

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

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

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

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

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

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

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

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

James E. Reading
 Regional Transit Service, Inc.,

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

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

2. Undertake research to determine the peculiarities of both the market and the service and the environment in which the two must meet.
3. Establish a plan as to how to proceed.
4. Implement the plan.
5. Analyze the results and, based on this analysis, establish another goal and start over again.

There are 6 groups of people who must be addressed in transit marketing campaigns: transit system employees, labor union leaders and members, transit passengers, local government officials, employers, and residents.

In marketing Rochester's Regional Transit Service, we try to make the RTS logo synonymous with our service so that residents will recognize it immediately. Driver dispatchers see that all employees are available and scheduled as planned. The Rochester transit system was the first operation in the United States to have 2-way radios in all of its vehicles.

The street supervision crew wear royal blue trousers and lime green jackets on the pockets of which is emblazoned the RTS logo. They are very distinctive, and the public recognizes them quickly and does not hesitate to ask them questions. Some people felt at first that the proposed uniforms were too striking and the supervisors would be embarrassed to wear them. This turned out not to be the case.

The Regional Transit Service has a 30-hour course in effective management that is required for all management employees and may be taken on a voluntary basis by other employees. The one established rule is that anyone who wishes to be promoted must have successfully completed the course.

We award to employees a certificate for community service for work above and beyond the normal call of duty. One employee received this certificate for volunteering to coordinate the transportation required to shuttle hundreds of workers back and forth to the dike repair work on the Genesee River during the July 1972 flood. Other employee-oriented actions include "Transit Talk," an internal publication that is mailed to an employee's home so that it will be read by the employee's family; a sign at the door of the operators' room that says, "Down these stairs go some of the world's best professional operators. Are you one?"; and an annual professional driver's award to the driver with the best safety record.

We have also improved bus-stop signs. The older signs read only BUS STOP, but the newer ones read BUS STOP—NO CARS OR TRUCKS. On one route that is heavily used by household employees the bus stops are numbered in increasing order from the city. A new employee can then be told to take the 7 bus and get off at stop 38.

Each Lexan and aluminum bus shelter is constructed in 5-ft modular lengths so it may be expanded as the need arises at individual locations. In each one is a sign that says WELCOME ABOARD. A similar sign is now used on the vehicle fascia between the first and second bus steps. The old sign, which read WATCH YOUR STEP may have connoted a hazardous entry into the bus, and we feel the new one attracts the passengers' attention and thereby causes them to watch their step.

Inside the bus, signs illustrate the complete exact-fare structure, not just the base fare. We feel that the public is entitled to know everything about the fare structure.

Rochester has the highest number of handicapped people per capita in the United States. We found that some of these people literally have to drag their feet up the steps to enter a bus. Since the steps have an overhanging lip, this makes it difficult to get the foot up to the next step. The manufacturers indicated that to eliminate this lip would involve extremely high costs, possibly a total redesign of the bus. Eventually we found that for \$10.56 we could modify each bus in our shop to eliminate the overhanging lip and to provide a more convenient hand rail. The bus manufacturers have agreed that our method is practical, and specifications now include these 2 items.

We also sponsor a training program for blind people on how to use transit service. We found that instructors in this program could much more capably help to train blind people if they themselves learned how to negotiate the entrance and aisles of a bus while blindfolded.

In one shopping center that has 52 stores plus a hotel and many offices, we maintain a courtesy booth that is staffed 8 hours a day, 6 days a week. The staff person dispenses schedules and information, sells tokens and passes, and usually handles 17,000 to 30,000 inquiries per month. When a staff member is not present, a sign on a red telephone remaining on the desk invites people to use this direct line to our information service. Out telephone answering service is generally handled by 2 people, but we have 17 people who are trained to answer the phone. During an emergency situation, we can have 6 people answering the phones within 60 seconds.

Our schematic bus route maps are color-coordinated to match the routes and time-tables. On the back of the map we have listed the many points of interest most often asked for through our answering service.

When it was necessary to raise the fare in Rochester, we passed out 100,000 copies of "Fare Facts." We also used other media to ensure that the public had received the message. As a result, we had only 27 phone calls and 3 letters of complaint following the increase in fares.

RTS and General Motors are working together in the development and demonstration of a new passenger information system. These signs, 3 each at 2 major downtown bus stops, will indicate the route number and destination of each bus before it arrives. This project is coupled with GM's platooning system of moving buses more rapidly through downtown.

There are other information services to residents. A brochure entitled "A Ride Through History" tells of the historical sites in Rochester. Those taking this tour buy a 50-cent ticket and may get on and off the bus to see as many sites as they wish along one route for only one fare.

Another brochure, "Charter Power," tells of our charter services. One form of charter that we have been encouraging is for senior citizens who live at new apartment locations that are designed for their use but have no nearby shopping facilities. We inaugurated a special bus to take them to local shopping markets, and the idea was so successful that we now have several buses providing this type of transportation. An unusual charter was that by a bride and her wedding party who wanted to stand on the bus on the way to the church so their dresses would not be wrinkled.

We offer a free ride to go downtown shopping to encourage new riders, and of course we do get a full fare when the rider goes home. We conducted a park-and-ride campaign at several fringe parking lots and advertised this park-and-ride facility on the sides of the bus, at bus stops, and in media campaigns. In some heavily used downtown locations, we post schedules.

Our marketing budget, including salaries of the director of advertising and public relations and the artist-secretary, is \$62,500. This is the amount of the guarantee from transit advertising. The cost of marketing park-and-ride is above that amount and is funded by the Rochester Genesee Regional Transportation Authority, our parent company.

M. L. Kelley, Jr.
Eastern Airlines

As a starting point, I would like to use some of the questions assigned for this discussion.

1. What are some general guidelines for good marketing strategies?
2. Can these strategies be applied to a product such as public transportation?
3. If so, how can they be applied?
4. What can be expected from an intense effort devoted to marketing public transportation?