the manager of each agency and business. Businesses are also encouraged to inform their staff about the benefits of riding public transit.

Objectives

To increase awareness of the services provided by Rural Transit.

Resources

The project was funded through a special marketing grant of \$2,000 from the Indiana Department of Transportation. An Indiana University student summer intern was integral to the creation and implementation of the campaign.

Implementation Time

One year

Results

Public awareness of Rural Transit services increased and good working relationships were established with the local businesses and agencies. Ridership increases were noted by the agency.

Adaptations

Rural Transit distributes an advertising sales brochure to local businesses.

When

1997 and continuing

Contact

Jewel Echelbarger
Executive Director Rural Transit
7500 W. Reeves Rd.
Bloomington, IN 47404
Tel: 812/876-3383
Fax: 812/876-9922
E-mail: jechelba@bloomington.in.us

"Summerdime Days" (M-5)

LAKETRAN

Number of Vehicles:
83 buses

Strategy

LAKETRAN in Grand River, OH sponsors an art contest for the design of the agency's "Summerdime Days" logo to be used for direct mailers, promotional teeshirts, and newspaper ads. "Summerdime Days" allows all passengers to ride the agency's fixedroute system for 10 cents on weekdays between Memorial Day and Labor Day. The contest is open to all high school students in Lake County. Letters are mailed to each high school in the county listing the criteria for entries. A winner is selected at each high school, at their discretion, and receives \$100 and is entered for the LAKETRAN Grand Prize. A panel of local artists

selects the grand prize from the participating schools. The winner receives \$500 and is announced at a LAKETRAN Board of Trustees meeting with the student's parents, art teacher, and principal in attendance. Articles about the contest appear in the local daily newspaper.

Objectives

To promote public transit to youth ages 12 to 18.

Resources

No special budget is required for the contest, except for the prize money. Required staff time is approximately 15 hours.

Implementation Time

Two months

Results

The contest is in its third year and the agency considers it to be highly successful.

When

1996 and conducted annually.

Contact

Frank J. Polivka
General Manager
LAKETRAN
PO Box 158 Grand
River, OH 44045
Tel: 216/350-1000
Fax: 216/354-4202

"The RRTA Senior Game" (M-6) Red Rose Transit Authority

Number of Vehicles:
45 buses, 33 vans

Strategy

Red Rose Transit Authority (RRTA) in Lancaster, PA conducts a six-week frequent rider

Play the Senior Game

Have the driver punch this card each time you board an RRTA bus. When all 4 blocks are punched, driver will collect card and enter it in drawings for weekly prizes and the \$7,500 Grand Prize. See reverse for details.

Name: _____
Address: _____
City: _____ State: _____
Zip: _____ Phone: _____

Information required in order to use prizes.

No 15401

1	2	3	4
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promotion for senior citizens age 65 and over called "The RRTA Senior Game." Game cards are distributed by operators and punched each time a senior citizen uses the system. Four punches completes a card, which is then entered into a drawing for prizes. The more frequently seniors ride during the promotion, the more likely they are to receive prizes. Weekly drawings are held

and the winner's names are posted inside buses and the agency's information center. All entries are eligible for a grand prize. The agency prefers many small prizes which create many winners, rather than a few big ones. The contest is promoted with a mailing to local senior citizen groups, ads in senior citizen publications, and interior bus ads.

Objectives

To induce senior citizens to try RRTA.

To reward current senior citizen riders.

Resources

The agency spends a total of \$4,000 on the promotion, which is matched by a local mall in prizes. The special cards cost approximately \$250 to print.

Implementation Time

Two to three weeks per year.

Results

Feedback from senior citizens participating in the contest was very positive. Ridership increased during the period of the promotion. In 1996, over 11,000 game cards were returned in a six-week period which represents almost 47,000 rides. Over a five-week promotional period in 1997, approximately 7,500 cards were submitted representing over 30,000 rides.

When

1995 and conducted annually in October and November.

Contact

Jennifer Burkhart
Marketing Manager Red
Rose Transit Authority
45 Erick Road Lancaster,
PA 17601
Tel: 717/397-5613
Fax: 717/397-4761

"Garage Sale Cruise" (M-7)***Kosciusko Area Bus Service*****Number of Vehicles:**

14 buses

Strategy

Kosciusko Area Bus Service (KABS) in Warsaw, IN takes residents of a local senior center on a three-hour "Garage Sale Cruise" once a week during the summer months. The service is advertised by a series of posters and notices delivered to the senior center. Word-of-mouth advertising is very strong with this promotion.

Objectives

To create a core ridership at the senior center that may then use KABS for their everyday transportation needs.

Resources

Reserve vehicles are used for the service. Three hours of staff time per week during the summer is required. The cost to the agency is minimal.

Implementation Time

One to two months

Results

Senior citizens at the centers are very supportive of the program. Several public transportation advocates have grown from the core group.

When

Every summer since 1995.

Contact

Rita Baker
Transportation
Coordinator Kosciusko
Area Bus Service
1804 E. Winona
Warsaw, IN 46580
Tel: 219/267-4990
Fax: 219/267-4990
E-mail:
KABS@KConLine.com

Flyers Distributed on the Virginia Tech Campus (M-8) *Blacksburg Transit*

Number of Vehicles:

30 buses, 5 vans

Strategy

Blacksburg Transit in Blacksburg, VA posts single page flyers throughout the Virginia Tech campus promoting its paratransit service. The flyers are placed in and around several main buildings, especially the health services and athletic buildings. The agency uses crutches as a symbol on the flyer, rather than a wheelchair, because 90 percent of the students using the paratransit service are temporarily disabled, mainly through injuries.

Objectives

To increase awareness of the agency's paratransit service on campus.

Resources

Design and printing of the flyers is done by the agency. Twelve hours of staff time is required, including distribution. The cost of the advertising campaign is minimal.

Implementation Time

Two months

Results

Calls to the agency requesting information about the service increased. Applications for the service increased by 350 percent.

When

1996 and continuing

Contact

Kevan Danker
Paratransit Coordinator
Blacksburg Transit
2800 Commerce St.
Blacksburg, VA 24060-6656

Tel: 540/961-1185

Fax: 540/951-3142

E-mail: blacksburg.
paratransit@bev.net

Bus Service Guide in Hotels near an Airport (M-9) *Pace Suburban Bus*

Number of Vehicles:

638 buses, 374
paratransit vehicles, 321
vanpools

Strategy

Pace Suburban Bus in Arlington Heights, IL distributes the Rosemont Area Bus Guide to 21 hotels located directly east of O'Hare International Airport, one of the busiest in the world. The agency felt that the hotels in Rosemont, IL offered a lucrative market in which to promote its services. Hotel employees, travelers, and tourists were targeted with the brochure. Rosemont contains a major convention center, a major theater, and an indoor arena. The area is well-served by Pace and the agency felt the target groups could be provided with alternative destinations other than downtown Chicago. Agency staff reviewed other materials distributed to the hotels to determine what would attract a potential user's attention.

Objectives

To target potential markets in the agency's service area.

To promote new ridership.

Resources

Approximately 24 hours of staff time was required for the program. Agency staff determined the

information and destinations included in the brochure. The agency's graphics department designed and printed the brochure. A brochure distribution service costs \$900 annually.

Implementation Time

Three months

Results

A five percent increase in ridership was recorded when the brochure was first distributed. The agency has received favorable comments from several of the hotels, and the brochure is regularly reprinted in order to replenish stock.

Adaptations

Pace Suburban Bus also distributes guides pertaining to entertainment destinations in its service area, special events service, and other communities. The guides are distributed to major employers and other hotels.

When

1995 and continuing

Contact

Barbara Ladner Manager
of Market Development
Pace Suburban Bus
550 W. Algonquin Rd.
Arlington Heights, IL
60005
Tel: 847/228-2467
Fax: 847/956-7916
E-mail: barbara.ladner
@pacebus.com



"The Transit Connection - Connecting the Worker to the Workplace" (M-10)

Triangle Transit Authority

Number of Vehicles:
24 buses, 50 vans

Strategy

The Triangle Transit Authority (TTA) in Research Triangle Park, NC held three pairs of job fairs, six in total, that focused on the importance of public transit options for the workplace.

The fairs were conducted in response to the State of North Carolina's welfare reform initiative and attempted to match low-income residents with area employers.

Transportation to and from places of employment is a major issue for these residents and the fairs are an opportunity for the agency to become informed of the needs of both employers and applicants and to inform both groups about the services offered by TTA.

The job fairs were held in pairs so TTA could utilize the same advertising for both. The fairs were advertised through local media, public service

resources, and through cooperative efforts with the employers. Flyers were also distributed throughout the local communities and included a coupon which offered a free ride to the fair.

Objectives

To bring employers and job seekers together for their mutual benefit.

To educate both groups about the benefits and availability of public transportation options.

To increase ridership.

To be responsive to job-related transportation needs by working with employers and other community groups to find creative transportation solutions for the workplace.

Resources

Approximately \$15,000 was spent by TTA on each pair of job fairs. Five hundred hours of staff time was required to implement the program.

Implementation Time

Nine months

Results

TTA considers the project to have been a great success. Workers and employers were brought together and many of

those hired are using public transportation. Several employers now consult TTA about their employee transportation needs. Strong relationships with community organizations and the business community have been established and enhanced. The third and fourth job fairs were conducted in response to requests by the participating groups. TTA is now represented on several area agency boards for work-related transportation issues, and the agency is asked to make presentations to different groups offering programs and seminars on welfare-to-work issues. TTA's involvement in regional welfare reform programs has become a continuous role for the agency.

When

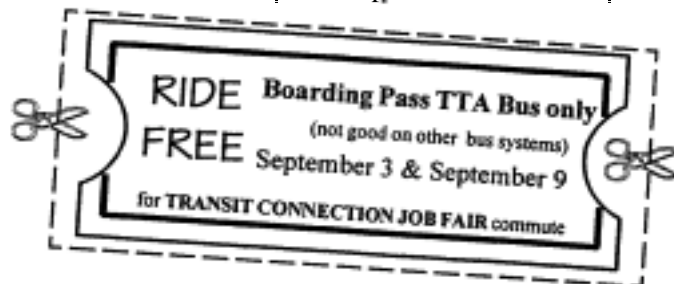
1996 and continuing

Contact

Billie Cox Transit Marketing and Rideshare Manager Triangle Transit Authority
PO Box 13787 Research Triangle Park, NC 27709
Tel: 919/990-9038, x 20
Fax: 919/990-9127
E-mail: b.cox@mail.gte.net



"Connecting the Worker to the Workplace"



"Class Pass" (M-11)

Tri Delta Transit

Number of Vehicles:
56 buses

Strategy

The "Class Pass" program enables teachers at schools in the service area of the Eastern Contra Costa Transit Authority (Tri Delta Transit) in Antioch, CA to take their classes on field trips for free. The trips are taken on regularly planned routes at the scheduled times. Teachers inform the agency of the trip requirements and the agency plans the trip for them. They are limited to two field trips on the system every school year. Tri Delta Transit also offers a presentation to teach children about bus safety and rules. The agency shows a video and distributes a bag of transit marketing "goodies," including "toy bus" cookies, a bus bank, a transit coloring book and crayons, a Tri Delta Transit

schedule and various school supplies. The service is promoted by sending letters containing a poster and brochure to the superintendents of the school districts and mailing a brochure to every teacher at schools in the agency's service area. Word-of-mouth among the teachers has also helped to promote the service.

Objectives

To teach children how to use public transit.

To distribute agency schedules and maps to homes in the service area.

To build ridership.

Resources

Approximately 1.5 hours of staff time are required per field trip. The gift bags cost \$3 per student.

Implementation Time

Three months

Results

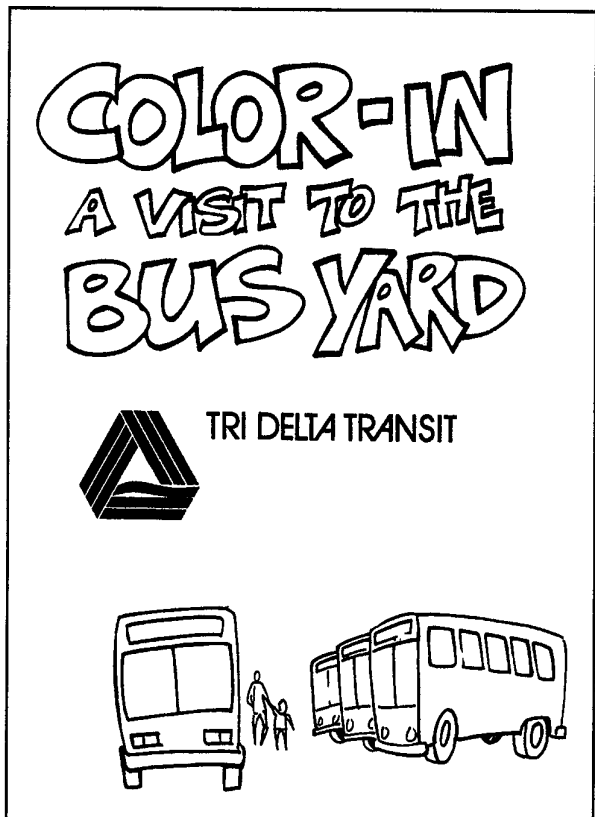
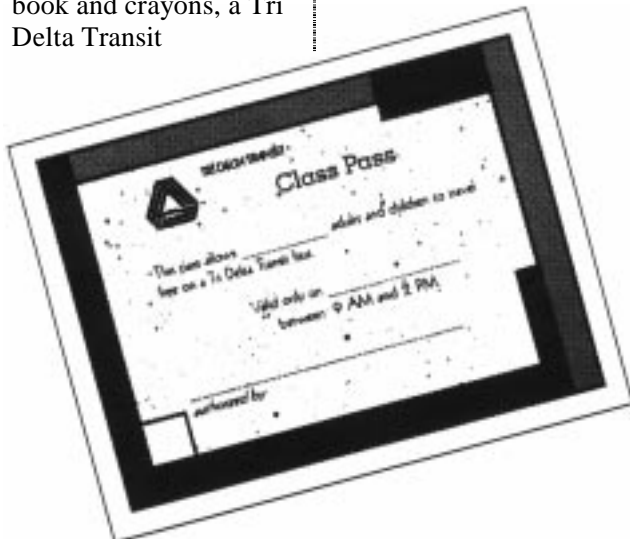
The service has been a major success for Tri Delta Transit. Teachers regularly ask for the service. Student ridership has increased since the program's inception.

When

1996

Contact

Deborah Bass Marketing
Coordinator Tri Delta
Transit
801 Wilbur Av. Antioch,
CA 94509
Tel: 925/754-6622
Fax: 925/757-2530
E-mail: dbass@eccta.org



"Smart Tripper Book" and Tour (M-12)

Kitsap Transit

Number of Vehicles:

167 buses, 45 paratransit buses, 94 vans

Strategy

Kitsap Transit in Bremerton, WA developed a student handbook and tour, geared to 6th graders, in order to introduce students to the problems of air pollution, traffic congestion, and energy consumption, and to promote the use of alternative transportation as part of the solution to these problems. Students study the Smart Tripper Book in class, then visit Kitsap Transit for a tour of the facility. The agency works with the school district, offering the book and tour free of charge as part of the school year curriculum. The focus was placed on 6th graders because the agency felt they were old enough to be conscious of transportation and environmental issues.

Objectives

To develop future transit riders and transit supporters.

Resources

The annual cost of the program is approximately \$14,500. Seventeen tours are conducted during the school year. Approximately \$2,000 is required annually to produce the Smart Tripper Book. Each tour requires a total of 28 hours of staff time.

Implementation Time

Four months

Results

Teacher evaluations of the book and tour after participating rate the program as "excellent." Student pass sales and student ID card requests at the agency have increased since the program started. Kitsap Transit was awarded a grant from the Washington State Energy Office in 1996 to revise the Smart Tripper Book to make it generic enough for all Washington state transit systems. The book was printed and distributed to all transit agencies and school districts in the state.

Adaptations

The book is updated periodically and the tour is evaluated and revised as needed each year.

When

1993 and continuing

Contact

Bob Ferguson
Transportation Demand Management
Administrator Kitsap Transit
234 S. Wycoff Av.
Bremerton, WA 98312-4199
Tel: 360/478-5864
Fax: 360/377-7086

"Get On Board" (M-13) Erie Metropolitan Transit Authority

Number of Vehicles:
55 buses, 1 trolley

Strategy

Erie Metropolitan Transit Authority (EMTA) in Erie, PA conducts a multi-faceted transit awareness program called "Get On Board." The agency holds transit awareness assemblies in each of the local elementary schools with information about the system and what it accomplishes for the community. Coloring books and search-a-word sheets are distributed to the children and education lessons are given to the teachers. The students are asked to complete a coloring sheet about "where they would like to go on the bus" for a chance to win prizes such as EMTA plaques or items from area merchants. Classes are asked to complete a bulletin board about transit and submit a picture of their creation to the agency. The class with the most informative and creative bulletin board wins a trip on the EMTA Trolley to

the agency for a tour of its facilities, EMTA teeshirts, and a class plaque. The winning class is also allowed to name a bus for an entire year.

The program receives free advertising from sponsors on a local radio station as a community tie-in. The sponsors donate prizes and radio personalities attend the assemblies. The program also receives occasional coverage in the local newspaper.

Objectives

To educate schoolchildren on the value and use of public transit in the community.

Resources

EMTA spends \$3,000 a year to maintain the program, primarily for copying, printing, and stickers. Free advertising is garnered from a local radio station. Prizes are donated by advertisers on the radio station.

Implementation Time

Three to four months

Results

In the first year of the program, 10 out of 14 local elementary schools

GET ON BOARD

were involved. Good working relationships were developed with sponsors and the radio station. The number of schools involved continues to grow.

When

1996 and continuing

Contact

Alyson Amendola
Marketing Director
EMTA
PO Box 2057
127 E. 14th St.
Erie, PA 16512-2057
Tel: 814/459-8922
Fax: 814/456-9032

School Poster Contest (M-14)

Virginia Railway Express

Number of Vehicles:
67 railcars, 13 locomotives

Strategy
Virginia Railway Express (VRE) in Alexandria, VA sponsors an annual poster contest for fourth and fifth

Colonial Life studies in their respective curriculums. The winning class is awarded a field trip to an historic part of the City of Alexandria aboard VRE. The top three entries are reproduced and posted in every VRE train and station for four months.

in the afternoon costs the agency \$300. The cost for printing the winning posters is approximately \$3,000.

Implementation Time
Five months

Results
Over 300 entries are received on average. The class field trip garners newspaper coverage. Positive relations are maintained with the local school districts.

When
1996 and conducted annually.

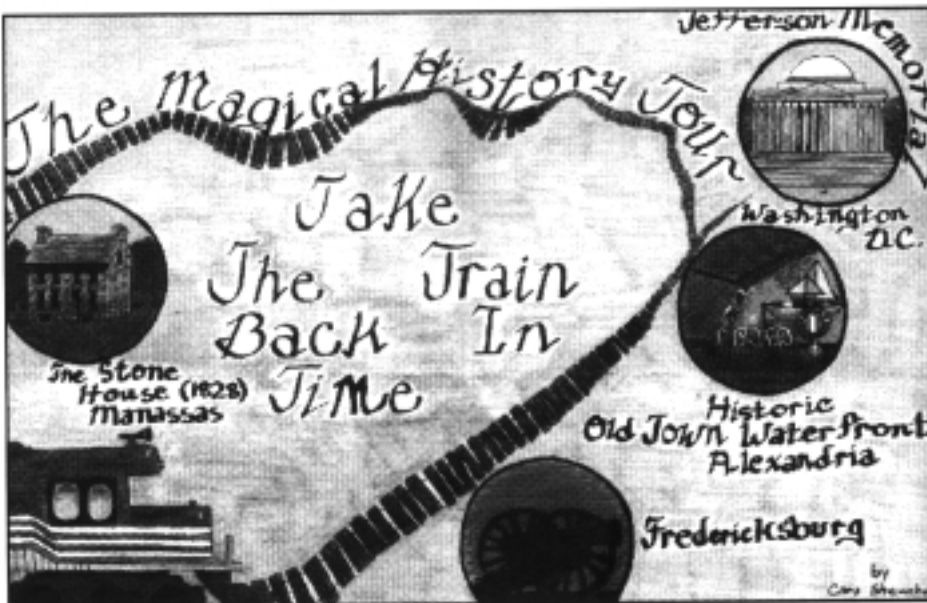
Contact
Ann King Manager of Marketing and Customer Service Virginia Railway Express
6800 Versar Center, Suite 247 Springfield, VA 22151
Tel: 703/684-1001
Fax: 703/684-1313
E-mail: gotrains@vre.org



graders in its service area. The contest is coordinated through the school district. It is designed to coincide with the fourth grade Virginia History and fifth grade

Objectives
To interest schoolchildren, their parents, and teachers in using the train system. To help promote the agency's 50 percent fare discount for school groups.

Resources
Two VRE staff members accompany the field trip. The tour guides at the destination cost \$170, while the chartered bus that returns the children



"Books On Board" (M-15) St. Cloud Metropolitan Transit Commission

Number of Vehicles:
31 buses, 12 paratransit vehicles

Strategy

In 1989, the St. Cloud Metropolitan Transit Commission (Metro Bus) in St. Cloud, MN began a program with support from the local newspaper, the St. Cloud Times, called "Books On Board." Elementary school classes received free tokens from the agency, rode the system on its regular routes, and toured area businesses. Upon returning to their classrooms, the students were instructed to write and illustrate a book, individually or as a class, about their trip. The finished products were displayed on Metro Buses.

Teacher information packets are distributed to elementary schools in the fall semester. Teachers arrange their own tour date and time from a provided list of participating businesses. Agency staff visit schools and make presentations before the scheduled trip to teach

the schoolchildren about Metro Bus. Pencils and bus-shaped erasers are distributed to the students. A \$50 savings bond is awarded to a student in each participating school through a random drawing.

Objectives

To teach children about public transportation.

To teach children the process of creating a book.

Resources

Required staff time to implement the program is 30-40 hours. The agency spends approximately \$850 a year to maintain the program.

Implementation Time

Two to three months

Results

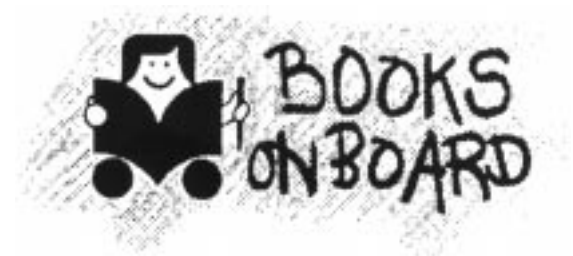
Over 1,200 children participated in the program during the latest school year. The agency receives very positive publicity for the program.

When

1989 and ongoing

Contact

Kim McCarney
Administrative Assistant
St. Cloud Metropolitan
Transit Commission
665 Franklin Av. NE St.
Cloud, MN 56304
Tel: 320/251-1499
Fax: 320/251-3499



"The Pass" (M-16)

Number of Vehicles:

766 buses, 26 light rail vehicles

Strategy

The Tri-County Metropolitan Transportation District of Oregon (Tri-Met) in Portland provides "The Pass," a discounted summer pass for youth 18 years and under that allows unlimited riding on Tri-Met from June 1 through August 31. The present cost of a pass is \$40. Five area merchants are recruited each year to provide a special discount to pass holders. Merchant logos and discounts are printed on the back of the pass. Usually, merchants with large numbers of local outlets are chosen to facilitate student use of the discounts. The merchants must also agree to display advertising posters for "The Pass."

Objectives

To maintain school year ridership levels during the summer months.

To build long-term relationships with the target market.

Resources

The total budget per year for the summer youth pass program is approximately \$50,000. The agency spends approximately \$34,000 on advertising including print, radio, television, posters, brochures distributed to area high schools, and bus interior and exterior ads.

Implementation Time

Five months per year

Results

In the first year "The Pass" was offered, a 200

percent sales increase over the previous summer sales period was recorded. Sales have increased an average of five percent in succeeding years.

When

1994 and conducted annually in the summer months.

Contact

Beth Erlendson
Marketing Representative Tri-Met
4012 Southeast 17th Ave. Portland, OR 97202-3993
Tel: 503/239-6438
Fax: 503/239-6469
E-mail: erlendsb@tri-met.org

Summer Youth Bus Pass (M-17)

SLORTA

Number of Vehicles:
13 buses

Strategy

The San Luis Obispo Regional Transit Authority (SLORTA) in San Luis Obispo, CA offers a summer youth bus pass that provides 15 weeks of unlimited rides on 4 fixed-route systems in San Luis Obispo County. The cost of the pass is \$15, which provides the slogan "15 Weeks for 15 Bucks." SLORTA contacted the transit agencies and negotiated their agreement to accept a universal summer youth pass and share in the revenue on a percentage basis. The Air Pollution Control District - County of San Luis Obispo provides sponsorship for ad costs due to the trip reduction as a result of the program. The pass is advertised on local radio and television stations and in the area newspaper.

Objectives

To teach youths how to use public transit.

To increase ridership during the summer months.

To reduce the number of vehicle trips by parents and other family drivers.

To provide youths in rural areas with access to recreational activities not found in their local area.

To distribute route and schedule information to parents.

Resources

The total cost of the program is \$10,000. Half of the total goes towards advertising, the other half for additional schedules and maps.

Implementation Time

One week per year

Results

SLORTA has recorded increases in pass sales for every year of the program. The pass provides good benefits for kids in rural areas of the county who otherwise would not have ready access to area recreational activities.

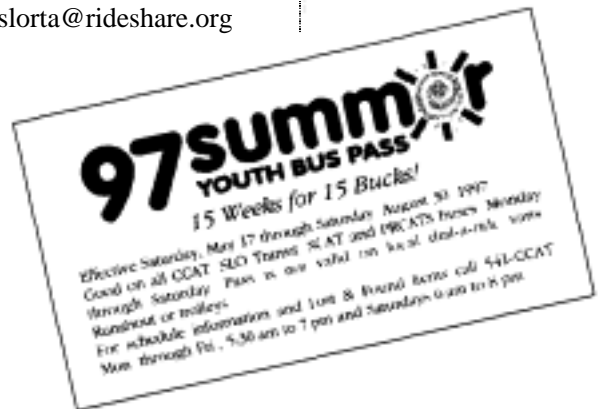
When

1994 and conducted annually during the summer.

Contact

Shari Presnall
Transit Systems
Coordinator

San Luis Obispo
Regional Transit
Authority
1150 Osos St., Suite 206
San Luis Obispo, CA
93401
Tel: 805/781-4465
Fax: 805/781-1291
E-mail:
slorta@rideshare.org



Don't sit at home bored all summer... get out and explore your world! If you are an elementary or high school student in San Luis Obispo County, you can ride CCAT, SLO Transit, SCAT and PRCATS buses all summer long (Monday through Friday) through Labor Day weekend—15 weeks! for only \$15.00! All you need is a Summer Youth Bus Pass offered by the San Luis Obispo Regional Transit Authority. This special pass is good on all regular bus routes, Monday through Saturday, and is effective Saturday, May 17 through Saturday, August 31, 1997. The Pass is not valid on local dial-a-ride vans, minibuses or trolleys.

The Summer Youth Bus Pass packet *all include all current local bus schedules and some special Summer Youth Bus Pass—everything you need to get to parks, swimming pools, recreation centers, movies, water skating, beaches (Pismo, Morro Bay, Cayucos and Pismo County Parks), golf courses, video rentals, movies, shopping and you even receive a calendar!

For information on how to order your Summer Youth Bus Pass, please call the San Luis Obispo Regional Transit Authority at 781-4465 Monday through Friday, 9 am to 5 pm. The Summer Youth Bus Pass can be purchased by mail (see order form below), over the phone by bank credit card or in person. Call for locations countryside nationwide.

All CCAT buses have bike racks and ALL buses are wheelchair lift equipped.

ORDER FORM

By Mail: Please send me _____ Summer Youth Bus Pass packet(s) at \$15.00 each, plus \$7.00 postage & handling (TOTAL \$17.00 per packet).

Name _____ Apt # _____
 Address _____ City _____ Zip _____
 Daytime Phone # () _____
 Credit Card # _____
 VISA MasterCard Exp. Date _____
 Signature _____

Send this form with a check or credit card information to:
 1997 Summer Youth Bus Pass
 San Luis Obispo Regional Transit Authority
 1150 Osos Street, Suite 206
 San Luis Obispo, California, 93401

By Phone: Call (805) 781-4465 FAX (805) 781-1291.
 To save time, please have your credit card number available.
 In Person: Save postage and handling. Come to the office address shown above, 9 am to 5 pm, Monday through Friday or call for other locations.

"Easy Rider" Student Pass Program (M-18)

Palm Tran

Number of Vehicles:
156 buses, 55 vans

Strategy
The "Easy Rider" Student Pass Program conducted by the Palm Beach County Surface Transportation Department (Palm Tran)

in West Palm Beach, FL has two components: a monthly program during the school year and a summer program. The agency tries to increase sales of student passes during the summer by making their use fun. Coupons from merchants or organizations that target the youth market are added to the pass which, if redeemed, make the pass free. Palm Tran has also held contests in the form of a game card to encourage participation in the pass program. Children were also allowed to name the program for the agency.

The pass program is marketed through presentations at local schools and ads in student newspapers. Partnerships are secured with local merchants to co-promote the pass and provide discounts. Radio, television, and newspaper advertising is utilized by Palm Tran to promote the pass.

Objectives

To increase student ridership.
To build relationships with the local business community.

Resources

Advertising for the "Easy Rider" pass program is part of the annual expenditures of the agency's marketing department. Three merchants are chosen to provide the coupons.

Implementation Time

Eight weeks

Results

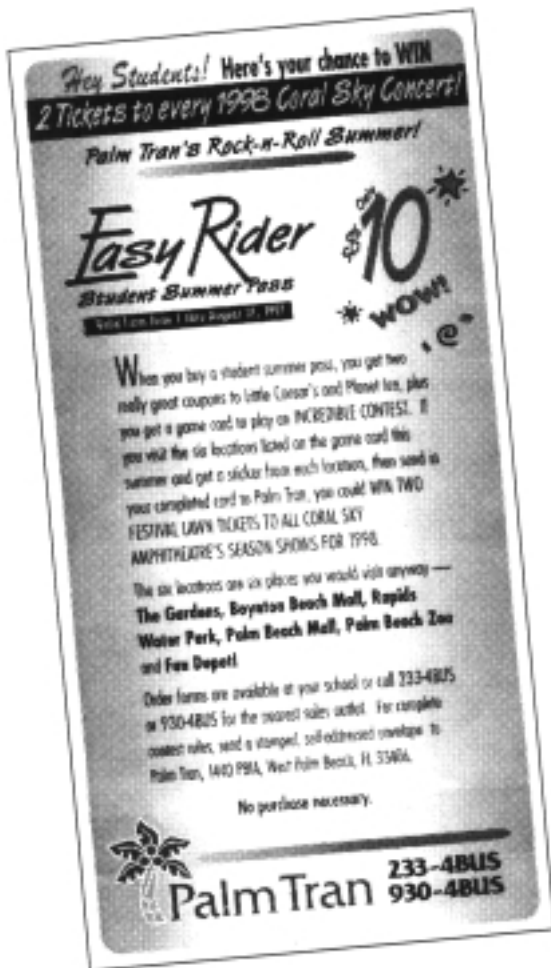
Sales increases of the student passes have been recorded by Palm Tran. The first year of the program saw a 400 percent increase in pass sales from the previous year. The program is successful enough to inspire local merchants to contact the agency about providing coupons with the passes.

When

1996 and continuing

Contact

Toni Sanders
Marketing Director
Palm Tran
1440 PBIA
West Palm Beach, FL 33406
Tel: 561/266-9507
Fax: 561/266-9498



<p>Valid 6/1/97-8/31/97</p> <p>Easy Rider Student Summer Pass</p> <p>Signature _____ No. 94151</p>	<p>ONE ENTRY PER PERSON PLEASE</p> <p> Rapids Water Park</p> <p> CORAL SKY SUMMER PROMO Win 2 Festival Lawn Tickets to every Coral Sky season concert!</p> <p> Fun Depot at Boynton Beach</p> <p> Palm Tran</p> <p> THE LARGEST</p>	<p> Little Caesars</p> <p>1 MEDIUM PIZZA with cheese and two toppings PLUS \$5.00 plus tax</p> <p>One order of Crazy Bread® PLUS One 20-oz. bottle of Coca-Cola Crazy Sauce 59¢</p> <p>Expires 9/30/97 Palm Beach County & Treasure Coast Locations Only</p>	<p> PLANET ICE</p> <p>Summer Special 6/1/97 thru 8/31/97</p> <p>\$5.00 Off All Day Skate Monday thru Friday 10am-4pm Reg. Price \$12.00 including Skate Rental</p>
	<p>Fold on this line.</p>		

"Library Pass-Time" (M-19)

Valley Transit

Number of Vehicles:

28 buses

Strategy

On Wednesdays throughout the summer months, anyone under 18 with a local library card can ride free on Valley Transit in Appleton, WI. The program is called "Library Pass-time" and is co-promoted with a local radio station and the local newspaper. Advertising runs for the duration of the promotion. Posters touting the program are displayed on buses, at the central transit center, and at the libraries. Bus headsigns and letters to the schools are also used by Valley Transit to promote the offer.

Objectives

To increase ridership during the summer months.

To promote summer reading by students.

To enhance relationships with the community.

Resources

Newspaper ads, radio spots, and poster designs are created internally by the agency. The cost of printing the posters is approximately \$100. Fifty 10-ride tickets, tee-shirts, frisbees, and other promotional items are given to the 5 local libraries to be offered as prizes or giveaways. Required staff time to maintain the program is 10-12 hours.

Implementation Time

One week

Results

The local libraries have provided good responses to the promotion. Ridership is higher on Wednesdays during the summer. Many of the children utilizing the offer are usually accompanied by a parent paying full fare.

Adaptations

Follow-up discussions are held with each library in order to improve the program for the next summer.

When

1990 and continuing

Contact

Jennie Eastman-Kiesow
Marketing Coordinator
Valley Transit
801 Whitman Av.
Appleton, WI 54914
Tel: 920/832-6100
Fax: 920/832-1631

"Ride 'n' Read" Program (M-20)
Muncie Public Transportation Corporation

Number of Vehicles:
23 buses, 13 paratransit vehicles

Strategy
Muncie Public Transportation Corporation in Muncie, IN conducts the "Ride 'n' Read" promotion, which is a cooperative program with the city's libraries. The agency provides bus tickets to the libraries good for a ride home and a ride back to the library. When children check-out books, a librarian issues him or her a bus ticket. Fliers distributed at schools and libraries are used to promote the campaign.

Objectives
To encourage trial ridership by youth.
To encourage reading by students.

Resources
Very little staff time is required to implement and maintain the program. The program costs approximately \$400 to maintain.

Implementation Time
One to two months

Results
The program has exceeded the agency's expectations. Ridership has steadily increased since the promotion began. Teachers have used the tickets in conjunction with field trips to the library.

When
1991 and continuing

Contact
Mary Gaston Assistant General Manager
Muncie Public Transportation Corporation
1300 E. Seymour St.
Muncie, IN 47302
Tel: 765/282-2762
Fax: 765/287-2385

Metro Benefits Direct Mail Campaign (M-21) *Niagara Frontier Transportation Authority*

Number of Vehicles:

322 buses, 18 paratransit,
27 light rail vehicles

Strategy

Individuals living within three-quarters of a mile of six bus routes were targeted by Niagara Frontier Transportation Authority (Metro) in Buffalo, NY for a direct mail campaign touting the agency's services. The direct mail targeted over 20,640 residents in census blocks in the three-quarter mile "buffer zone" along the routes containing significant percentages of individuals with lifestyles congruent with rider profiles from previous market research. Addresses were obtained from the agency's inhouse database of its service region.

The direct mail piece consisted of a folded flat identifying the route with its positive features highlighted. The flat contained a return postcard designed to accommodate additional information requests. Each direct mail flyer received print media support advertisements inserted in publications distributed in targeted areas during the week of the mailing.

Objectives

To target specific demographic segments within a three-quarter mile buffer zone along Metro Bus routes.

To increase buffer zone resident awareness of Metro Bus service.

To induce ridership among the buffer zone residents.

To develop a rider database using a return mail postcard in the direct mail flat.

Resources

The total cost of the campaign was approximately \$10,000. These costs included the flyers, print media ads, postage and handling. Thirty hours of agency staff time was required for the campaign.

Implementation Time

Four months

Results

Results of the campaign were measured by comparing ridership as measured by the farebox for a period of four weeks prior to the promotion,

during the week of the promotion, and for four weeks after the mail-out. Three of the six routes saw modest gains of one-to-three percent. The other 3 routes saw increases from 11 to 33 percent. A total of 443 requests for service information were received. Metro's direct mail campaign received first place in the 1995 APTA AdWheel Awards for "shoestring" campaigns conducted by large transit systems.

When

1994-1995

Contact

Robert Gower Acting
Manager of Business
Development Niagara
Frontier Transportation
Authority
181 Ellicott St. Buffalo,
NY 14203-2298
Tel: 716/855-7646
Fax: 716/855-6387

Direct Mail Piece (M-22)

Cottonwood Area Transit System

Number of Vehicles:
3 mini-buses

folded, the agency logo appeared on the front.

Strategy

The Cottonwood Area Transit System (CATS) in Cottonwood, AZ mailed a one-page flyer to over 7,000 residential and business addresses in its service area. The flyer provided detailed information about the services offered by the agency. The flyers were all in a hot pink color and, when

Objectives

To increase ridership through awareness of service availability.

Resources

The transit agency spent approximately \$1,500 on the mail-out, which included the costs of material, mailing permit, and postage. One of the cost-saving techniques

used by CATS was the hiring of individuals with disabilities from a local association to perform tasks such as folding, stapling, and stamping the flyers.

Implementation Time

One month

Results

The flyer proved to be very useful for the agency and the local community. Demand for CATS service increased to the point that new vehicles needed to be purchased by the agency. Some customers were still referring to the flyer three years after receiving a copy.

When

1989

Contact

Joseph E. Paulus
Transportation Manager
Cottonwood Area Transit System
827 N. Main St.
Cottonwood, AZ 86326
Tel: 520/634-5526
Fax: 520/634-5520

Cottonwood Area Transit System
C.A.T.S.
634-2287
(634-CATS)
Serving the Cottonwood, Clarkdale, Verde Village & Bridgeport Areas

FARES:
IN COTTONWOOD CITY LIMITS: \$1.50 ONE-WAY & \$3.00 ROUND TRIP
ALL OTHER LOCATIONS: \$2.00 ONE-WAY & \$4.00 ROUND TRIP

DISCOUNTS: BUY A 20 - TRIP PASS! 20% DISCOUNT RATE
COTTONWOOD: \$24.00 FOR 30 SERVICE VALUE (\$1.20 EA. ONE-WAY TRIP)
ALL OTHERS: \$32.00 FOR 40 SERVICE VALUE (\$1.60 EA. ONE-WAY TRIP)
**Ride free on your Birthday!!! Offer good for one (1) round-trip on your Birthday, or, during the week of your Birthday. Must show driver verification of Birthday and ask driver for "Birthday Ticket."

-GOT THE "TRANSPORTATION BLUES?"
-WANT DOOR-TO-DOOR SERVICE?
-NEED A RIDE?
-GIVE US A CALL!

Dispatcher available Monday through Friday from 8:00 a.m. to 5:00 p.m. All vehicles radio-dispatched. Three vehicles wheelchair-lift equipped (handicapped accessible service)

Service schedule Monday through Friday from 7:00 a.m. to 5:00 p.m. and Saturdays 9:00 a.m. to 2:00 p.m. *Please Note: No dispatcher available on Saturdays. Service is by advance reservation only.

For best service, call & schedule your appointment 48 hours in advance

WORKING PARENTS WITH CHILDREN IN SCHOOL KEEP US IN MIND FOR YOUR CHILDREN'S TRANSPORTATION NEEDS

C A T S DOES NOT OPERATE IN OBSERVANCE OF THE FOLLOWING HOLIDAYS:
New Year's Day (Jan 1), President's Day (3rd Mon. in Feb.), Memorial Day (last Mon. in May), Independence Day (July 4), Labor Day (1st Mon. in Sept.), Veteran's Day (Nov. 11), Thanksgiving Day (4th Thurs. in Nov.), Day following Thanksgiving, Christmas Day (December 25)

Non-Transit Users Survey (M-23) Fresno County Rural Transit Agency

Number of Vehicles:
30 buses

Strategy

As part of a tri-annual performance audit, Fresno County Rural Transit Agency (FCRTA) in Fresno, CA conducted a survey of non-transit users in its service area. FCRTA provides accessible, real-time, demand responsive intra-city service and scheduled fixed-route inter-city transit services linking rural communities in the county to each other and with the Fresno-Clovis Metropolitan Area. The agency decided to make the survey a marketing informational tool for lasting value. Special attention was given to develop a survey format that would prove inviting to the reader, provide enough inducement to contact FCRTA for services, and include an incentive to try the service. The survey included a service area map, agency phone numbers, and a free inter-city round trip pass. It was written in English and Spanish. Five thousand surveys were mailed at random to service area residents.

Objectives

To survey non-transit users to determine how agency rural public

transportation operations and marketing could be modified to increase ridership.

To enhance agency efforts to market its services more effectively to non-traditional transit dependent patrons.

Resources

The regional Council of Fresno County Governments acquired a Federal Transit Administration grant in order to assist FCRTA in conducting the survey. The total budget for the project was approximately \$15,000.

Implementation Time

Six weeks

Results

The survey response rate was 2.1 percent, considered average for this type of campaign. Responding citizens who provided their name and address received a Fresno County Transportation Guide from the agency. Modest ridership increases were recorded following the survey.

Adaptations

In the summer of 1998, FCRTA conducted a quality service survey targeting senior citizens in its service area.

When

1996-1997

Contact

Jeffrey D. Webster
General Manager Fresno
County Rural Transit
Agency
2100 Tulare St., Suite
619 Fresno, CA 93721
Tel: 209/233-6789
Fax: 209/233-9645
E-mail:
fcrta@lightspeed.com



012

New Rider Survey

1 How do you currently travel to and from your home?

- Your own car/truck/van Public Transit
 Ride with someone else Other: _____
 Motorcycle/Bicycle No means of transportation
 Walk

2 If you were to use our services, where would you need to go?

- Work Social
 School Recreational
 Medical/Dental Senior Center
 Shopping/Errands Other: _____

3 How often would you travel with us?

- ___ Number of times per week Only when needed

4 How many people living in your household would travel with us?

- ___ Number of children ___ Number of adults

5 Do you have any disabilities that require special travel assistance?

- No
 Yes, wheelchair, or other: _____

6 Would you like information about carpooling?

- Yes (Please complete below) No

7. Would you like to receive a free copy of the Fresno County Transportation Guide detailing all the available services within Fresno County?

- Yes (Please complete below) No

Optional Section:

Name: _____

Address: _____

City, Zip: _____

Thank you for taking the time to complete our survey!

To go to **2**,
fold down the top portion of this page

Route-Specific Information Campaign (M-24) GP Transit

Number of Vehicles:
49 buses

Strategy
Greater Peoria Mass Transit District (GP Transit) in Peoria, IL conducts an information campaign for residents and businesses along specific routes in its service area. Homes and businesses within one to two blocks of the route are targeted, each receiving an information packet. Each

packet contains a route schedule, letter of introduction, special event information, coupons, a reply card, and a free bus ticket for the specific route. Over 4,000 packets are distributed either directly or placed on doorknobs.

Objectives
To increase awareness of agency services.
To increase ridership along specific routes.

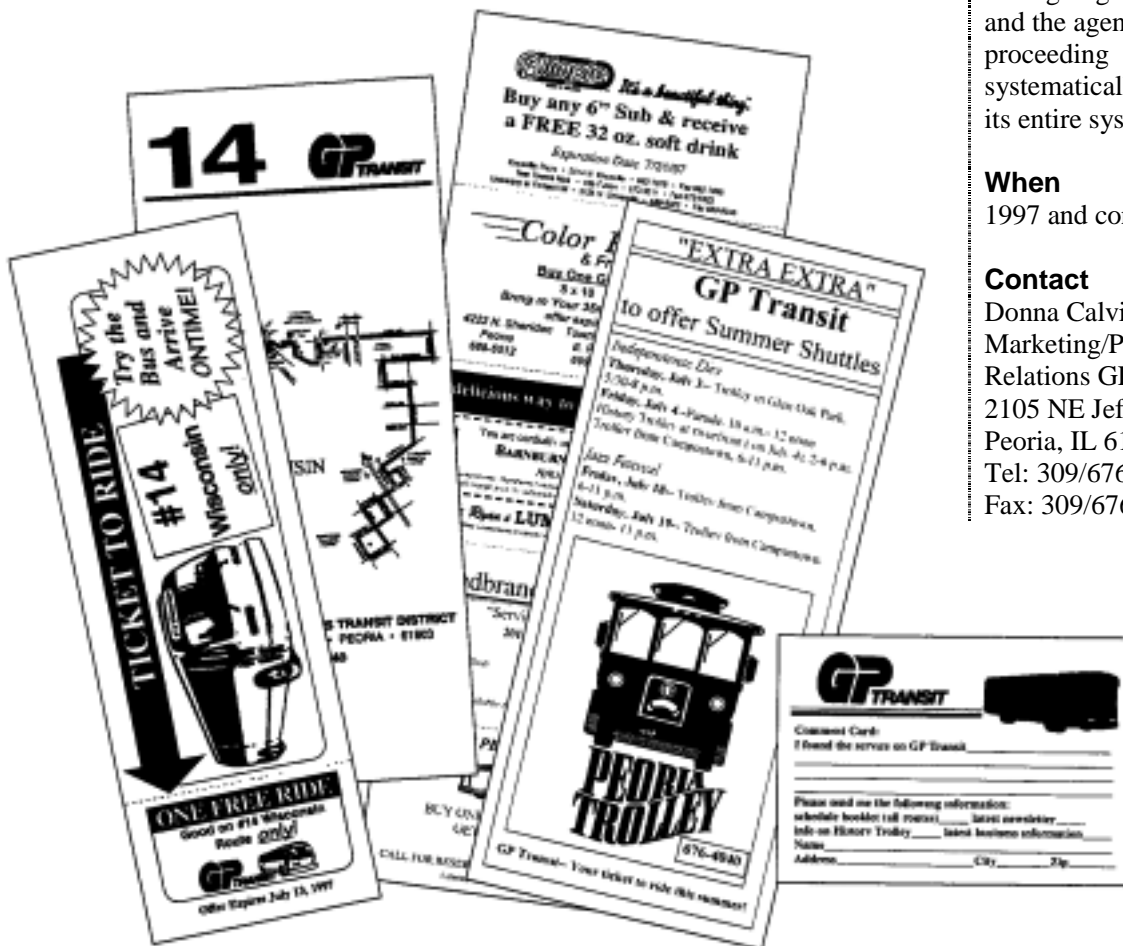
Resources
An average packet distribution along a route costs approximately \$2,000, including printing, compilation, and distribution.

Implementation Time
Two weeks per route.

Results
Ridership increases of two percent on the targeted routes are recorded by the agency in the month after distribution of information packets. It is an ongoing campaign and the agency is proceeding systematically through its entire system.

When
1997 and continuing

Contact
Donna Calvin Director of Marketing/Public Relations GP Transit
2105 NE Jefferson Av.
Peoria, IL 61603
Tel: 309/676-8015
Fax: 309/676-8373



Colma New Move-in Mailer (M-25)

Sam Trans

Number of Vehicles:

345 buses

Strategy

Because of an extension of the Bay Area Rapid Transit (BART) system to Colma in North San Mateo County, several bus routes of the San Mateo County Transit District (Sam Trans) in San Carlos, CA were greatly altered or deleted. In attempt to increase ridership on SamTrans buses to the Colma BART station, the agency conducted a direct mail campaign to new residents in the northern portion of San Mateo County. The agency felt that new residents represented the best opportunity for ridership since their commute patterns had not yet been established. The direct mail packet contained 10 free, one-way bus tickets.

Objectives

To increase ridership on SamTrans routes to Colma BART station in North San Mateo County.

To increase ridership on BART.

Resources

The agency spent approximately \$43,000 to produce the direct mail packets. The cost per packet was \$4.

Implementation Time

One to two months

Results

An 11 percent increase in ridership in the northern parts of the county was attributable to the direct mail campaign. Increases in ridership on BART from the Colma station were also noted.

Adaptations

The agency used the same type of campaign in the southern part of San Mateo county in order to increase ridership along El Camino Real, a main corridor in the area.

When

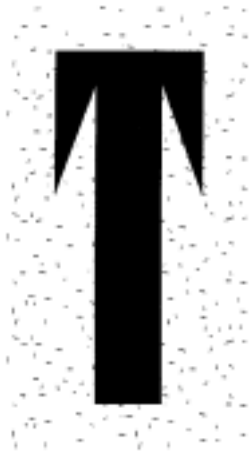
February and April 1997

Contact

Gordon Smith
Marketing Manager
SamTrans
PO Box 3006
1250 San Carlos Av.
San Carlos, CA 94070-1306
Tel: 650/508-6249
Fax: 650/508-6443
E-mail:
smithg@samtrans.com

Try Transit Week

Try Transit
Week



ry Transit Week is an annual event initiated by the American Public Transit Association. The event is observed by public transit systems across the nation with a variety of activities, such as a day of reduced fares or no fares at some systems, educational presentations at schools and civic organizations, and distribution of transit marketing materials. Try Transit Week helps identify the benefits of using public transportation to current and potential riders, and often showcases a transit system's most creative marketing ideas.

"Try Transit Day" Promotion (N-1) *Southern Oklahoma Rural Transportation System*

Number of Vehicles:
18 vans, 4 buses

Strategy

The Southern Oklahoma Rural Transportation System (SORTS) of Durant, OK, is a demand responsive transit agency serving a four-county area in southeastern Oklahoma. The agency offers a "Try Transit Day" promotion during Try Transit Week, allowing customers free rides throughout the day. The same type of promotion is used by SORTS during special community events in its service area. These events include a Senior

Olympics, blood drives, and various conferences. The free rides are then offered to and from the events. The agency is able to garner free advertising for its offer by inclusion in the promotional materials of event organizers.

Objectives

To increase awareness of the role of transit in the community and its importance to the economy.

Resources

There is no cost to SORTS for the promotions. The agency believes any lost fares

from the promotions are made up by new ridership.

Implementation Time

Three weeks per event

Results

The agency averages a 10 percent increase in ridership following the promotions.

When

Annually during Try Transit Week and for certain local community events.

Contact

Allen M. Leaird
Director of
Transportation
Southern Oklahoma
Rural Transportation
System
P.O. Box 1577
Durant, OK 74702-1577
Tel: 580/924-5332
Fax: 580/920-2004
E-mail:
bigfive@fullnet.net

CarFree Days of Spring (N-2)

Boise Urban Stages

Number of Vehicles:
36 buses

Strategy
CarFree Days of Spring was a five-day program conducted by Boise Urban Stages (The BUS) in Boise, ID, to promote the use and benefits of transit. The program was sponsored by the Mayor's Office and included an opening day press conference and transportation fair. In the course of the five days there were various promotions, including a Bike to Work Day, a Transit Appreciation Day (on which all rides were free), a scavenger hunt regarding transportation issues for high school students called High School Hunt, and Learn It All at City Hall in which citizens received answers to their transportation questions. Throughout the week, local businesses competed in the Great Employer Ride-Off. Companies of similar size competed to see which could achieve the highest percentage of employees using alternative transportation. The events culminated with the Mayor's Celebration Luncheon.

Objectives

To raise community awareness of transit.
To encourage trial ridership of the system.
To reward current users of the system.

Resources

The Mayor's Office and the transit agency helped to recruit businesses for the employer contest. The Mayor sent letters promoting the contest to each member of the Chamber of Commerce. Interested companies were contacted by agency staff who explained the contest in detail and provided a packet of information. The packet included sample posters, sample e-mails, ideas on how to promote the contest internally, fun facts, etc. The cost of the event to Boise Urban Stages was approximately \$1,300 for printing, postage, and prizes.

Implementation Time

Three months

Results

The promotion was considered to be a great success. The agency

measured increases in the amount of press coverage, citizen participation in individual events, and employer participation in the contest for each year of the event. On average, more than 2,000 single occupancy vehicle trips were eliminated during the event.

Adaptations

Many of the events, with the exception of the Great Employer Ride-Off, have been incorporated into the agency's annual Try Transit Week activities.

When

1993-1997

Contact

Kelli Fairless Manager of Operations Boise Urban Stages
300 S. Avenue A Boise, ID 83702-6299
Tel: 208/336-1019
Fax: 208/336-9048

Elementary School Drawing Contest (N-3)

Ohio Department of Transportation

Strategy

As part of its preparation for Try Transit Week in 1997, the Ohio Department of Transportation (ODOT) sponsored a drawing contest for fifth graders at ODOT's Adopt-a-School in Columbus, OH. The students were asked to draw and color a scene depicting an aspect of public transportation. The entries were then displayed in ODOT's offices and employees were asked to vote for the best three. The top two entries were enlarged and used as Try Transit Week posters for display in various state buildings. Winning students also received ODOT certificates of appreciation.

Objectives

To enhance the positive image of public transportation in Ohio.

To educate children on the benefits of public transportation.

To advertise Try Transit Week to children, parents, ODOT, and other state agencies.

Resources

Approximately 22 hours of staff time was required to implement the contest. Entry forms, voting materials, and printing costs were approximately \$200.

Implementation Time

Three months

Results

One-third of the fifth graders submitted entries. The winning entries were displayed in ODOT offices and various state buildings.

Adaptations

ODOT staff made more informative presentations to each participating class which has led to an increased participation rate of 80 percent.

When

1997 and repeated annually

Contact

Dave Seech Planner
Ohio Department of Transportation
1980 West Broad St.
P.O. Box 0899
Columbus, OH 43223
Tel: 614/644-9515
Fax: 614/466-0822
E-mail:
dseech@odot.dot.gov



Try Transit Week '93 (N-4)

Downtown Area Shuttle

Number of Vehicles:
10 trolleys

Strategy

In the City of Charleston, SC, the Visitor Reception and Transportation Center serves as a hub for three Downtown Area Shuttle (DASH) routes. The center also served as the focus for Try Transit Week activities in 1993.

In the weeks leading up to the event, presentations were made to local businesses soliciting their support. Organizations responded by donating free passes to local attractions, discount coupons, and gift certificates to be used as prizes. The logos of the six largest sponsors were printed on the back of Try Transit Week '93 tee-shirts and in newspaper ads for the event.

A poster contest promoting the week's activities was conducted. The contest was open to all third- and fourth-graders in Charleston County. Winning posters were displayed at the transportation center throughout the weeklong event, and the winning student's class received tee-shirts and a field trip.

Public service announcements promoting Try Transit Week activities were broadcast on local television and cable channels during the two weeks leading up to the events. An opening day press conference at the

center with local officials and poster contest winners was held. It received coverage on two local television stations and an article in the local newspaper.

Over the course of the week, several events and activities were conducted. Daily drawings for prizes were held, with trolley drivers distributing entry forms. A free fare day was offered, with city employees boarding the trolleys and distributing promotional items. Several school groups took advantage of the opportunity and used the DASH for their field trips. Throughout the week, city employees also distributed gifts to drivers that had been contributed by local businesses. On Employee Appreciation Day, local merchants sponsored a party for transit employees at a downtown restaurant. Try Transit Week '93 culminated with a skating party held at the transportation center for transit and city employees, poster contest winners and their families and classmates.

Objectives

To promote better understanding of the benefits of public transportation in the Charleston area.

To develop a good working relationship between the business community and the transit system.

To increase local ridership on the system.

Resources

The cost of the promotion was \$4,000 to the DASH, supplemented by more than \$8,500 in contributions donated by the local business community. The donations were primarily in the form of gifts and coupons. One full-time staff member devoted approximately 320 work-hours to develop and implement the project. One part-time employee spent 40 hours.

Implementation Time

Three months

Results

During the week of events, ridership increased by 20 percent. Productive working relationships were established between the agency and local businesses. DASH believes that the event helped change public perceptions - known as a system serving visitors to one meeting the needs of the general public.

When

May 1993

Contact

Susan B. Richards
President
SR Concepts
2718 Cordwainer Court
Charleston, SC 29414
Tel: 803/769-6159
Fax: 800/670-4737
E-mail:
rich0505@aol.com

Try METRO Week 1997 (N-5)

Houston METRO

Number of Vehicles:
1,344 buses

Strategy

Try METRO Week is a seven-day event conducted by the Metropolitan Transit Authority of Harris County (METRO) in Houston, TX, and promotes the use of public transit in Houston. A special \$5 pass is created that allows an individual to use METRO during the promotion week with unlimited trips on any bus route. Part of the promotion includes an annual survey of riders. As an incentive for mailing in the survey, a \$750 gift certificate from Best Buy is awarded through a random drawing of names of those submitting the survey. Employees of METRO are saluted during the week with a free employee night at a major local multi-screen cinema. Employees also receive a commemorative tee-shirt.

The promotion was marketed through print and electronic media. Radio spots were aired during high traffic periods on multiple stations. Fliers, bus cards, decals, newsletters, and fax-based collateral were also used to promote the event. Promotional/sales

booths were placed throughout the city advertising the special features available during the week.

Objectives

To enhance awareness of public transit in Houston.
To invite trial ridership of the system.

To reward current riders and employees.

Resources

Total expenditures by METRO for the event was more than \$75,000, the majority of which was spent on television ads and tee-shirts.

Implementation Time

Two to three weeks

Results

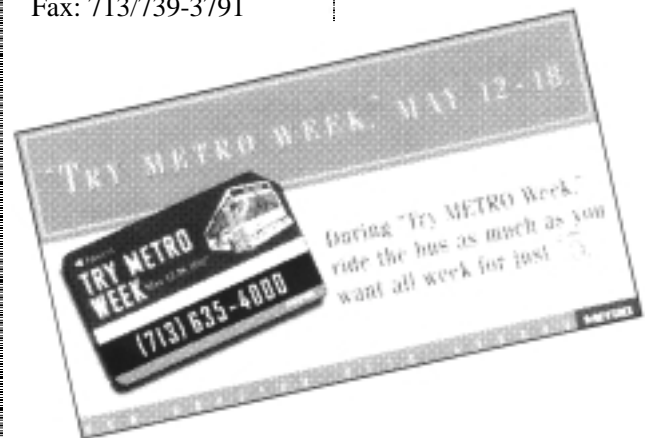
Try METRO Week 1997 saw a 3.8 percent increase in ridership over the previous year. Seven percent of total ridership during the week was considered trial ridership. Sales of the special passes showed an increase over the previous year.

When

May 1997 and conducted annually

Contact

Traci Romero
Manager of Advertising
and Promotions
METRO
1201 Louisiana, Room
20033
Houston, TX 77002
Tel: 713/739-4011
Fax: 713/739-3791



Free Ride Coupon and Letter to the Editor (N-6) MARQ-TRAN

Number of Vehicles:
30 buses

Strategy
As part of its efforts for National Transportation Week, the Marquette County Transit Authority (MARQ-TRAN) in Marquette, MI, printed an advertisement in the local daily newspaper in a "letter to the editor" format. The letter provided facts about the transit agency and invited citizens to try the system during Trans-

portation Week. Included in the ad was a coupon that could be redeemed for one free ride.

Objectives
To increase awareness of the transit system as part of National Transportation Week.

Resources
The letter was drafted by MARQ-TRAN staff and signed by the chairperson of the agency's board of directors. The ad cost \$225.

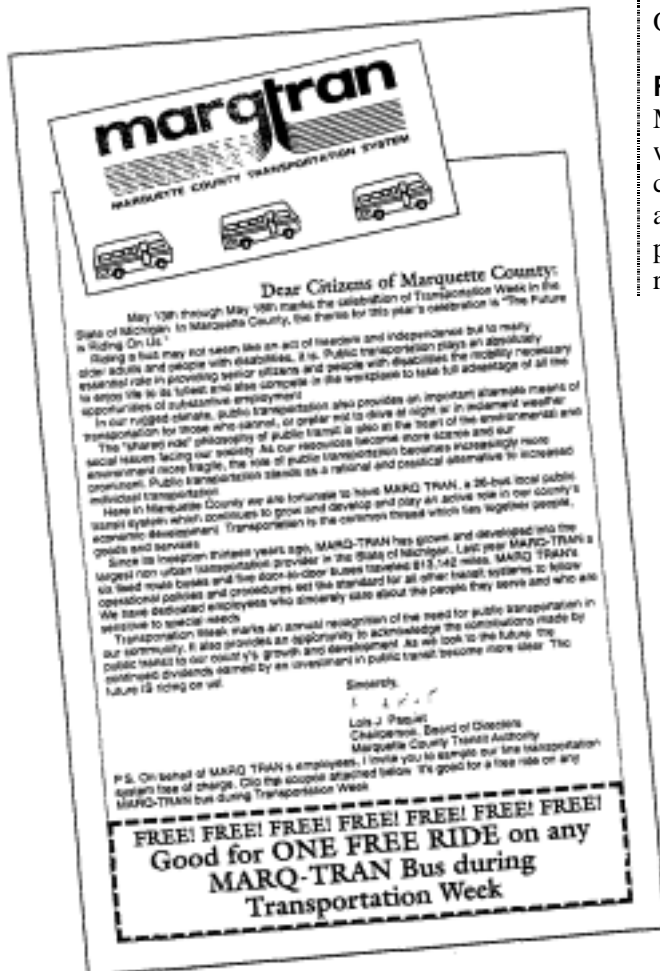
Implementation Time
One day

Results
More than 750 coupons were redeemed over the course of the week. The agency believes 75 percent of them represented new riders.

Adaptations
This marketing technique has also proven effective during elections involving funding of the system.

When
1996

Contact
Howard Schweppe
Human Resources
Officer Marquette
County Transit Authority
145 W. Spring St.
Marquette, MI 49855
Tel: 906/225-1283
Fax: 906/225-0682



CROSS REFERENCES

**CROSS
REFERENCES**

Cross References of Project/Strategy Categories

0 - Primary Category
X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
A-1	Radio Ad for Rider Training Program for People with Disabilities	0												X	
A-2	TRIP Center Directory	0													
A-3	Promoting Fixed-Route Service for Medical Trips	0												X	
B-1	Co-sponsor of a Clean Air Fair		0	X						X					
B-2	Person of the Year with Disabilities Award	X	0	X											
B-3	Clean Air Challenge		0							X				X	
B-4	"Bike the Bay" Campaign		0				X							X	
B-5	"Our Own Words" Poetry Contest		0	X				X						X	
B-6	Stuff-A-Bus Promotion		0	X	X			X				X			
C-1	"Here's the Scoop" Campaign			0					X						
C-2	The Talking Yellow Pages			0										X	
C-3	Rider's Guide Publication			0										X	
C-4	Co-op Program with the Knoxville Museum of Art			0								X			
C-5	"Sally Says" Placemats for McDonald's			0	X									X	
C-6	New Residents Program			0						X				X	
C-7	Co-op Grocery Store Program for Seniors			0					X					X	

0 - Primary Category
X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
C-8	Bus Book Advertising			0					X						
C-9	Painted Bus Program			0									X		
C-10	TRIP Employer Pass Program			0										X	
C-11	"Transit Works!"			0										X	
C-12	FoxTrot Promotion			0			X								
C-13	Rider Incentives			0						X					
C-14	United Shoppers Service	X		0										X	
C-15	Weekend Shopper's Shuttle			0						X					
D-1	Bus Naming Contest				0					X				X	X
D-2	Thumbody Expressions				0				X	X					
D-3	Video for Speaker's Bureau	X			0					X					
D-4	"On the Move" Newsletter				0					X					
D-5	Changing Paint Schemes				0										
D-6	Star Trolleys				0					X					
D-7	METRO Online Website				0				X						
D-8	"Pledge to Our Customers" & Customer Service Tour				0	X			X						

0 - Primary Category
X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
D-9	Mural Beautification Project				0				X	X					
E-1	Blue Jeans for Needy Families				X	0									
E-2	Wellness Program					0									
E-3	Driver's Excellence Award		X		X	0									X
E-4	On-Site Child Development Center				X	0			X						
E-5	VIA for Life Health Fair					0									
F-1	Free Fun-Filled Fridays			X			0				X				
F-2	Trolley Fiesta		X	X			0								
F-3	Magic Bus Design Contest			X			0			X					
G-1	Radio Shows				X			0							
G-2	"Smile on Monday" Contest				X			0							
G-3	"The Big Wheel Contest"			X				0		X			X		
G-4	Media Trade-outs							0							
G-5	Media Bus Drivers							0		X				X	
H-1	Bus Line Promotion Postcard								0				X	X	
H-2	Promotion of Teleride								0						X

0 - Primary Category
X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
H-3	Customer Behavior Program								0						
H-4	Bus Stop Blitz					X			0					X	
H-5	Park-N-Ride Campaign								0	X				X	
H-6	Communibus 316 Relaunch	X		X					0	X				X	
H-7	Mural Art in Transit			X	X				0						
H-8	"From the Driver's Seat"				X	X			0						
I-1	Transportation Fair Booth		X							0					
I-2	Cable Television Advertising									0					
I-3	State Capitol Public Transit Display				X					0				X	
I-4	Advertising and Brochure Promoting Ridership				X					0					
I-5	"I Have Connections"				X					0	X				
I-6	"Found Time" Contest			X						0					
I-7	Annual Meeting					X				0					
I-8	"Step Off the Gas, Step On the Bus"									0	X				
I-9	"Those Lextran Drivers"				X	X				0					
J-1	Free Ride Wednesdays and Saturdays								X		0				X

0 - Primary Category
X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
J-2	TransPlan Employer Information Packet									X	0			X	
J-3	"Ride to Rewards"									X	0				
J-4	Regional Guaranteed Ride Home									X	0			X	
J-5	Rack Cards Promoting Destinations			X	X					X	0				
J-6	Saturday Service in Saline County							X			0				
J-7	Red Carpet Saturdays	X									0				
J-8	Metro Service Awareness Campaign				X			X			0			X	
J-9	SWIPER Promotion						X				0				
J-10	"Extra Punch" Promotion										0			X	
K-1	First Night Festivities Service			X					X			0	X		
K-2	Holiday Lights Tour								X			0		X	
K-3	Christmas "Stuff-a-Bus"			X	X							0			
L-1	Special Events Service			X					X				0		
L-2	Off-Peak Promotion			X							X	X	0		
L-3	Earth Day Celebration		X								X		0	X	
L-4	State Fair Traditions		X	X							X		0		

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X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
L-5	Jackson County Fair Park 'N' Ride			X						X			0		
L-6	Mid-State Fair Express Bus Service		X	X									0	X	
M-1	"Behind the Wheel" Campaign				X									0	
M-2	Transit Pass for Employees								X		X			0	
M-3	"Riding Isn't" Campaign									X				0	
M-4	Transit Brochure Distribution								X	X				0	
M-5	"Summerdime Days"		X		X					X				0	
M-6	"The RRTA Senior Game"			X							X			0	
M-7	"Garage Sale Cruise"									X				0	
M-8	Flyers Distributed on the Virginia Tech Campus	X												0	
M-9	Bus Service Guide in Hotels near an Airport									X				0	
M-10	"The Transit Connection - Connecting the Worker to the Workplace"			X					X	X				0	
M-11	"Class Pass"				X						X			0	
M-12	"Smart Tripper Book" and Tour									X				0	
M-13	"Get On Board"			X				X		X				0	
M-14	School Poster Contest				X					X				0	X

0 - Primary Category
X - Secondary Categories

Code	Title of Project/Strategy	A - Accessibility-Related Projects	B - Community Events	C - Cooperative Promotions	D - Image Promotions	E - Internal Promotions	F - Introduction of New Service	G - Media Relations	H - Problem-Solving Projects	I - Promoting Transit	J - Rider Inducements	K - Seasonal Promotions	L - Special Events	M - Target Group Promotions	N - Try Transit Week
M-15	"Books On Board"			X										0	
M-16	"The Pass"			X							X			0	
M-17	Summer Youth Bus Pass								X	X	X			0	
M-18	"Easy Rider" Student Pass Program			X										0	
M-19	"Library Pass-Time"								X	X	X			0	
M-20	"Ride 'n' Read" Program			X						X	X			0	
M-21	Metro Benefits Direct Mail Campaign								X					0	
M-22	Direct Mail Piece								X	X				0	
M-23	Non-Transit Users Survey									X	X			0	
M-24	Route-Specific Information Campaign									X				0	
M-25	Colma New Move-in Mailer								X		X			0	
N-1	"Try Transit Day" Promotion		X								X				0
N-2	CarFree Days of Spring		X							X	X				0
N-3	Elementary School Drawing Contest				X									X	0
N-4	Try Transit Week '93		X	X		X					X	X		X	0
N-5	Try METRO Week 1997			X	X	X				X	X				0

- 0 - Primary Category**
- X - Secondary Categories**

Code	Title of Project/Strategy	
N-6	Free Ride Coupon and Letter to the Editor	
	A - Accessibility-Related Projects	
	B - Community Events	
	C - Cooperative Promotions	
	D - Image Promotions	
	E - Internal Promotions	
	F - Introduction of New Service	
	G - Media Relations	
	H - Problem-Solving Projects	
	I - Promoting Transit	
	J - Rider Inducements	X
	K - Seasonal Promotions	
	L - Special Events	
	M - Target Group Promotions	
	N - Try Transit Week	0

ANNOTATED BIBLIOGRAPHY

**ANNOTATED
BIBLIOGRAPHY**

Annotated Bibliography of Marketing Resources

[Note: An attempt has been made to include only those resources that are available as of the date of the publication of this handbook. Details for ordering books or reports from the Technology Sharing Program (TSP), National Technical Information Service (NTIS), and Transportation Research Board (TRB) Bookstore can be found at the end of the Bibliography. For a more complete bibliography on the subject, including publications out of print, please refer to the Final Report for TCRP Project B-13.]

The following annotated bibliography lists resources that contain information that may be useful to the marketing practitioner. Each title is followed by five key words that attempt to capture the essence of the content. The resource is further evaluated for two items, useful information presented and best practices included. The two are rated using a five-star system (★★★★★) with five being the best.

Albrecht, Karl and Zemke, Ron. *Service America: Doing Business in the New Economy*. Homewood, IL: Dow Jones-Irwin. 1985. 203 pp.

Quality Service
Information
Productivity
Involvement
Measurement

Useful Info ★★★★★
Best Practices ★★★★★ (non-transit)

Doing business in a service economy calls for a new focus. This focus must be customer driven. From the management of the company to the provision of service, the entire team must be in step with expectations, research, measurement, motivation, problem solving, and quality improvement. A classic in the customer-driven marketing revolution. [Available in major bookstores]

Anderson, Kristen and Zemke, Ron and Performance Research Associates, Inc. *Delivering Knock Your Socks Off Service*. New York: AMACOM. 1991. 136 pp.

Customers
Needs
Listening
Criteria
Perception

Useful Info ★★★★★
Best Practices ★★ (non-transit)

An easy to read, delightful discussion of the basics to delivering service that your customers want. From defining customers as everyone who interfaces with the company to doing your job well, thoughtfully, skillfully, and to the customer's delight, this book shares the secrets of thousands of quality-oriented customer service professionals. [Available in major bookstores]

Anderson, Kristen and Zemke, Ron and Performance Research Associates, Inc.
*Knock Your Socks Off Answers: Solving Customer Nightmares & Soothing
 Nightmare Customers.* New York: AMACOM. 1995. 143 pp.

Customers
 Expectations
 What to Say
 Attitude
 Problem Definition

Useful Info ★★★★★
 Best Practices ★★★★★ (non-transit)

This book, the fourth in the series, provides the guidelines on how to show poise in service delivery; how to conduct a negotiation in an atmosphere of partnership; how to give the customer a sense of security, a sense of control over the situation; how to use a good working theory of what you want to accomplish with the customer, once you know the wants, needs, attitudes, hopes, and fears of the individual. [Available in major bookstores]

Anderson, Kristen and Zemke, Ron and Performance Research Associates, Inc.
*Tales of Knock Your Socks Off Service: Inspiring Stories of Outstanding Customer
 Service.* New York: AMACOM. 1998. 193 pp.

Above and Beyond
 Caring
 Sincerity
 Service Sensitivity
 Commitment

Useful Info ★★★★★
 Best Practices ★★★★★ (non-transit)

The sixth book in the popular series on customer service, eschews the straightforward advice and direct suggestions dispensed by its predecessors and introduces 175 real-life examples meant to propel readers toward similar conduct. Anecdotes are divided into themed sections, such as "Above and Beyond" (celebrating actions that "surpass the call of duty") and "Great Saves" (spotlighting "recoveries that renew customer faith"), and offer a half-dozen profiles of exemplary corporations, including Lands' End and Norwest Bank. The book shares shining examples of the "Daily Delights," the "Great Saves," and the "Random Acts of Service Kindness" that make customers remember — and that bring them back to an organization again and again. With its humor, pragmatic observations, and dozens of stories from "the service zone," anyone at any service level will get a kick out of this book. (And learn some lessons along the way!) [Available in major bookstores]

Bell, Chip and Zemke, Ron and Performance Research Associates, Inc.*Managing Knock Your Socks Off Service.* New York: AMACOM. 1992. 310 pp.

Process Control
 Culture
 Strategies
 Employees
 Empowerment

Useful Info ★★★★★
 Best Practices ★★ (non-transit)

The second book in a series, it provides the tools needed to manage the process. It describes the strategies of developing a culture in your organization. Here the emphasis is on the employees who serve as the front line representatives of your company. [Available in major bookstores]

Cambridge Systematics, Inc., et al. *Transit Marketing: A Program of Research, Demonstration, and Communication.* UMTA-MA-06-0049-85-8. 1985. 72 pp.

Research
 Demonstration
 Communication
 Techniques
 Evaluation

Useful Info ★★★
 Best Practices ★★

This report recommends a five-year program of research, demonstration, and communication to improve the effectiveness of marketing practice in the U.S. transit industry. The program is oriented toward the development of improved market research tools, strategic planning, marketing techniques, and evaluation methods. The program includes two phases - (1) research and development, (2) deployment of prototypical marketing programs based on the results of the research program. Training and information dissemination help translate the research efforts. [Available through NTIS]

Carter, Goble, Roberts, Inc. *South Carolina Transportation Marketing Manual*. Washington, D.C.: U.S. DOT-Technology Sharing. DOT-1-84-18. September 1980. 194 pp.

Positioning
Action Plan
Evaluation
Implementation
Image

Useful Info ★★★★★
Best Practices ★★

This manual was prepared to aid the transit systems of South Carolina with some of the best transit marketing knowledge, examples, and procedures found in the U.S. The manual provides a systematic approach to the marketing management function with the primary focus being on better service to the customers. It is designed to cover planning, development, execution, and refinement of a marketing program. It also contains several examples of transit promotional material. [Available through NTIS]

Centre for Transit Improvement. *A Handbook for Transit Managers — Promotions, Publicity, and All That Pizazz*. Ontario Urban Transit Association. 1988. 100 pp.

Promotions
Best Practices
How To
Community Service
Ridership

Useful Info ★★★★★
Best Practices ★★★★★

An easy-to-read how-to guide designed to transfer transit promotions that work. From objective to strategy to materials to results, each project is briefly described. Several categories are used in promoting transit: rider inducements, image/fundraising, co-op promotion, group promotions, solving problems, seasonal promotions, involving employees. A recipe book for cooking up transit promotions. [Available through the Ontario Urban Transit Association's Centre for Transit Improvement, 55 York Street, Suite 901, Toronto, Ontario, Canada M5J 1R7, 416/365-9800]

Communiqué, L.L.P. *The Marketing Cookbook: "Recipes for Success"*. Denver, CO: Colorado Association of Transit Agencies. 50 pp.

Basics of Marketing
 How-To
 Program Planning
 Creative Samples
 Evaluation

Useful Info ★★★★★
 Best Practices ★★

This is a straightforward, simple overview of the basics of marketing applied in the public transit setting. It is an excellent resource for "learning the ropes" of marketing, or reminding seasoned professionals of the basics. Handy forms for developing a marketing program, or executing a research program (survey instruments) are included. Useful samples are also included for media releases, public service announcements, advertising campaigns and radio spots. [Available through the Colorado Association of Transit Agencies, 225 East 16th Avenue, Suite 1070, Denver, CO 80203, 303/839-5197]

Connelan, Thomas K. and Zemke, Ron and Performance Research Associates, Inc. *Sustaining Knock Your Socks Off Service*. New York: AMACOM. 1993. 176 pp.

Program Development
 Management
 Employees
 Training
 Feedback

Useful Info ★★★★★
 Best Practices ★★ (non-transit)

This book, the third in a series, provides a journey on not only how to set up quality customer service programs but also how to maintain them. Just as research shows that good companies continually try to get better, while mediocre ones seldom try anything to keep from getting worse, this book provides a road map on how to develop that service edge. [Available in most bookstores]

Everett, Peter B. and Shoemaker, Robert N. and Doscher, William E. *Public Transportation Marketing Evaluation Manual: Techniques for Data Collection.* Washington, D.C.: U.S. DOT Technology Sharing. DOT-T-88-06. October 1987. 82 pp.

Data Collection
Information Aids
Pricing
Advertising
Measurement

Useful Info ★★★
Best Practices ★

The purpose of this manual is to suggest ways to reconstitute and make more vigorous the marketing function in transit. It suggests three ways of accomplishing this goal: (1) shift the emphasis of public transit to community transit with a family of service alternatives, (2) reposition within the public transportation organizational structure, and (3) utilize effective evaluation methods which is the central theme of this manual. It suggests moving away from some of the efficiency measures and incorporating effectiveness measures in the evaluation process. [Available through TSP]

Gigante, Lisa and Koo, Emily. *Marketing Public Transit: An Evaluation.* Washington, D.C.: U.S. DOT-UMTA. 1985.

Attitudes
Research
Surveys
Awareness
Innovation

Useful Info ★★★★★
Best Practices ★★★★★

In 1983, Michigan DOT received a grant of \$335,000 to be used in the development of innovative marketing techniques which it delivered to 11 systems. This report describes the projects and provides recommendations for the implementation of similar techniques by other transit systems. In particular, a research project was able to determine the effectiveness of promotional activities on the public's awareness, attitude, and usage of the local bus systems. [Available through the NTIS]

Grey Advertising, Inc. and Caruso, Joe, ed. *Transit Marketing Management*.
UMTA-URT-30-88-1. Mar 1988. 60 pp.

Transit Marketing
Survey
Research Guidelines
Techniques
Problem solving

Useful Info ★★★
Best Practices ★

This report offers a broad overview of consumer research as it applies to specific problems of marketers in transit. This research should be "customer-oriented," delineate market segments for target marketing, solicit and interpret a wide range of attitudinal data from current and potential customers, and investigate the relationship between stated intentions and actual behavior of these individuals. It also urges a standardization and coordination of data gathering instruments and procedures, which would enable the collection of more accurate data. [Available through NTIS]

Ilium Associates, Inc. *A Handbook for Effective Advertising and Marketing of Community Transit*. Bellevue, WA: CTAA. 1989. 50 pp.

Marketing Planning
Promotions
Public/Community Relations
Rural Transit
Creative Materials

Useful Info ★★★★★
Best Practices ★

This guide was developed under contract with the Community Transportation Association of America and aimed at rural and community transit systems. It is a mix of worksheets to be used in planning the marketing program and hints and tips about advertising, promotions, public and community relations, and generating revenue. [Available from CTAA - 1341 G. Street, N.W., Suite 600, Washington, D.C. 20005, 800-527-8279]

Knapp, Sue, Ecosometrics Incorporated, and Wisconsin DOT. *Marketing Manual for Shared-Ride Taxi Systems in Wisconsin.* Washington, D.C.: U.S. DOT Technology Transfer (Reprint Series). DOT-1-87-25. February 1987. 78 pp.

Ridership
Community Support
Planning
Market Description
Implementation

Useful Info ★★★★★
Best Practices ★★★★★

Even though the purpose of this manual is to assist local shared-ride taxi systems in preparing and implementing marketing programs, it is also an excellent reference for small transit systems to use for the same purpose. The report is easy to read and presents a comprehensive flow of "how-to" activities from an overview of marketing to the community to a list of potential marketing activities organized by function. The suggested marketing strategy sets up guidelines for concentrating resources and efforts on likely users. [Available through NTIS]

Kotler, Philip and Andreasen, Alan. *Strategic Marketing for Non-Profit Organizations.* 5th ed. Englewood Cliffs, NJ: Prentice-Hall, Inc. 1995. 528 pp.

Exchanges
Research
Benefits
Customer
Social Marketing

Useful Info ★★★★★
Best Practices ★★★★★ (non-transit)

"The question is not whether one will use marketing but whether one will use it better than one's competitor or than one has in the past.... This means knowing the most sophisticated and advanced tools and concepts the field has to offer and being able to use them on a day-to-day basis." This quote from the preface of this textbook provides a glimpse of its comprehensive nature on the subject. The author's treatment of services marketing has many direct applications for transit marketing. [Available through major bookstores]

MORPACE International, Inc., and Cambridge Systematics, Inc. *Customer-Defined Transit Service Quality. (Final Draft Report)*. Washington, D.C.: TRB, National Research Council TCRP B-11. January 1998. 75 pp.

Customer Satisfaction
 Customer-Defined Quality
 Drivers of Satisfaction
 Attribute Impacts
 Things Gone Wrong

Useful Info ★★★★★
 Best Practices ★

This report builds on the Customer Satisfaction Index (CSI) for the Mass Transit Industry (1995). Addressing the challenge that transit agencies need reliable and official methods for developing customer satisfaction benchmarks and tracking indices, this report suggests a simpler approach. It suggests a method for measuring the impact of individual service quality attributes on overall satisfaction. They call the method "things gone wrong" or a "problems encountered" approach. This approach relies on the concept that overall satisfaction is negatively impacted when a customer experiences a problem with a service attribute that is a driver of satisfaction. It presents the (1) rationale/strength of this approach, (2) a guide for conducting "things gone wrong" analysis and tracking results, (3) field test data to illustrate the usefulness of the approach, and (4) a process for monitoring customer satisfaction. [Available from the TRB Bookstore]

Multisystems, Inc., et al. *Effective Methods of Marketing Transit Services to Business (Interim Report)*. Washington, D.C.: TRB, National Research Council TCRP B-8. December 1996. 74 pp.

Business to Business
 Goals
 Needs
 Target Segmentation
 Research

Useful Info ★★★
 Best Practices ★★★

This report reviews the experiences of transit and non-transit organizations in their efforts to implement business-to-business marketing. Following the grand scheme of testing, refining, implementing, and evaluating a marketing program, the report describes strategies to meet needs and satisfy customers. It offers many examples of where specific target markets need specific service alternatives. It draws examples from public transit, the banking and travel industries, and non-profit organizations. The seven major elements are used as a guide in the review of approximately 50 transit properties with business-to-business programs. [Available through the TRB Bookstore]

Northwest Research Group, Inc. *A Handbook: Integrating Market and Customer Research Into Transit Management.* TRB, National Research Council TCRP Report 37, 1998, 207 pp.

Research
Management
Customer
Strategies
Measurement

Useful Info ★★★★★
Best Practices ★★★

A "must" handbook for the library of the person interested in research and customer satisfaction. It is delightfully written, well-organized, comprehensive, and easy to use. Nice features: a listing of available tools in the toolbox at the beginning of each chapter; "road maps" used frequently to emphasize key elements; complete and helpful information in each of the chapters. Twelve case studies help to visualize the application of many of the marketing activities. The glossary reinforces the excellent material found in the text. [Available through the TRB Bookstore]

Northwest Research Group, Inc. *A Handbook: Using Market Segmentation to Increase Transit Ridership.* TRB, National Research Council TCRP Report 36, 1998, 194 pp.

Research
Methods
Procedures
Positioning
Mix Application

Useful Info ★★★★★
Best Practices ★★★

This handbook presents a refreshing perspective on market segmentation without a heavy reference to equations and complex formulations. It reviews the basic terms and methods that are used in performing market segmentation analysis. The report presents the science and how it could be used in an organization's strategy. It can be used as a guide for that manager who needs to better understand the results. It can also be used as a checklist for the market researcher assigned with the task of implementation. [Available through TRB Bookstore]

Peter Muller-Munk Associates (Division of Wilbur Smith and Associates).*Transit Marketing in Pennsylvania: A Handbook of Effective Transit Marketing Aids.*

Washington, D.C.: U.S. DOT Technology Sharing Program. DOT-1-81-36. 1984. 60 pp.

User Information
 Promotion/Advertising
 Fares
 Public Relations
 Service Planning

Useful Info ★★★
 Best Practices ★★★★★

This handbook was developed to help smaller transit systems. The purpose is to attempt to satisfy the need for a precise, comprehensive information exchange on the availability and usage of transit marketing items in Pennsylvania. In order to extract the maximum benefits from past marketing efforts, the aids and promotions are evaluated for perceived benefits and effectiveness. [Available through NTIS]

Schmied, Beatrice, et al. *Promotions, Publicity, and All That Pizazz (Round Two)*.

Ontario Urban Transit Association. 1994. 111 pp.

Promotions
 Best Practices
 How-to
 Planning
 Media

Useful Info ★★★★★
 Best Practices ★★★★★

"Round Two" is an updated version of the first publication. Welcome additions are chapters on environment, system information, accessibility, and revenue raiser projects. Also included are suggestions for planning an event and a brief list of tips for dealing with the media. The illustrations and photographs are also pleasant additions that may help to get the message across. [Available from the Ontario Urban Transit Association's Centre for Transit Improvement, 55 York Street, Suite 901, Toronto, Ontario, Canada M5J 1R7, 416/365-9800]

Stern, Gary J. *Marketing Workbook for Non-Profit Organizations*. St. Paul: Amherst H. Wilder Foundation. 1990. 132 pp.

Value
Goals
Audit
Plan
Promotion

Useful Info ★★★★★
Best Practices ★★★ (non-transit)

This is a wonderful guide to basic marketing that any organization can put to use. The reader is apt to learn about marketing as a creative enterprise undertaken with a thinking and caring spirit. Transit marketers are likely to gain insights that lead to promoting value, accomplishing mission, and developing resources that can help address a range of concerns. The fill-in-the-blank marketing plan worksheets are well worth the price of the workbook. [Available from the Foundation - 919 Lafond Avenue, St. Paul, MN 55104, 800/274-6024]

Tri-County Metropolitan Transportation District of Oregon. *Customer Satisfaction Index for the Mass Transit Industry*. Washington, D.C.: National Research Council, TRB IDEA Program. 1995. 40 pp.

Customer Satisfaction Index
Key Satisfaction Drivers
Data Collection
Comparison Methods
Research

Useful Info ★★★★★
Best Practices ★★★

This pilot customer satisfaction index (CSI) research project is the first systematic unbiased, statistically sophisticated measure of customer satisfaction to be conducted across transit districts. For the first time, transit agencies have the ability to analyze their own performance, compare themselves directly to a total sample average, and compare and learn from other districts. Five transit properties participated in this project. The results from the project successfully illustrated the feasibility of using a common measurement of customer satisfaction to assist decision makers in transit to achieve a better fit between the features of transit services and the needs of the customers. The features that were uncovered included: (1) courtesy of drivers; (2) availability and comfort of seats; (3) frequency of service; (4) safety from crime; and (5) cleanliness of the vehicles and bus stops. It is important to note that the safety/security issues are intricately tied to cleanliness. The study report provides suggestions for doing the following: (1) learning from transit properties identified as generating excellent customer satisfaction results; (2) creating and promoting customer satisfaction programs; (3) comparing data collection techniques; (4) directing budget expenditures to transit features that make a difference; and

(5) reinforcing an agency's ability and commitment to match services to customer needs. [Available through the TRB Bookstore]

Utah Transit Authority. *Celebrating Excellence in Public Transit.* Washington, D.C.: U.S. DOT Office of Technical Assistance and Safety, Federal Transit Administration. DOT-T-93-19. 1993. 229 pp.

Transit Excellence
General Operations
Best Practices
Customer Service
Empowerment

Useful Info ★★★
Best Practices ★★★★★

This report documents an FTA-funded effort by the Utah Transit Authority to study excellence in the transit industry. It showcases excellence in the industry, and calls for actions to pursue innovation and excellence. A complimentary video tape showcased 12 of the exemplary projects. While overall transit industry excellence is covered, there are several sections calling attention to successful marketing projects. Topics include: community involvement and leadership; customer service; empowerment/participation/teams; marketing; quality management; reward and recognition; safety/health/fitness; service design; technology; and values and cultures. [Available through TSP]

Walb, Carol A. and Loudon, William R. and Cambridge Systematics, Inc. *Transit Marketing: A Review of the State-of-the-Art and a Handbook of Current Practice.* UMTA-MA-06-0049-85-7. 144 pp. 1985.

Transit Marketing
Market Research
Marketing Techniques
Best Practices
Ridership

Useful Info ★★★★★
Best Practices ★★★★★

This report attempts to relate the use of marketing to improved transit ridership and productivity. It is an overview of current practices (1983-1984) found in 25 transit agencies across the nation. It includes a discussion of marketing's role and presents a framework for a comprehensive approach. The appendix presents additional detail and examples of marketing activities at individual transit agencies. [Available through NTIS]

West Virginia Public Transportation Division. *Transit Marketing Manual: Get on the Bus and Ride.* Washington, D.C.: U.S. DOT Technology Sharing Program (Reprint Series). DOT-I-85-23. 1984. 73 pp.

Newspapers
Radio
Public Relations
Public Service Announcements
Education

Useful Info ★★
Best Practices ★★

This marketing handbook is the official collection of ad materials from the West Virginia Public Transportation Division. Its purpose is to aid in making the most of the advertising dollar, to help expand public influence, and to increase ridership in local areas. Some of the illustrations, scripts, press releases, and advice may be helpful. [Available through the TSP]

Wisconsin Urban Transit Association & WISDOT. *Wisconsin Transit System Marketing Manual.* Washington, D.C.: U.S. DOT Technology Sharing Program (Reprint Series). DOT-I-87-26. March 1987. 212 pp.

Mix
Planning
Implementation
Best Practices
Promotion

Useful Info ★★★★
Best Practices ★★★★

A "how-to" guide designed to take the reader through the marketing planning process step by step. It was designed to assist in developing specific advertising and promotion plans to increase ridership. The "Ideas Grid by Strategy" provides 88 ideas related to 16 strategies from motivating employees to enhancing your image. The advertising slicks provide a camera ready art form that can be helpful to any transit system. [Available through NTIS]

Zemke, Ron and Anderson, Kristin and Performance Research Associates, Inc.
Coaching Knock Your Socks Off Service. New York: AMACOM. 1997. 148 pp.

Preparation
 Feedback
 Performance
 Positioning
 Closure

Useful Info ★★★★★
 Best Practice ★★ (non-transit)

This book addresses the basic philosophy and skills of effective coaching. It further offers guidelines regarding coaching the new employee for high performance, coaching without preparation, coaching the unsure employee, coaching for difficult duty and special situations, coaching trouble on the team, and finally peer coaching. This book contains great common sense approaches to developing excellent employees. [Available in major bookstores]

Zemke, Ron and Schaaf, Dick. *The Service Edge: 101 Companies That Profit From Customer Care.* New York: NAL Penguin, Inc. 1989. 584 pp.

Survival
 Expectations
 Customers
 Monitoring
 Select/Train

Useful Info ★★★★★
 Best Practices ★★★★★ (non-transit)

This book provides a menu of exemplars to examine as we consider the role of customer-driven service. The richly detailed descriptions of service practices in these diverse companies help the reader settle in on the common denominators of good quality service. [Available in major bookstores in paper-back]

TSP/NTIS/TRB Contact Information

Many of the documents mentioned in this "how-to" book are available through the U.S. Department of Transportation's Technology Sharing Program (TSP). These documents were developed with direct or indirect support of federal funds. Single copies of in-stock TSP reports are available at no cost through the main on-line catalog accessed through the Internet at <http://www.tsp.dot.gov/>. TSP can be contacted also at Order Desk - DRA-4, U.S. DOT, 400 Seventh Street, SW, Washington, DC 20590. 202/366-4999 fax - 202/366-3272.

All TSP reports are archived through the National Technical Information Service (NTIS) in Springfield, VA. When reports are no longer available through DOT sources, reports may be purchased through NTIS. Archived TSP reports may be browsed through the TSP web page, and a direct link to NTIS is provided. NTIS may be contacted directly at: NTIS Sales Desk, Monday through Friday, 8:30 a.m. to 8:00 p.m. Eastern Time, at 800/533-6847 or 703/605-6000, fax 703/321-8547. Additional NTIS ordering information is available at the NTIS website - <http://www.fedworld.gov/ntis/ordering.htm>.

Other documents, particularly those sponsored by the Transit Cooperative Research Program, are available through the Transportation Research Board (TRB) Bookstore. Purchases may be made by mail, fax, phone or online. For additional information, see the Bookstore's website at <http://www.nas.edu/trb/bookstore/>. TRB may also be contacted at: TRB Bookstore, P.O. Box 289, Washington, DC 20055, 202/334-3214, fax - 202/334-2519.

The **Transportation Research Board** is a unit of the National Research Council, which serves the National Academy of Sciences and the National Academy of Engineering. The Board's mission is to promote innovation and progress in transportation by stimulating and conducting research, facilitating the dissemination of information, and encouraging the implementation of research results. The Board's varied activities annually draw on approximately 4,000 engineers, scientists, and other transportation researchers and practitioners from the public and private sectors and academia, all of whom contribute their expertise in the public interest. The program is supported by state transportation departments, federal agencies including the component administrations of the U.S. Department of Transportation, and other organizations and individuals interested in the development of transportation.

The National Academy of Sciences is a private, nonprofit, self-perpetuating society of distinguished scholars engaged in scientific and engineering research, dedicated to the furtherance of science and technology and to their use for the general welfare. Upon the authority of the charter granted to it by the Congress in 1863, the Academy has a mandate that requires it to advise the federal government on scientific and technical matters. Dr. Bruce M. Alberts is president of the National Academy of Sciences.

The National Academy of Engineering was established in 1964, under the charter of the National Academy of Sciences, as a parallel organization of outstanding engineers. It is autonomous in its administration and in the selection of its members, sharing with the National Academy of Sciences the responsibility for advising the federal government. The National Academy of Engineering also sponsors engineering programs aimed at meeting national needs, encourages education and research, and recognizes the superior achievements of engineers. Dr. William A. Wulf is president of the National Academy of Engineering.

The Institute of Medicine was established in 1970 by the National Academy of Sciences to secure the services of eminent members of appropriate professions in the examination of policy matters pertaining to the health of the public. The Institute acts under the responsibility given to the National Academy of Sciences by its congressional charter to be an adviser to the federal government and, upon its own initiative, to identify issues of medical care, research, and education. Dr. Kenneth I. Shine is president of the Institute of Medicine.

The National Research Council was organized by the National Academy of Sciences in 1916 to associate the broad community of science and technology with the Academy's purpose of furthering knowledge and advising the federal government. Functioning in accordance with general policies determined by the Academy, the Council has become the principal operating agency of both the National Academy of Sciences and the National Academy of Engineering in providing services to the government, the public, and the scientific and engineering communities. The Council is administered jointly by both the Academies and the Institute of Medicine. Dr. Bruce M. Alberts and Dr. William A. Wulf are chairman and vice chairman, respectively, of the National Research Council.

Abbreviations used without definitions in TRB publications:

AASHO	American Association of State Highway Officials
AASHTO	American Association of State Highway and Transportation Officials
ASCE	American Society of Civil Engineers
ASME	American Society of Mechanical Engineers
ASTM	American Society for Testing and Materials
FAA	Federal Aviation Administration
FHWA	Federal Highway Administration
FRA	Federal Railroad Administration
FTA	Federal Transit Administration
IEEE	Institute of Electrical and Electronics Engineers
ITE	Institute of Transportation Engineers
NCHRP	National Cooperative Highway Research Program
NCTRP	National Cooperative Transit Research and Development Program
NHTSA	National Highway Traffic Safety Administration
SAE	Society of Automotive Engineers
TCRP	Transit Cooperative Research Program
TRB	Transportation Research Board
U.S.DOT	United States Department of Transportation