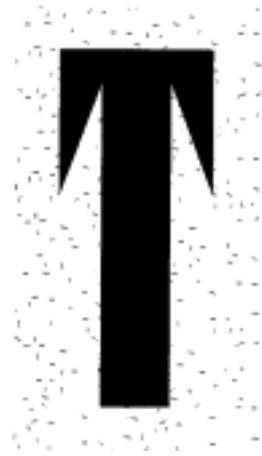

Introduction of New Service

**Introduction
of New Service**



he introduction of new service is a time for celebration at a transit agency, both internally and, if the change is large enough, publicly. The agency is growing and improving to meet new customer demands and is seen as responding to the city's development. The agency is evolving with its market. There are several ways to promote new services and many purposes that can be served. A strong promotion can get a new route or service off to a vigorous start. Local businesses that are positively affected by the new service are often willing to cooperate in promoting the service. Promotions can also reward current riders and attract new ones.

Free Fun-Filled Fridays (F-1)

Metro

Number of Vehicles:
379 buses

Strategy

Metro is a non-profit, public service, operating division of the Southwest Ohio Regional Transit Authority in Cincinnati, Ohio. As part of efforts to call attention to a commuter service route between downtown and an upscale suburban community, Metro, Deerfield Township, and area merchants provided free fares, gifts, and live entertainment on Friday nights throughout the first summer of

operations. Local merchants sponsored fares and provided giveaways, while the Deerfield Township government (using its economic development staff) acquired entertainment and food. The promotion was advertised

primarily through flyers and interior ads on buses, while also utilizing posters in area businesses and publicity in targeted media, mainly local community press. The live entertainment was assigned to random buses on the route. Transit

agency staff rode the bus route handing out food and gifts.

Objectives

To promote the commuter service. To make clear the importance of transit for business and government in hopes of securing additional funding for the route.

To reward current riders and attract new ones.

Resources

There was no formal budget for this promotion. Most of the hand-outs were donated. The



brought to you by Metro,
Deerfield Township and
area businesses.



bands used for entertainment performed at no charge. Staff time was at least three hours each Friday through the summer. Local merchants sponsored fares and provided giveaways.

Implementation Time
One month

Results
In terms of riders, the program far exceeded expectations. Rider satisfaction is high. The program created a following, developing cachet with riders.

Adaptations

The promotion made clear the value of daily personal contact with riders for future promotions.

When

Summer 1997

Contact

David Etienne
Communications
Supervisor Metro
1014 Vine St., Suite
2000 Cincinnati, OH
45202
Tel: 513/632-7522
Fax: 513/621-5291



Trolley Fiesta (F-2) *City of Albuquerque Transit Department*



Number of Vehicles:
122 Buses, 6 Trolleys

Strategy

In July 1996, the City of Albuquerque, New Mexico acquired four new trolley buses, raising the number in its fleet to six. The acquisition of these buses is an effort by the city to provide a unique and enticing transportation service along the main corridor of the historic downtown area along old Route 66.

To promote the new service, the transit department hosted a Trolley Fiesta. The event was planned and implemented with the cooperation of five neighborhood and merchant associations for the purpose of introducing the city's new trolley buses to the community. The Fiesta consisted of an opening ceremony, with the Mayor as the keynote speaker, and an evening event. All trolley rides were free with transit staff on each trolley giving out buttons and literature on the trolley service and Route 66.

Participating merchants along the route displayed Trolley Fiesta banners, balloons, decorated storefronts, and offered discounts to patrons. Each participating neighborhood sponsored an activity including an antique car show, live entertainment, art shows, children's shows, etc.

Trolley riders during the Fiesta were also eligible for prizes by random drawing from major sponsors and participating merchants. They were also provided with buttons in recognition of their participation that made them eligible for merchant discounts and random drawings. To facilitate ridership during the Fiesta, the transit department provided park-and-ride facilities to riders.

Objectives

To increase ridership along Route 66 with the introduction of the new trolley buses.

To increase patronage of the local merchants.

Resources

The project budget was \$6,000. Volunteer time was 10 hours. Two months of transit staff time was required.

Implementation Time

Five months initially, 3-4 months subsequently.

Results

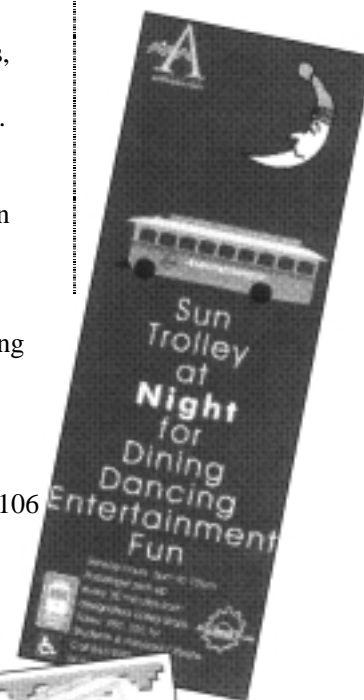
During the two-day event, more than 4,000 individuals rode the trolley buses. Success was considered so great that it has become an annual event. It is now coordinated by the neighborhood and merchant associations, with the agency only supplying the trolleys.

When

Conducted annually in May.

Contact

Marie Morra Marketing Manager City of Albuquerque Transit Department
601 Yale SE
Albuquerque, NM 87106
Tel: 505/764-6183
Fax: 505/764-6146
E-mail: mmorra@cabq.gov



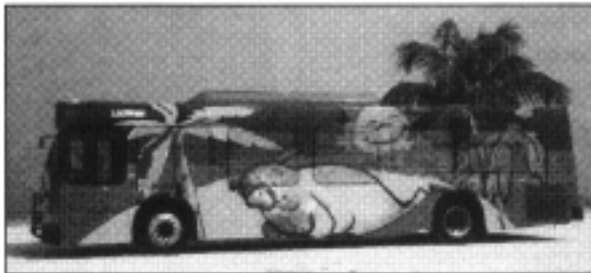
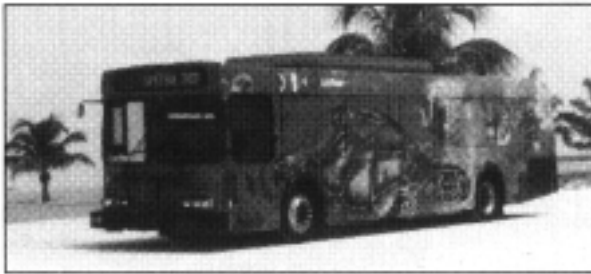
Magic Bus Design Contest (F-3)

Lee Tran

Number of Vehicles:
43 buses

Strategy

Lee Transit was awarded an \$8.26 million transit corridor grant from the Florida Department of Transportation. The grant included the purchase of nine buses and their operation for four years to ease congestion on the 18-mile corridor of US



41 between North Ft. Myers, FL and San Carlos Park, FL. To bring positive attention to the troubled corridor, Lee Tran developed the idea of a design contest for each of the nine buses. The participants had to be residents of Lee County and were to use an aquatic theme, reflective of the county's tropical setting on the Gulf of Mexico. Lee Tran sought and received support for the contest from a local radio

station, 96K-Rock. Compu-Labs, a local merchant, co-sponsored the project and donated a computer to each winner. An outline of the bus was placed in the Ft. Myers newspaper and entries were sent to the Lee Tran administration office. Over 3,000 entries were submitted. The quality of the drawings was such that 100 entries could easily have been considered strong contenders. The entries represented all segments of the community, from pre-schoolers to senior citizens. The winners are able to see "their" bus frequent the busy corridor, six days a week, over the next year. The winner's name and the cosponsor's logo were on the back panel of each of the special buses.

Objectives

To increase the use of public transportation by tourists and locals.

To relieve congestion of the busy stretch of US 41.

To promote an environmentally friendly locale through mass transit.

Resources

Approximately \$87,000 was spent on the project. Two-thirds of the money spent was on the super-graphics for the buses. The bulk of the rest was spent on radio promotion of the contest, the entry

form, and commemorative T-shirts. The shirts were given out at the unveiling and read "Poetry in Ocean, Lee Tran in Motion."

Implementation Time

Six months.

Results

Over 3,000 entries were received, many of high quality. Public awareness of the transit system increased. Lee Tran felt that the design contest would serve as a foundation for an identity and a positive presence for the existing Lee Tran system. The buses are easily recognizable along their route, usually identified by the main feature of the design. Once the buses were in service, television, radio, and newspaper advertising was used, with the greater amount spent on television. The agency has also noticed that advertisers are becoming more creative in their use of Lee Tran buses.

When

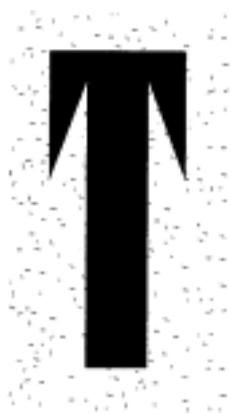
1997

Contact

Joanie Glance Marketing
Director Lee Tran
10715 E. Airport Rd.
Fort Myers, FL 33907
Tel: 941/277-5012 x2223
Fax: 941/277-5011
E-mail: glancejk
@bocc.co.lee.fl.us

Media Relations

**Media
Relations**



he purpose of good media relations is to promote understanding, goodwill, and acceptance of transit by the public. Utilizing local media to promote transit events or news is a very effective method of disseminating information. Establishing solid lines of communication with local media representatives can assure more fair and accurate coverage when the agency faces a crisis or when important transit-related news occurs to ensure fair and informed media coverage.

Radio Shows (G-1)

Citrus Connection

Number of Vehicles:
30 buses, 13 mini-buses

Strategy

The transit director of the Citrus Connection acts as the host of two five-minute radio programs, "Community Connection" and "Lakeland Low Down." The programs run twice a week on two AM radio stations in the Lakeland, FL area. The programs are interviews with individuals who are working on community projects or for non-profit agencies. The representatives are contacted and asked if they would like to promote their organization or event. The radio

shows attempt to establish Citrus Connection as a popular institution in the community.

Objectives

To work cooperatively with other community organizations.
To maintain positive attitudes about Citrus Connection and correct any negative ones.

Resources

Citrus Connection pays for the airtime for the programs; however, both radio stations promote the shows at no cost.

Implementation Time

Approximately one day per show.

Results

Many positive comments have been received by the agency. Relations between the radio stations and the agency are very good.

When

1994 and continuing.

Contact

Steve Githens Transit Director Lakeland Area Mass Transit District
1212 George Jenkins Blvd. Lakeland, FL 33815
Tel: 941/688-7433
Fax: 941/683-4132
E-mail: CitConGit@aol.com

"Smile on Monday" Contest (G-2)

Citrus Connection

Number of Vehicles:
30 buses, 13 mini-buses

Strategy

Citrus Connection has a co-promotion with a local radio station called "Smile on Monday." The contest requires customers to register using a form in the agency's newsletter, "The Reader's Digest." The form also contains a small survey

(three questions) regarding ridership and service by the Citrus Connection. Customers can give the form to any bus operator or mail it in. A random drawing is held each Monday and the winner is announced on the local AM radio station and prizes awarded.

The project is promoted by 30-second spots on the radio station and in ads in "The Reader's Digest."

Objectives

To increase the level of support for Citrus Connection and to acquire customer feedback at the same time.

Resources

The only expense for the agency is the printing of the newsletter. The participation of the radio station, which includes prizes, is covered by a trade-out arrangement.

Implementation Time

Four weeks

Results

The promotion is considered to be very

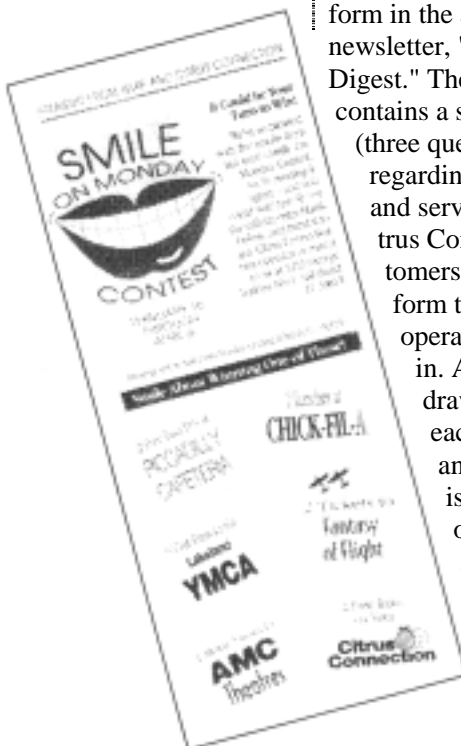
successful. It has created a strong relationship between the agency and the radio station.

When

The promotion is in its eighth year.

Contact

Steve Githens Transit
Director Lakeland Area
Mass Transit District
1212 George Jenkins
Blvd. Lakeland, FL
33815
Tel: 941/688-7433
Fax: 941/683-4132
E-mail:
CitConGit@aol.com



"The Big Wheel Contest" (G-3)

Wheels Transportation Services

Number of Vehicles:
18 buses

Strategy

Wheels Transportation Services of Montpelier, VT co-sponsored a listener promotion with the region's largest drive time radio program on station WDEV. Listeners who were carpooling could register with Wheels Transportation Services by contacting the agency by card, phone, or fax to request a "Big Wheel" registration form. Once the carpool is registered with the agency, it receives a gift bag and is eligible for contest and prize drawings. One registrant per carpool is allowed. An eligible carpool must have at least two riders in a car and must be driving to or from one of the 20 towns in Washington County or the towns of Williamstown, Orange, and Washington.

The gift bag contained a Wheels Transportation Services key chain, a pocket appointment book, gift certificates, a travel mug, and car wash tokens. A weekly prize of a wheel of Cabot cheese was awarded. All those registered were eligible for grand prizes of AAA memberships, a cellular phone, and an automatic car starter.

The contest received heavy radio promotion during drive time. It was also supported with press releases that included photos of weekly winners, visits to park-n-ride lots by the agency, and registration stops along major commuter routes.

Objectives

To promote the advantages of carpooling.
To enhance the agency's profile in the area.
To increase rideshare registration thereby increasing Wheels Transportation Service's state funding.

Resources

The cost of the radio ads was \$960. The agency provided the gift bags, while the radio station procured the prizes. Staff time totaled 10 hours.

Implementation Time

One month

Results

The agency considers the outcome of the promotion to be mixed. While the agency received tremendous exposure, the response to the project was modest.

Wheels Transportation Services received 36 new rideshare registrations, less than expected, but enough to justify the attempt.

Adaptations

In 1998, the agency conducted a similar promotion entitled "Calling All Cars." It was a more focused campaign, targeting citizens that were already carpooling regularly but not yet in the agency's database. The agency increased promotion of the campaign at worksites in the area.

When

January-February 1997

Contact

Ron Wild Marketing
Manager Wheels
Transportation Services
RR #2, Box 5650
Montpelier, VT 05602-9428

Tel: 802/223-2882

Fax: 802/223-0771

E-mail:

rwild@ridewheels.org

Media Trade-outs (G-4)*County of Rockland Department Transportation***Number of Vehicles:**

50 buses

Strategy

The County of Rockland Department of Transportation in Pomona, NY acquires both free and subsidized advertising for its pre-paid bus tickets on local radio and newspapers in exchange for exterior ad spaces on its buses. The agency also trades bus advertising with stores and banks who are ticket sales outlets, in lieu of commissions. Interior advertising cards are also bartered for advertisements in weekly and monthly publications.

Objectives

To extensively advertise pre-paid bus tickets and other services at little or no cost to the agency.

Resources

Advertisers pay for the production costs for sign printing and installation.

Implementation Time

Four to six weeks

Results

The agency has measured an increase in ticket sales and ridership after each promotion campaign. It estimates it has traded \$70,000 to \$90,000 worth of advertising since the program began.

When

May 1996 and continuing

Contact

Michael Prendergast
Marketing Coordinator
County of Rockland
Department of
Transportation The Dr.
Robert L. Yeager Health
Center
50 Sanatorium Rd. PO
Box 350 Pomona, NY
10970
Tel: 914/364-2085
Fax: 914/364-2074

Media Bus Drivers (G-5)

SporTran

Number of Vehicles:

46 buses, 8 paratransit vans

Strategy

In order to encourage productive relationships with the local media and garner coverage of the arrival of new buses, SporTran of Shreveport, LA allows members of the media to drive buses along closed routes under controlled situations. The members of the media include local television news reporters, radio personalities, and newspaper reporters. Supervised by trainer-instructors, the media representatives handle passengers, operate lifts, use fare boxes, etc. The agency's invitations to participate include a release form. The members of the media are taught some basic rules of passenger handling with agency employees acting as customers.

Objectives

To promote the arrival of new buses.
To establish productive relations with the local media.

Resources

No direct cost was attributed to the promotion.

Implementation Time

One to two weeks

Results

The agency received coverage for days. The media personnel enjoy the experience and gain respect for the job performed by the transit agency.

Adaptations

This type of promotion can be used for almost anything: safety awareness, lift installation, driver awards, ADA issues.

When

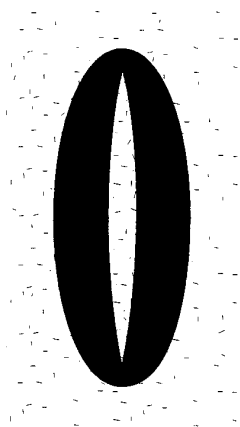
The program has been conducted over the last 10 years when SporTran has received new vehicles.

Contact

Eugene R. Eddy
Resident Manager
SporTran
PO Box 7314
Shreveport, LA 71137
Tel: 318/673-7400
Fax: 318/673-7424
E-mail:
Genee@softdisk.com

Problem- Solving Projects

**Problem-
Solving
Projects**



n occasion, problems arise that a transit agency may address through marketing efforts. The problem may be one of perception by the public or internally by employees. There could also be situations that inhibit an agency from performing at its maximum level of service. A transit agency that is seen taking concrete steps to address problems as they occur, and letting people know it, retains the confidence of passengers, employees, local government, and the general public.

Bus Line Promotion Postcard (H-1)

Central Ohio Transit Authority

Number of Vehicles:
300 buses

Strategy

The most popular route of the Central Ohio Transit Authority (COTA) in Columbus, OH is the 2-North High Street line, that serves Ohio State University (OSU). A discreet, direct mail postcard campaign was used to inform residents living within one-quarter mile of North High Street about the high frequency of service available to them. The postcard encouraged people to take COTA to the Ohio State football games. The promotion was timed to address the problem of traffic congestion and

high parking demands on game days.

Objectives

To increase ridership on the bus line and help alleviate parking and traffic congestion on the OSU campus during home football games.

To increase ridership during peak periods and raise awareness of the frequency of service.

Resources

The budget for the promotion was \$21,500. More than half of the cost was for additional service. Other expenses were the design and printing costs of the postcard and postage.

Implementation Time
One to two months

Results

The bus line carried 17,357 additional riders during the six football game days, 45.7 percent more passengers than normal. Additional revenue for the six days totaled \$17,078, a 76.9 percent increase over the normal level.

Adaptations

COTA uses postcards to promote new services and to inform new residents about the agency.

When
1996 and repeated annually.

Contact

Sheri Mosher Marketing Coordinator Central Ohio Transit Authority
1600 McKinley Av.
Columbus, Ohio 43222
Tel: 614/275-5888
Fax: 614/275-5933

Promotion of Teleride (H-2)

Calgary Transit

Number of Vehicles:
585 buses, 85 light rail
vehicles

Strategy

Based on feedback from
the 1995 Transit Informa-
tion Use Survey, Calgary



Transit's marketing committee identified the need to promote its Teleride system and the system's new features. In 1987, Calgary Transit introduced Teleride, a computerized telephone information system that allows customers to determine when the next two or three buses will arrive at their designated stop. The system received approximately six million calls in 1994. In July 1995, new menu features were added to the system. Customers can now

call to determine future bus times and general transit information. These new features provide an opportunity to promote Teleride to customers.

The campaign ran for two months. Key messages for the campaign included the convenience of using Teleride for trip planning and the contributions transit makes to mobility for Calgarians. The primary target market for the campaign was occasional transit users. The secondary target market was potential customers.

Objectives

To provide information promoting the new features of the Teleride system.

To introduce nonusers to Teleride and its features.

Resources

The cost of the promotion was \$76,505. The costs included production, including the vinyl wrapping of the bus, advertising space, creative services, radio spots, and newspaper ads.

Implementation Time

Four months

Results

Customer calls to Teleride increased approximately 26 percent. A telephone survey was conducted in the last week of the campaign to measure citizen awareness of the campaign. The survey found that the promotion was successful in reaching approximately 66 percent of Calgarians. The messages were seen or heard by both Calgary Transit customers and non-customers alike, including users and non-users of Teleride.

When

October to December 1995

Contact

Rita Erven
Transportation
Department The City of
Calgary
PO Box 2100, Station M
Calgary, AB T2P 2M5
Tel: 403/277-9711
Fax: 403/230-1155
E-mail: rerven
@gov.calgary.ab.ca



Customer Behavior Program (H-3)

Calgary Transit

Number of Vehicles:

585 buses, 85 light rail vehicles

Strategy

Calgary Transit in Calgary, Alberta, Canada held discussions with its customers and employees concerning passenger etiquette on its buses. In the course of these talks, concerns were expressed about passenger behavior.

These concerns included loud noise, inappropriate or offensive language, and rowdy behavior. This sort of behavior was making other passengers feel uncomfortable and, in some cases, threatened. Through research, Calgary Transit learned that some of the offenders did not realize that there are certain behaviors that are not acceptable and that these behaviors can result in fines.

The agency, with the assistance of its Youth Advisory Panel (youth aged 14-19 representing a cross-section of schools), developed a series of four messages to educate customers about the consequences of unacceptable behavior such as vandalism, graffiti, swearing, rowdy behavior, excessive noise, and eating on vehicles. The consequences of unacceptable behavior were phrased in terms that customers could

relate to, such as the cost of a pair of jeans, losing \$50, having to walk, or ride with their parents. An approach that supported the message in a firm but friendly tone on interior bus cards was developed. One month after the four initial interior cards, the agency followed up with a single card that thanked customers for good behavior and reinforced the original messages.

Objectives

To make customers aware of the consequences for offensive behavior.

To promote good behavior so that a ride on Calgary Transit is a positive experience for everyone.

Resources

The cost of the project was \$8,700, including agency fees and production costs.

Implementation Time

Three months

Results

Based on direct feedback from customers, media coverage, and Calgary Transit employees, the campaign was considered a success. A follow-up customer satisfaction survey found a decline in the number of customers who said they felt uncomfortable because of other customer's negative

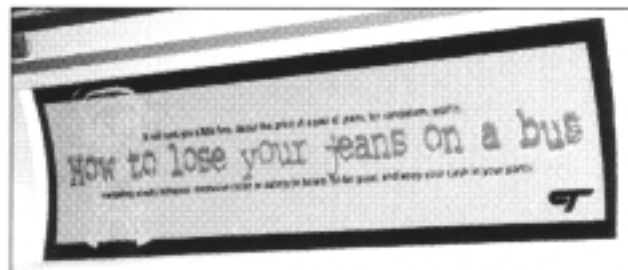
behavior. Overall, the campaign was considered effective in changing customer behavior and creating a more positive customer environment.

When

1996

Contact

Rita Erven
Transportation
Department The City of
Calgary
PO Box 2100, Station M
Calgary, AB T2P 2M5
Tel: 403/277-9711
Fax: 403/230-1155
E-mail: rerven
@gov.calgary.ab.ca



Bus Stop Blitz (H-4)*Dallas Area Rapid Transit***Number of Vehicles:**

968 buses and vans, 53 light rail vehicles

Strategy

Dallas Area Rapid Transit (DART) in Dallas, TX uses a direct customer outreach program to smooth the introduction of service changes. Transit staff are positioned at key bus stops that provide the greatest impact and reach affected customers. The staff members are at stops during peak periods the week before the change of service and the day of the change. DART uses planners and bilingual staff at the bus stops.

Objectives

To directly communicate critical information about service changes to customers.

Resources

Twenty personnel for six hours per day for four to five days are required.

Implementation Time

One month

Results

The program is conducted for every service change by DART. The agency feels the program works especially well in areas with lower literacy rates.

When

June 1996 and continuing

Contact

Matt Raymond Assistant Vice President, Marketing and Management Dallas Area Rapid Transit
PO Box 660163 Dallas, TX 75266
Tel: 214/749-2801
Fax: 214/749-3668
E-mail: mraymond@dart.org

Park-N-Ride Campaign (H-5)

Regional Transportation District

Number of Vehicles:

868 buses, 17 light rail vehicles

Strategy

The Regional Transportation District (RTD) in Denver, CO provides customers with 59 Park-n-Ride locations in metropolitan Denver. The agency discovered that 37 of the Park-n-Ride lots were underutilized with utilization falling below 75 percent. The primary reason for the underutilization was that people were unaware of the lots and the services associated with them. The goal of RTD's Park-n-Ride campaign was to inform the public about lot locations in their neighborhoods. The major thrust of the campaign took place during Denver's busy summer months to capitalize on increased traffic and parking costs.

The promotion used direct mail to target "choice commuters" within a three to five mile radius of each underutilized lot. The mailing was customized for each service area and took a "neighborhood" approach to instill an ownership and community sentiment for the Park-n-Ride lot. It enticed recipients to try transit through an offer of five free rides and the free parking at the lots.

In support of the direct mail campaign, two 60-second radio ads were developed and aired just prior to and immediately after the direct mail was received in homes. The ads were broadcast during drive time hours for maximum effect. The agency also employed print ads to reinforce the overall message.

Objectives

To increase use of underutilized RTD Park-n-Rides and the routes serving them.

To increase use and awareness of all RTD Park-n-Rides and the routes that serve them.

To promote the benefits of public transportation to potential customers.

To increase public awareness of the positive effect of transit on the quality of life in Colorado.

Resources

The media and broadcast production budget for this campaign was approximately \$141,000. Internal graphic designers and out source designers were used.

Implementation Time

Three to four weeks

Results

The direct mail campaign netted an 11 percent response rate to the free ride coupons. There was an increase in the use of the targeted lots and increased ridership on the express and regional routes serving them. Inquiries concerning Park-n-Ride services increased at RTD's telephone information center during the campaign.

Adaptations

The agency utilizes a similar campaign to promote awareness of its SkyRide service to Denver International Airport.

When

November 1996 and continuing

Contact

Lori Schneider
Marketing Specialist
Regional Transportation District
1600 Blake St., BLK 21
Denver, CO 80202-1399
Tel: 303/299-2023
Fax: 303/299-2008

Communibus 316 Relaunch (H-6)

OC Transpo

Number of Vehicles:
794 buses

Strategy

A community-based campaign helped secure the future of Communibus Route 316 operated by the Ottawa-Carleton Regional Transit Commission (OC Transpo) in Ottawa, Ontario. The line operates in the downtown core on a fixed route and timetable with fully accessible 20-passenger buses and specially trained operators. It was to be cancelled in June 1996 after two years of operation due to extremely low ridership. With the assistance of regional councillors serving the area, the "Friends of Communibus," a grassroots group of users, worked with OC Transpo to redesign the route and to promote it to current and potential riders.

Working door-to-door and at bus stops, the group spread the message, "Use it or lose it." The advantages of the line were stressed,

including an easily remembered hourly schedule, convenient stops at many downtown destinations popular with seniors and persons with disabilities, full accessibility, and friendly operators.

To support the volunteer promotional efforts, OC Transpo produced a flyer describing Route 316 and containing rebate coupons from retailers along the route, T-shirt and promotional buttons, an ad in the local daily newspapers, and an official launch party with refreshments served at a supermarket and a café at opposite ends of the route. Rides were free on Route 316 for its relaunch day.

Objectives

To retain service along Communibus Route 316.

To increase ridership along the route.

Resources

The total cost of the relaunch was \$5,400, of which \$3,000 was defrayed by advertisers in the flyer distributed by the agency.

Implementation Time

Six months

Results

The route was saved. Ridership almost doubled along the route by the end of 1996.

When

June and July 1996

Contact

Oxana Sawka Director
Customer and
Community Relations
OC Transpo
1500 St. Laurent Blvd.
Ottawa, Canada K1G
0Z8
Tel: 613/741-6440
Fax: 613/741-7359

Mural Art in Transit (H-7)

Santa Fe Trails

Number of Vehicles:

31 buses

Strategy

The City of Santa Fe Transit Department (Santa Fe Trails) in Santa Fe, NM was experiencing vandalism and graffiti on its vehicles. To address the issue, Santa Fe Trails joined forces with the Santa Fe Teen Arts Center: Warehouse 21 to create murals on the interior ceilings of five transit buses. The bus murals became a part of the Arts Center's 1997 Community Youth Mural Program. One professional artist and seven local teen artists created and executed five unique bus designs: Tree Bus, Olympic Bus, Heritage Bus, Stair Bus, and People Bus. During the design phase, the artists sketched designs and interviewed bus passengers to better understand the project. This pilot project displaying art created by young people is intended to reduce vandalism by garnering peer respect for the art.

Objectives

To reduce the \$40,000 per year costs created by vandalism and graffiti on system buses.

To provide public art for the enjoyment of bus riders in keeping with the spirit of the arts community of Santa Fe.

Resources

The total budget was \$18,500.

Implementation Time

Two months

Results

The community took an interest in this project at every stage, including the selection of the young artists, "work in progress" activities, public exhibition of the finished works, and ongoing use of the buses in transit service. Local media covered the event as a news story, resulting in positive coverage of the transit system. To date, the buses with interior ceiling murals remain free of vandalism and graffiti.

When

1997

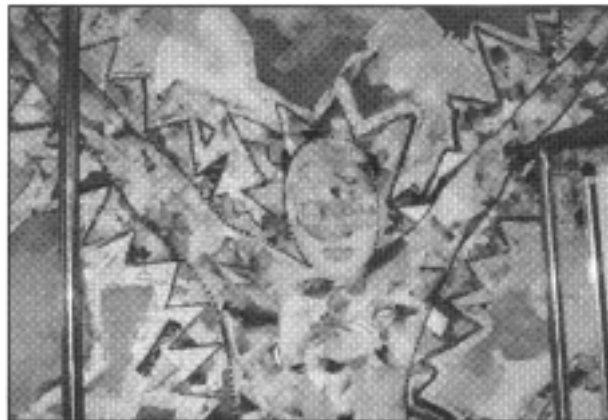
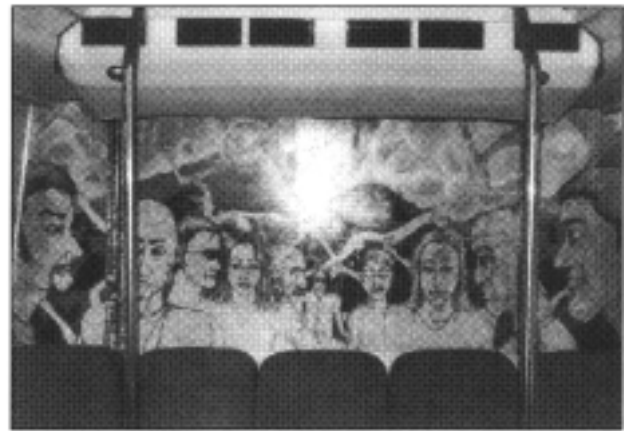
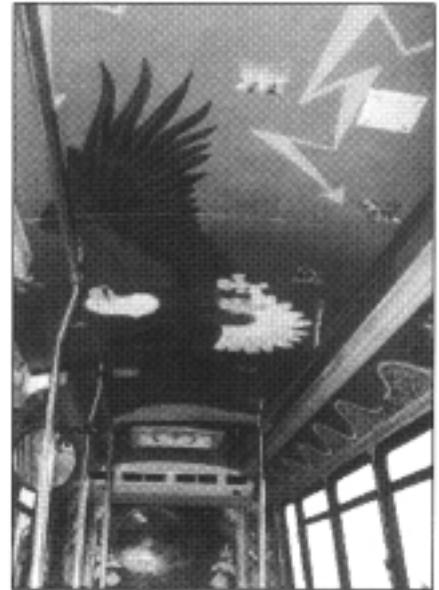
Contact

Ana Gallegos y Reinhardt
Executive Director
Warehouse 21
1614 Paseo de Peralta
Santa Fe, NM 87501

Tel: 505/989-4423

Fax: 505/989-1583

E-mail:
agr1614sf@w
ebtv.net



"From the Driver's Seat" (H-8)

Number of Vehicles:
203 buses

Strategy

In order to communicate and educate passengers about expected behavior while using the bus, Sun Tran of Tucson, AZ initiated a passenger communication campaign called "From the Driver's Seat." The campaign uses a bilingual brochure and a series of 11 supporting bus posters with short messages from the bus drivers to the passengers. Sun Tran bus operators asked for a program that helps educate the public about certain aspects of riding the bus. The messages help make the operator's job easier by using inside bus cards to communicate simple messages about expected behavior, etiquette, and policies. Sun Tran believes the campaign reinforces the idea that the company and the operators want the passengers to have a

safe, convenient, and comfortable bus ride.

Objectives

To communicate and educate passengers about expected bus riding behavior.

To make the driver's job easier by posting the messages.

To put a human face on the bus driver by using photos of actual operators and humor to communicate the messages.

To influence rider behavior in a positive way.

Resources

Sun Tran drafted a creative work plan for the campaign that was given to an advertising agency, for further creative design and photography. Approximately 32 project management hours were required. Printing costs were \$1,000 for 5,000 brochures and \$5,300 for 300 copies each of the eleven different bus posters.

Implementation Time
One year

Results

The campaign received a first-place award and a Judge's Choice Award at Tucson's annual American Advertising Awards. Passenger awareness of expected behavior on Sun Tran buses increased and the morale of bus operators was enhanced by participating in the program.

When

1997 and continuing

Contact

Sally Thompson
Valenzuela Customer Relations Manager Sun Tran
4220 S. Park Av., Bldg. 10
Tucson, AZ 85714
Tel: 520/623-4301
Fax: 520/791-2285



Promoting Transit

**Promoting
Transit**



romoting transit as a viable option in the mix of transportation alternatives is essential to the success of a transit agency. Citizens in the agency's service area may be unaware of the convenience of using transit for their daily activities. Creative marketing campaigns will enhance the perception of transit as an effective alternative form of transportation and perhaps lead to new riders who may be unaware of its availability or advantages of using it. Promoting the transit service as a worthwhile public service is also helpful in attracting and maintaining support from non-users who may support that service with their local, state, and/or federal taxes.

Transportation Fair Booth (I-1)

Auburn Transit

Number of Vehicles:

3 buses

Strategy

In order to publicize the service provided by the agency, Auburn Transit of Auburn, CA utilized an exhibit booth at a local transportation fair. During the event, the agency gave away magnets, key chains, and route schedules.

Objectives

To inform local residents that the transit system was user friendly and served most locations within the city.

Resources

The cost of the exhibit was approximately \$600. Two agency personnel staffed the booth for eight hours each during the fair.

Implementation Time

One month

Results

The agency received positive feedback regarding its efforts.

When

May 1997

Contact

Todd Strojny Transit
Manager Auburn Transit
1225 Lincoln Way
Auburn, CA 95603
Tel: 530/823-4211
Fax: 530/885-5508

Cable Television Advertising (I-2) *Ann Arbor Transportation Authority*

Number of Vehicles:

74 buses

Strategy

The Ann Arbor, MI community is served by the television stations of Detroit. As a result, there are no local stations on which to advertise. To overcome this situation, Ann Arbor Transportation Authority uses local cable television advertising. The agency runs 30-second ads on a variety of cable channels, including CNN, VH-1, ESPN, Lifetime, and the Family Channel. During college football and basketball season, the agency runs ads during all University of Michigan games televised.

The agency decides on a topic for the spot and then confers with its contracted advertising agency. A story board, script, and filming schedule are then developed. One ad was done completely in animation.

Objectives

To educate the populace served by the agency regarding the services it provides.

To increase the public visibility of the agency.

To increase ridership.

Resources

The average cost for each ad is \$13,000. Staff time required for each ad is approximately 56 hours.

Implementation Time

Two weeks per advertisement.

Results

The agency measures the success of its ads through its yearly onboard survey and a general phone survey conducted by the University of Michigan every other year. Since the use of cable advertising began, the surveys have shown that both riders and non-riders recall seeing the ads more frequently than any other type of advertising conducted. In general, more than 80 percent of riders can recall the commercials, while more than 60 percent of the general public recalls the ads. Recall includes the basic theme of the ads and the message contained in them.

When

The agency began using cable television advertising in 1991. On average, one to two spots are produced every eighteen months.

Contact

Liz Nowland-Margolis
Manager of Community
Relations Ann Arbor
Transportation Authority
2700 S. Industrial Hwy.
Ann Arbor, MI 48104
Tel: 734/677-3901
Fax: 734/973-6338
E-mail:
liznm@theride.org

State Capitol Public Transit Display (I-3)

Nebraska Association of Transportation Providers

Strategy

The Nebraska Association of Transportation Providers increases public awareness of the services provided by the state's 59 transit systems through a 1-week display at the state capitol in Lincoln. The Association gathers photographs, passenger testimonies, and histories from the systems. This information is placed in three-ring binders and incorporated into a table display. Maps are created that display each of the systems. An Association history of activities is made available. The display is staffed for five hours each day. On one day during the week of the display, fact sheets accompanied by busshaped cookies are distributed to the offices of the Governor, Lieutenant Governor, and all of the state senators.

Objectives

To increase public awareness of transit agencies within the state.

Resources

Staff volunteers created the display and operated the booth. The Association paid for the materials and the cookies. The total cost to the association was less than \$150.

Implementation Time

Eight weeks

Results

Reaction to the display was very positive. Citizens became more aware of the activities of other transit systems in the state. Several letters from state senators were received praising the effort.

Adaptations

The display can be used for many other events,

such as fairs, trade shows, conferences, regional driver training programs, bus rodeos, etc. The Association plans to repeat the project in coordination with the Governor's proclamation for "Transit Week in Nebraska."

When

1997

Contact

Marlene Gakle Executive Director Nebraska Association of Transportation Providers
1810 Sara Road Beatrice, NE 68310
Tel: 402/223-2460
Fax: 402/223-2460
E-mail: NE64557@navix.net

Advertising and Brochure Promoting Ridership (I-4) Bladen Area Rural Transportation System

Number of Vehicles:

12 vans, 3 buses, 1 auto

Strategy

Bladen Area Rural Transportation System (BARTS) of Elizabethtown, NC, promoted its services through a brochure and newspaper advertisement. The campaign attempted to increase public awareness that transit services are available to all citizens in the county, not just the elderly or low-income residents.

The brochure was created in-house and is distributed by drivers. The newspaper ad runs periodically.

Objectives

To increase public awareness of the full range of services offered by the transit agency.

Resources

The total marketing budget for BARTS in fiscal year 1997 was \$400. All work on the promotion was done in-house. The brochures were ordered in volume through a catalog supplier.

Implementation Time

Two weeks

Results

Trips increased so dramatically that the agency was able to hire another driver. The agency's mailing

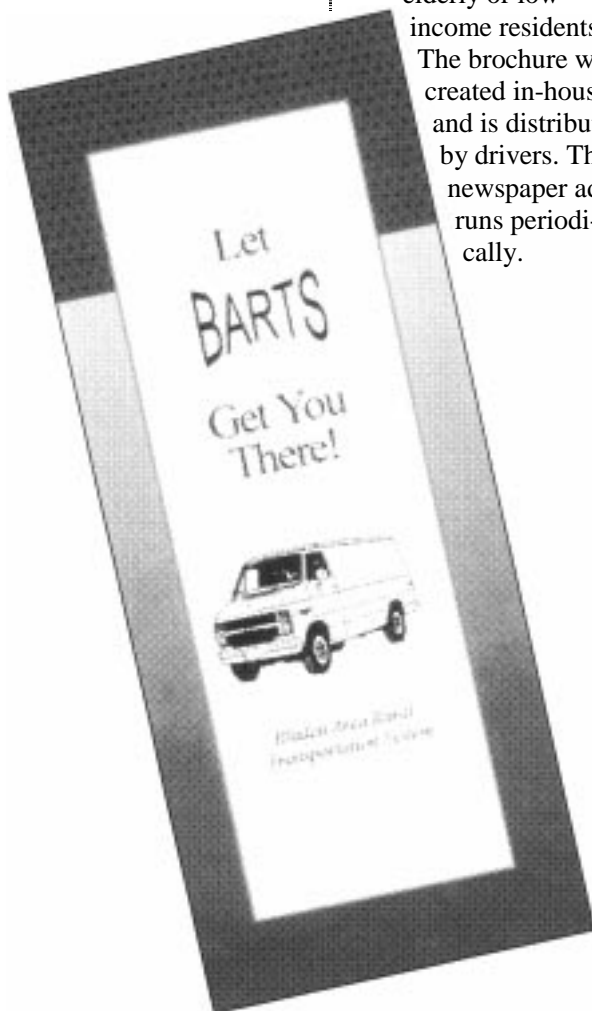
list expanded and the number of callers to the system increased.

When

1997

Contact

Kent Porter
Transportation
Coordinator Bladen
County Division on
Aging & BARTS
Transportation
P.O. Box 520
Elizabethtown, NC
28337
Tel: 910/862-6930
Fax: 910/862-6913
E-mail:
doa@bladenco.org



"I Have Connections" (I-5) Kalamazoo Metro Transit System

Number of Vehicles:
40 buses

Strategy

As part of the agency's 30th anniversary celebration, the Kalamazoo Metro Transit System (Metro Transit) of Kalamazoo, MI, introduced the "I Have Connections" campaign. Passengers paying a fare were given a button. Once a month thereafter, an "I Have Connections" customer appreciation day was designated. Any passenger wearing the button was allowed to ride for free. During the customer appreciation day, new buttons were distributed to paying passengers. Customers would wear their button throughout the day, identifying themselves as Metro Transit riders.

Objectives

To reward the support of current riders of Metro Transit.

To promote the transit system's 30-year anniversary.

To increase awareness among employers and businesses that their employees and customers use Metro Transit.

Resources

The campaign theme was developed by agency staff through market research,

with suggestions from the Transit Authority Board. Printed materials were developed by a local marketing firm under contract with the transit agency. There was no formal budget for the campaign. Required staff time was between 40 and 80 hours.

Implementation Time

Three months

Results

The buttons were seen on passengers throughout the Metro Transit service area during the campaign.

Adaptations

In keeping with the spirit of the campaign, Metro Transit operators requested a second button — "I'm Your Connection" — which was printed and distributed to them.

When

February to December 1997

Contact

Carmine Lewis
Administration
Supervisor
Kalamazoo Metro
Transit System
530 N. Rose St.
Kalamazoo, MI 49007-3638
Tel: 616/337-8408
Fax: 616/337-8211
E-mail: lewisc
@ci.kalamazoo.mi.us



"Found Time" Contest (I-6) *Transit Authority of River City*

Number of Vehicles:
277 buses

Strategy

The "Found Time" Contest conducted by the Transit Authority of River City (TARC) of Louisville, KY, used the concept that riding the bus is not a waste of time, but rather "found time." The campaign stressed that riding the bus is quality time which can be spent reading, studying, interacting with fellow passengers, simply relaxing, etc. It is time better spent than



passing time, sitting in traffic, in an automobile.

TARC offered riders the chance to tell how they creatively spend time on the bus. The best entries, based on a practical yet unusual use of time, received prizes. A local supermarket chain furnished prizes of five-and three-minute shopping sprees for the first and second place winners. The third place winner received a \$100 gift certificate.

The promotion was designed to leverage advertising dollars to garner free media exposure. The contest format accomplished this by using an essay entry form to attract print media and the shopping spree prizes to attract local television news coverage.

Objectives

To emphasize the concept that time spent on transit is quality time.

Resources

The total cost to the agency for the contest was approximately \$30,000. Forty hours of staff time was required. Partnerships were formed with a local supermarket chain and a local newspaper to bring the campaign with the agency's limited budget for this promotion. The local newspaper co-sponsored the campaign, offering

substantially discounted advertising rates in return for insertion of its logo on all printed materials and mention in radio spots. The supermarket chain sponsored the prizes.

Implementation Time

Four months

Results

The agency considered the project to be very successful. Over 1,200 entries were received. The entries were judged by a diverse group of transit and non-transit officials. The first-place winner was a member of a "club" of commuters who had been riding together for more than seven years. In her essay, she explained how the club used their commute on the bus for activities such as celebrating birthdays, baby showers, planning an annual holiday party, and other occasions.

When

October to December 1996

Contact

Perry Jacobs
Director of Marketing
Transit Authority of River City
1000 West Broadway
Louisville, KY 40203
Tel: 502/561-5118
Fax: 502/561-5253
E-mail: tarc@aye.net

Annual Meeting (I-7)

Rides Mass Transit District

Number of Vehicles:
45 vans, 3 buses

Strategy

Rides Mass Transit District of Rosiclare, IL, has instituted an annual meeting. Along with agency staff and their spouses, the agency invites state legislators and officials from the Illinois Department of Transportation, local

transportation issues and the Rides Mass Transit District. The event garners substantial local media coverage.

Objectives

To bring recognition to the services provided by Rides Mass Transit District.

To promote rural transit throughout the State of Illinois.

most effective ways to promote awareness of rural transportation in the are. It allows state and federal officials the opportunity to see the transit agency in operation and note the appreciation of the system by passengers and staff.

When

The annual meeting is held in October.

Contact

Betty S. Green Executive Director Rides Mass Transit District
PO Box 190 Rosiclare, IL 62982
Tel: 618/285-3342
Fax: 618/285-3340



government, and social service agencies. A keynote speaker is recruited from officials at the federal, state, or local level who have been supportive of rural transportation issues. The agency presents a "Friend of Transit" award to a person who has had the greatest impact on rural transportation in the previous year. Driver awards are also presented. The agency takes advantage of the opportunity at the meeting to inform those in attendance about rural

Resources

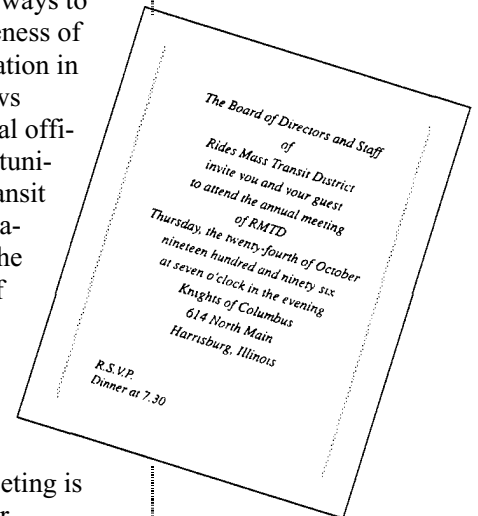
The costs of the annual meeting are covered through the annual budget. Renting of the room, catering, invitations, programs, and decorations cost approximately \$2,600. The required staff time is approximately 25 hours.

Implementation Time

Four to six weeks

Results

According to the agency, the annual meeting has proven to be one of the



"Step Off the Gas, Step On the Bus" (I-8)*Pierce Transit***Number of Vehicles:**

193 buses, 226 vans

Strategy

Taking advantage of a surge in gasoline prices in May 1996, Pierce Transit of Tacoma, WA, initiated a promotion allowing passengers a free ride on any agency bus route simply by showing a gasoline receipt. The one-day promotion was entitled "Step Off the Gas, Step On the Bus." The idea behind the campaign was to create an association between the high cost of driving alone and the economical alternative of transit. Pierce Transit used an aggressive media relations campaign that generated articles in two major Seattle-Tacoma daily newspapers, live interviews on two radio stations, and coverage on local television news. The agency also ran radio ads on a Tacoma all-news station in advance of the event, and purchased underwriting announcements on the local National Public Radio station.

Objectives

To increase ridership on Pierce Transit buses.

To promote transit as an economical alternative to the automobile.

Resources

The total cost of the promotion was approximately \$1,400, with most of the funds spent on underwriting the public radio ads.

Required staff time was 10 hours.

Implementation Time

Five days

Results

On the day of the promotion, 875 passengers presented gasoline receipts in lieu of fares to ride agency buses, a 2.5 percent increase over average daily ridership on the system. A feature article on the promotion appeared in Passenger Transport.

When

May 1996

Contact

Jean Jackman Public Information Officer
Pierce Transit
P.O. Box 99070 Tacoma, WA 98499-0070
Tel: 253/581-8034
Fax: 253/581-8075
E-mail: jackmanj@piercetransit.org

"Those Lextran Drivers" (I-9)

Lextran

Number of Vehicles:

47 buses

Strategy

As part of an overall strategy to reinvigorate local perception of the Transit Authority of Lexington, KY (Lextran), the agency developed a campaign utilizing a 30-second television commercial featuring Lextran vehicle operators. The commercial consisted of operators singing a catchy jingle which emphasized the increased frequency/scheduling and ease of use of the transit system. The agency believed that a combination of music and humor would have the broadest appeal in the local market. Radio ads using the same technique were also created.

Objectives

To enhance perception of the importance of Lextran to the community.

To promote Lextran's increased frequency/scheduling and ease of use.

To increase ridership.

Resources

The cost of the promotion was \$30,000. The agency was able to procure \$28,000 worth of free advertising from local media through a dollar-to-dollar match agreement. Lextran was also able to negotiate a spot-for-spot agreement.

Results

The agency considered the promotion to be highly successful. The

commercial proved to be memorable to the public and adaptable for the campaign's target marketing needs.

When

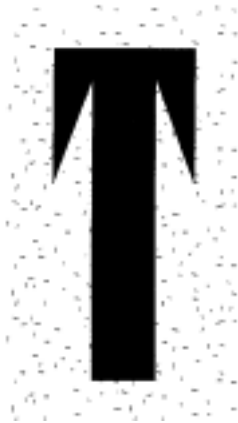
September and October 1996

Contact

Jenny Williams Director of Marketing and Sales
Lextran
109 W. Loudon Av.
Lexington, KY 40508
Tel: 606/255-0804
Fax: 606/233-9446
E-mail:
willjenny@aol.com

Rider Inducements

**Rider
Inducements**



ransit agencies seek the most effective ways to induce individuals to become regular users of a transit system. Just as important as new riders, the agency must find ways to reward its regular customers. Adding value to the transit experience of core ridership helps to maintain a loyal customer base.

Free Ride Wednesdays and Saturdays (J-1)

Ben Franklin Transit

Number of Vehicles:
206 buses

Strategy

To boost ridership, Ben Franklin Transit of Richland, WA, offered unlimited free rides on its fixed-route system on Wednesdays and Saturdays. The promotion was advertised with a two-month radio and newspaper campaign. Flyers were placed in buses and posters were displayed at transit centers. The radio ads were broadcast five times a day on seven different stations over a three-month period. The newspaper ads were

printed several times a week over the same period.

Objectives

To build ridership on all routes and carry it over to the entire week.

Resources

Ads for the campaign were created in-house by the marketing staff.

Implementation Time

One day per ad

Results

Ridership on the agency's fixed routes increased 14.6 percent in 1995, 11.4 percent in 1996, and 9 percent in 1997. Much of the increase is attributable to the promotion.

When

1995 and continuing

Contact

Gary Wolcott Marketing
Supervisor Ben Franklin
Transit
1000 Columbia Dr. SE
Richland, WA 99352
Tel: 509/735-4131
Fax: 509/735-1800

TransPlan Employer Information Packet (J-2) Ann Arbor Transportation Authority

Number of Vehicles:
74 buses

Strategy
TransPlan is a program of the Ann Arbor Transportation Authority of Ann Arbor, MI, that includes an employer information packet that is used to promote, educate, and recruit employers and their employees on the availability of public transit and rideshare programs. The packet includes information on all services the agency offers, employee surveys on commuting, and an invitation to conduct presentations about the service at worksites. The

packet is continually updated and can be customized for specific employers.

Objectives
To educate employers and employees about the commuting options available to them.
To increase ridership.

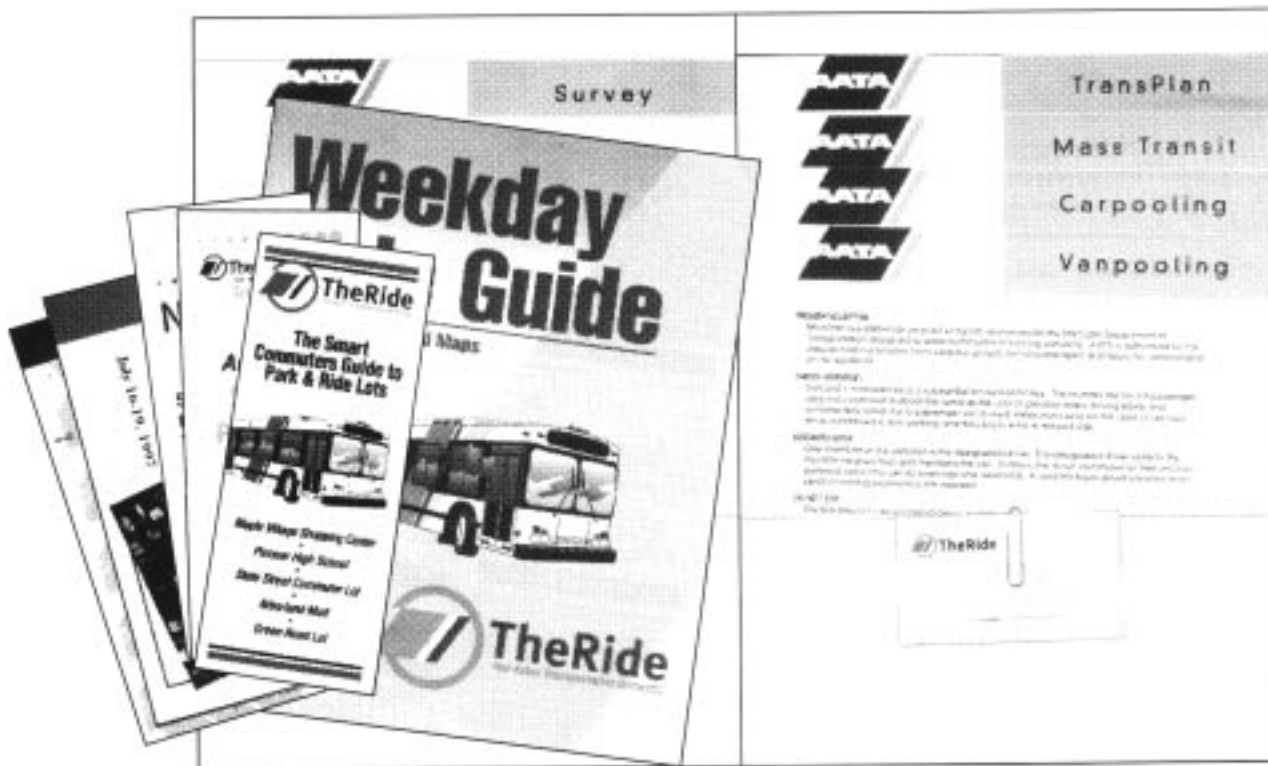
Resources
The program requires three hours of staff time per week to maintain. Printing of new inserts for the packets costs \$1,500 a year.

Implementation Time
One to two months

Results
The agency has recorded consistent gains in ridership as a result of the program.

When
1992 and continuing

Contact
Liz Nowland-Margolis
Manager of Community Relations Ann Arbor Transportation Authority
2700 S. Industrial Hwy.
Ann Arbor, MI 48104
Tel: 734/677-3901
Fax: 734/973-6338
E-mail:
liznm@theride.org



"Ride to Rewards" (J-3)

Metro Transit

Number of Vehicles:
900 buses

Strategy

In June 1995, Metro Transit of Minneapolis, MN, developed a frequent rider program that rewarded bus riders with incentives and rewards for regular use of its system. The "Ride to Rewards" program encourages more frequent use of Metro Transit services, while allowing the agency to create a customer database to build long-term relationships with its riders and provide for direct communication. Metro Transit believes more direct communication with its customers can effectively promote new services and lessen the impact of service changes. The agency is constantly seeking new business partners to provide incentives to customers registered in the database.

Objectives

To build long-lasting relationships with Metro Transit customers.
To create a database of customer information to allow for more direct communication.

Resources

Metro Transit developed a test program to measure customer reaction to incentives and rewards for increasing use of the transit system. The annual budget for maintaining the program is \$35,000, of which almost half is spent on postage. The number of sponsors providing incentives varies with each mail-out.

Implementation Time

Four months

Results

The "Ride to Rewards" program customer database contains over 17,000 names.

When

June 1995 and continuing

Contact

Kathy Laudenslager
Market Development
Specialist Metro Transit
560 Sixth Av. North
Minneapolis, MN 55411
Tel: 612/349-7531
Fax: 612/349-7675
E-mail:
Kathy.Laudenslager
@metc.state.mn.us



Regional Guaranteed Ride Home (J-4) *Metro Commuter Services*

Strategy

Metro Commuter Services (MCS) of St. Paul, MN, along with the Minnesota Department of Transportation, created the Regional Guaranteed Ride Home program to benefit all commuters who use alternative transportation. Commuters must ride the bus, carpool, bike, or walk to work at least three days per week to qualify for two coupons good for a free ride home by bus or taxicab. The ride value of the coupon is \$20. Customers fill-out a registration form and then have it verified by their employer. Within 10 working days, the customer receives the 2 coupons.

The program is a reward for commuters who use alternative transportation and offers peace of mind to those who must work late or have an emergency. It also provides an incentive for commuters to

consider using alternative transportation. Information about the program is distributed through direct mailings, interior bus cards, agency newsletters, and local newspapers.

Objectives

To reward commuters who use alternative transportation.

To entice commuters to use alternative transportation.

Resources

MCS administers the program and provides reimbursement for ridesharers, walkers, and bicyclists. Bus providers pay reimbursement costs for transit system riders. The Metropolitan Council and bus providers pay for promotion of the service. Reimbursement costs for the promotion average \$2,000 a month.

Implementation Time

Four months

Results

The initial goal of the program was to register 3,300 customers for the service. By the end of the first year, the number of registered participants was more than 8,000.

When

September 1996 and continuing

Contact

Patty Carlson Senior
TDM Program
Administrator Metro
Commuter Services
230 E. 5th St. St. Paul,
MN 55101
Tel: 651/602-1211
Fax: 651/602-1200
E-mail: patty.carlson
@metc.state.mn.us



Rack Cards Promoting Destinations (J-5) Greater Portland Transit District

Number of Vehicles:
24 buses

Strategy

To position the Greater Portland Transit District (METRO) of Portland, ME, as a valuable resource to its community, the agency developed a series of rack cards that promoted the diverse range of destinations within the City of Portland. The destinations included cultural facilities, social service and health agencies, recreational locations, and retail establishments. The agency used a targeted approach for the campaign, identifying organizations and merchants that would provide high promotional visibility for METRO. Copy for the rack cards was jointly developed with the organizations, focusing primarily on the benefits and services of the organizations. Two-thirds of a rack card was devoted to the destination and one-third promoted the METRO service. The cards were distributed to customers through location counter displays, direct mail, new member enclosures and registrations, and informational counters.

Objectives

To create multiple partnerships with targeted, highly visible organizations in the community.

To increase awareness of public transportation and position METRO as an important resource in the community.

Resources

METRO absorbed the cost of printing the rack cards, usually between \$200 and \$600 per card in quantities of 2,000 to 10,000 cards. Design and layout for the cards cost \$100-\$200. In some instances, the organization paid for the artwork for its card.

Implementation Time

One month per card

Results

The agency was able to alter its traditional marketing expenditures through a targeted, cost-effective approach. METRO continuously updates the rack cards and pursues new organizations in the community.

When

1995 and continuing

Contact

Philip Chin Director of Marketing
Greater Portland Transit District
114 Valley St. P.O. Box 1097
Portland, ME 04104-1097
Tel: 207/774-0351
Fax: 207/774-6241



Saturday Service in Saline County (J-6) Rides Mass Transit District

Number of Vehicles:
45 vans, 3 buses

Strategy
In early 1997, Rides Mass Transit District of Rosiclare, IL, noticed that ridership on its route to the town of Harrisburg and two nearby towns in Saline County was beginning to decrease. Even though Harrisburg and the two other towns were small, the agency felt it was very important to provide service to the locations. The core ridership on the route was very loyal and considered the service to be a neces-

sity. In an effort to boost ridership along the route, the agency developed a promotion that allowed free return trips on Saturdays with a coupon. The agency placed the coupon in local newspapers and on flyers distributed within the service area.

Objectives
To increase general public ridership on Saturdays in Saline County.

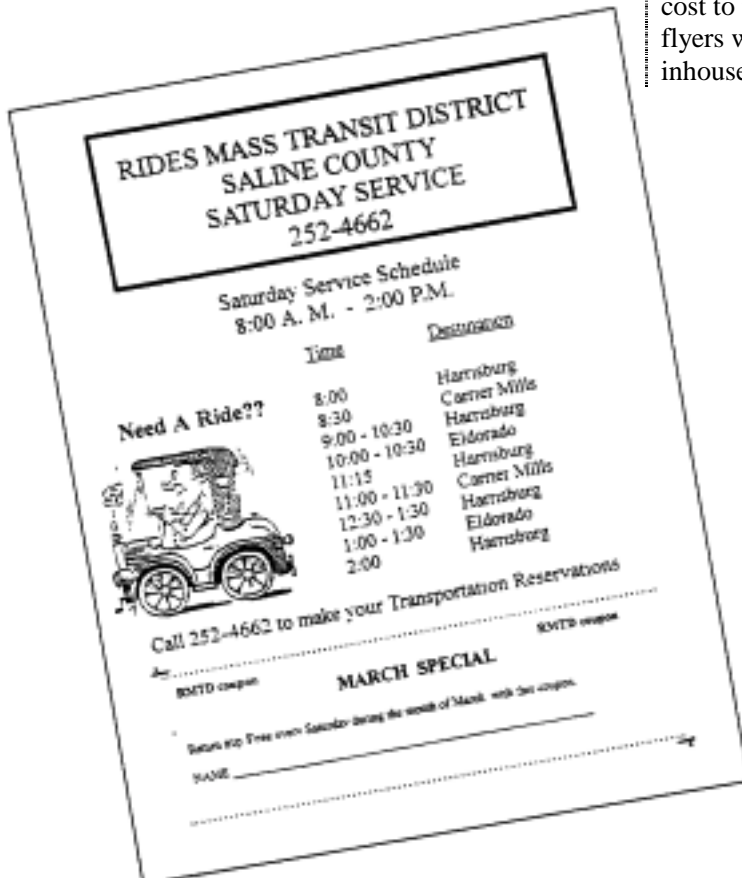
Resources
The promotion was conducted with very little cost to the agency. The flyers were developed inhouse by the agency.

Implementation Time
One month

Results
In the two months of the promotion, ridership on the route increased 53 percent. When the promotion ended, ridership decreased but not to the level before the campaign, retaining some of the new riders.

When
February and March 1997

Contact
Betty S. Green Executive Director Rides Mass Transit District
P.O. Box 190 Rosiclare, IL 62982
Tel: 618/285-3342
Fax: 618/285-3340



Red Carpet Saturdays (J-7)

Citrus Connection

Number of Vehicles:

30 buses, 13 mini-buses

Strategy

Red Carpet Saturdays is a special service that allows Citrus Connection of Lakeland, FL, to drive its buses up to two blocks off its regular fixed routes to pick up or deliver passengers at the door of their origin and destination. On Saturdays, the agency uses the same schedule on its fixed routes as weekdays. However, since there is less traffic on the roads and a lower number of passengers, buses have more time available to run the regular routes. This extra time allows bus operators to provide the door-to-door service and still maintain their schedule. Good coordination between the agency dispatcher and the drivers is essential to arrange the pick-up or delivery. The project was implemented through press releases, radio ads, and the agency's newsletter.

Objectives

To use existing resources to provide more valuable service at no additional cost to passengers.

Resources

There is no extra cost in providing the service. Marginal cost to the agency is negligible.

Implementation Time

Two to three weeks

Results

The promotion is considered to be very successful. Bus operators began to use the term "Red Carpet" as a verb, as in, "Can I have approval to 'Red Carpet' a passenger to the door of xyz shopping center?"

When

1989 and continuing

Contact

Steven Githens Transit
Director Lakeland Area
Mass Transit District
1212 George Jenkins
Blvd. Lakeland, FL
33815
Tel: 941/688-7433
Fax: 941/683-4132
E-mail:
CitConGit@aol.com

Metro Service Awareness Campaign (J-8) *Niagara Frontier Transportation Authority*

Number of Vehicles:
322 buses, 18 paratransit,
27 light rail vehicles

Strategy

In order to lessen the impact of a change in service, the Niagara Frontier Transportation Authority (Metro) in Buffalo, NY, offered a special weekly pass valid the week before and the first week after the change in service. The weekly pass contained several value-added features including discounts, free admission to local venues, and five free minutes of long distance calling. The agency maintained the value-added features in the next sales period of regular monthly passes.

Objectives

To build awareness of the level of Metro service available, thus stabilizing ridership.

To instill a sense of security in Metro customers that service will remain stable in the face of changes.

To encourage service trials by new riders through a weekly pass promotion.

Resources

The total cost of the campaign was \$57,650, including printing, radio spots, and the free long distance calling offer. Eighty percent of the total cost was spent on the radio ads. Metro estimated a media trade-out value of \$40,000 and the value of promotional features obtained through cooperative advertising at \$50,000. One hundred hours of staff time was required to create the promotion.

Implementation Time

Two months

When

December 1995 to
February 1996

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

SWIPER Promotion (J-9)

Capital District Transportation Authority

Number of Vehicles:

225 buses

Strategy

The Capital District Transportation Authority (CDTA) in Albany, NY, initiated a large-scale marketing campaign to introduce its new magnetic stripe monthly pass program, SWIPER. The new pass was advertised through television and print ads, radio spots, direct mail, and grassroots sales calls.

Objectives

To introduce the new product and stimulate sales to individual and corporate customers.

Resources

The advertisements were produced by a contracted ad agency. The budget for the first year of the campaign was \$150,000. In subsequent years, the promotion has required a budget of \$75,000. Two staff members are required to maintain the program.

Implementation Time

Six months

Results

The old monthly pass program averaged 1,000 passes sold per month. The new SWIPER program averages 2,000 to 2,500 a month.

When

April 1994 and continuing

Contact

Carm Basile Director of Marketing and Information
CDTA
110 Watervliet Avenue
Albany, NY 12206
Tel: 518/482-3371
Fax: 518/446-0675

"Extra Punch" Promotion (J-10)
Red Rose Transit Authority

Number of Vehicles:
 45 buses, 33 vans

Strategy
 The Red Rose Transit Authority (RRTA) in Lancaster, PA, conducts a promotion once a year in which customers who purchase an RRTA Ten Trip Ticket receive 11 trips for the price of 10. The "Extra Punch" promotion is advertised through interior bus signs, general mailings, and newspaper ads. Special versions of the tickets are printed and sold during the promotion.

Objectives
 To convert cash fare riders to pre-paid transit users.
 To boost sales of ten trip tickets.
 To thank regular customers for their business. To involve bus drivers in promoting RRTA.

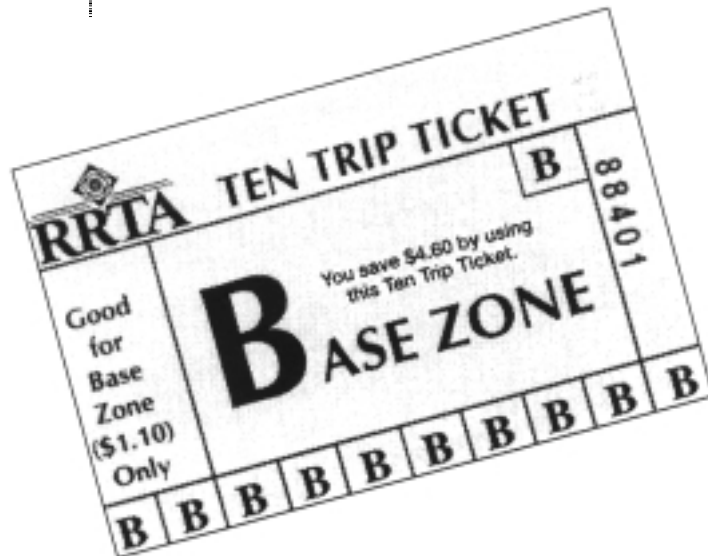
Resources
 The promotion is lowcost. Printing cost for the tickets is approximately \$250. Promotional materials are created by the agency.

Implementation Time
 Three to four weeks per year

Results
 RRTA believes the program is very successful. Regular customers wait for the promotion to stock-up on tickets. New pre-paid transit riders receive a bonus for making the change. During the promotion, sales of ten trip tickets increase 50 to 70 percent over normal monthly sales.

When
 Conducted annually in February

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



Seasonal Promotions

**Seasonal
Promotions**



Seasonal activities offer an excellent opportunity to promote a transit agency and the services it provides. Few other times of the year can create and attract as much transit ridership as holidays. As a result, the transit system is on display.

Events that attract a large number of citizens create a demand for the use of transit, especially if held in areas that contain limited access or parking. The community perceives increased use of the transit agency as lessening the potential for accidents and injuries since fewer drivers are in their own cars. By providing increased public safety during holidays, especially ones traditionally celebrated with alcohol such as New Year's Eve, the transit agency is seen as providing a public good and its image is enhanced.

A well-organized, efficient transit program during a holiday season or weekend can reap many rewards for an agency.

First Night Festivities Service (K-1)

CT Transit

Number of Vehicles:
379 buses

Strategy

Connecticut Transit (CT Transit) provides free bus service to area residents on New Year's Eve from 5:00 p.m. until 1:15 a.m. as part of First Night festivities in downtown Hartford, CT. The service

was provided in cooperation with the Hartford Downtown Council in order to encourage residents to attend the event. CT Transit placed ads in local newspapers promoting the service, and produced interior notices as well as press releases to inform the public.

Objectives

To create a positive co-op promotion with the Hartford Downtown Council. To increase ridership during the festivities.

To enhance the image of the transit agency in the community.

Resources

The total budget for this program was \$6,365. This amount was broken down as follows: \$1,500 for media buy, \$2,200 for additional bus service, \$2,500 for free fares value, and \$165 for interior notices. The budget

has remained stable through the years. One employee in the marketing department works on the project.

Implementation Time

Two days of staff time.

Results

Free fares were provided for the first time in 1995 as part of the project. Ridership increased 800 percent over the previous year's festivities. As a result of providing the service, CT Transit received the event's "Grand Sponsorship" status (\$5,000 value) with a free tag line on all of the

event promotional materials, mention of the agency in all news releases and news conferences, sponsorship of one venue, as well as positive press coverage in several local newspapers. The service is provided every year and continues to be considered a success.

Adaptations

CT Transit uses similar promotions during Hartford's Festival of Jazz.

When

Service has been provided since 1990, with free

fares first offered in 1995. The service is provided annually.

Contact

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06141-0066
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Fax: 860/247-1810
E-mail:
mmcevoy@cttransit.com

Holiday Lights Tour (K-2)

Jackson Transit Authority

Number of Vehicles: 13 buses, 4 paratransit vans

Strategy

Every year, on the two Saturdays before Christmas, Jackson Transit Authority of Jackson, TN offers a free tour of holiday lights displays to residents of senior centers and nursing homes. The tours take them through downtown and historic districts. The agency mails out information about the program to the homes and centers inviting their participation. Reservations by centers and homes are accepted on a "first call, first choice" basis for day and time.

Objectives

To enhance the image of the transit agency.

To enhance good public relations with the community.

Resources

There is no formal budget for this program. It requires one bus and operator. The driver is paid overtime for the tour service.

Implementation Time

Three months

Results

The program is considered a huge success. It is now in its ninth year. Many people that would not normally see the holiday lights are able to with this service. Several centers and homes call for reservations before the list is formally open.

When

Ongoing since 1989

Contact

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Marketing/Planning
Coordinator Jackson
Transit Authority
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Christmas "Stuff-a-Bus" (K-3) Northwestern Connecticut Transit District

Number of Vehicles:
16 buses

Strategy

In collaboration with several civic agencies and organizations, Northwestern Connecticut Transit District (NW Conn Transit) in Torrington, CT decorates one of the buses as part of a holiday toy collection drive. The bus is decorated and parked at several local shopping centers on specific days. Shoppers are urged to tour the bus and

donate a toy for a needy child. A money donation box is also made available. Several local businesses donate items for a free raffle at various sites. Coffee and doughnuts are served at some of the locations.

Objectives

To provide as many toys as possible for the needy children of the area.

To enhance the image of the transit agency as an organization that cares about the community.

Resources

The project was part of an interagency cooperation that included the Mayor's Office and the Torrington Firefighters Union. It was conducted by volunteers from transit staff, city hall staff, elementary and high school students, merchants, seniors, and political organizations. Agency staff time was approximately 50 person-hours. Local newspapers and cable stations were aware of the effort and the local papers ran a story on the project almost every day.

Implementation Time

One month

Results

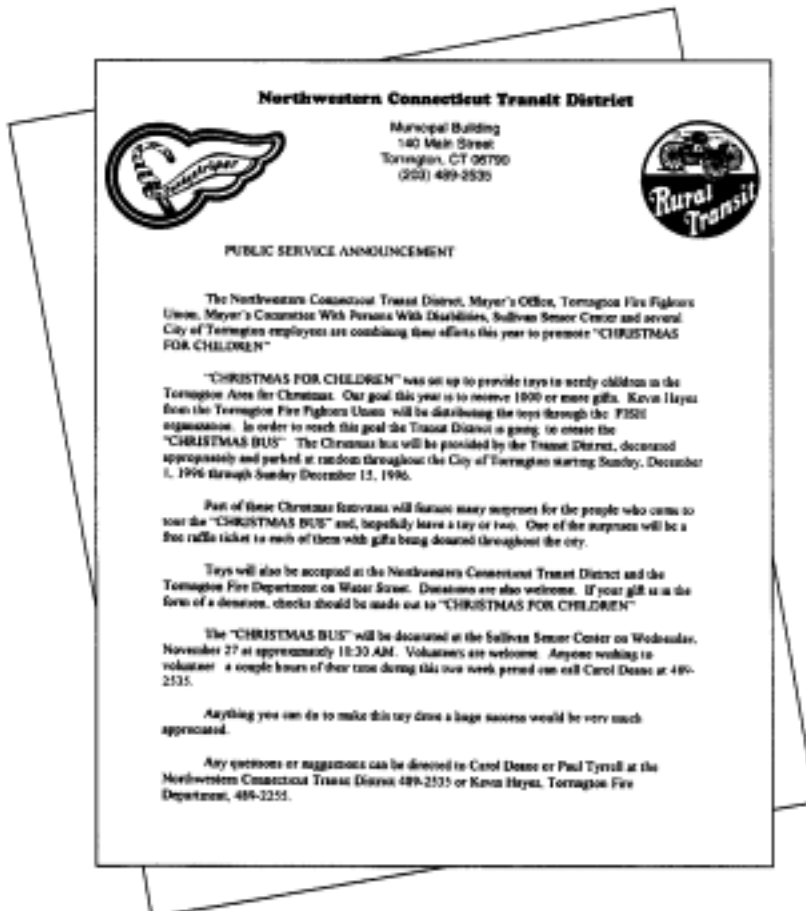
The project is considered a major success. NW Conn Transit collected more than 2,000 toys and \$1,500 in donations during the two-week program.

When

1996 and conducted annually.

Contact

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NW Conn Transit District
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CDeane8127@aol.com



Special Events

**Special
Events**



Special events enable transit systems to participate in community efforts or to provide transit services to community activities. Transit systems may also choose to create events to familiarize infrequent transit riders with available services. Special events may provide good anchors for other targeted activities. The special event allows personal contact with a large number of people in a concentrated time period and is invaluable in launching or culminating advertising or promotional campaigns.

State and county fairs provide the same marketing opportunities as any special event does. Every state has a fair, often requiring effective transit services for success. For transit systems not located near the annual state fair, the same ideas and efforts can be applied to county and regional fairs.

Special Events Service (L-1)

Maryland Mass Transit Administration

Number of Vehicles:
819 buses, 100 rail cars,
35 light rail

Strategy

The Maryland Mass Transit Administration (MTA) has found that one of its most effective marketing strategies is the promotion of transit services to special events in the Baltimore area. Ridership to baseball and football

games, fairground events, downtown events, and area festivals is always high. The primary strategy to promote service for special events is to utilize mass media (newspapers, radio). It is felt to be the most cost-effective method to reach potential riders. Another important strategy is to co-promote with the event organizers. For example, the MTA

works closely with the Baltimore Orioles and Baltimore Ravens sports teams. An "MTA Service to Baltimore Ravens Games" brochure is included with the team's football season ticket holder mailing. Maryland MTA cross-promotes with every event they advertise. Events are targeted where parking is not free or plentiful, large num-

bers of attendees are expected, and the venue is very near mass transit options.

Objectives

To encourage MTA ridership to and from the special event that is being promoted. To entice trial of the system so that if the MTA service is convenient to the rider's home and work place, then the

special events rider may convert to frequent MTA commuter use. It is believed that a commuter is more comfortable learning to use the system on the way to a special event than on the way to work.

Resources

Over \$125,000 was budgeted in fiscal year 1997 for special events advertising. One staff member in the marketing division handles advertising, which accounts for 35 percent of his or her time. Another staff member works on promotions, primarily cross-promotions, which is approximately 60 percent of his or her time. Another staff member devotes 10 percent of his or her time on cross-promotions as liaison with the sports

teams. For drivers and staff on event day, volunteers from within MTA are recruited and rewarded with compensatory or overtime pay.

Implementation Time

Service is ongoing and evolves accordingly.

Results

Many of the special events occur annually, so the service is repeated. While it is difficult to determine if these special events riders are converting to daily commuters on the system, nevertheless it is considered the best chance of reaching potential riders and familiarizing them with the system.

When

Annually

Contact

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Maryland Mass Transit
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Off-Peak Promotion (L-2)

NJ Transit

Number of Vehicles:

1,916 buses, 24 street cars, 780 rail cars

Strategy

To increase ridership during off-peak hours, New Jersey (NJ) Transit, the state-wide public transit system in New Jersey, has joined with several Manhattan entertainment venues in a free ride strategy. The venues, such as Madison Square Garden, Radio City Music Hall, and Broadway theaters, purchase a block of transit tickets from NJ Transit and then offer a NJ Transit free ride package with the purchase of performance tickets scheduled during off-peak hours. The package has been identified as the "NJ Transit Holiday Package" or "NJ Transit Christmas Package," and is part of the agency's Winter Services program. When purchased by a customer at the venue box office, Ticketmaster, or Tele-Charge, a transit ticket is included with each performance ticket. The customer is content because they have

received free transportation to the show, the venue has sold a seat to the performance, and NJ Transit has filled a seat on a bus or train not otherwise utilized.

Objectives

To increase off-peak ridership through linkage with special events.

Resources

Project budgets for the different versions of the program ranged from \$8,000-\$15,000 depending on the co-promotional agreement with the venues.

Implementation Time

Planning begins in June and amount of effort increases with each passing month.

Results

Package sales have increased from the previous year for each year the program has been offered. NJ Transit

attributes an increase in regular ridership to the program.

Adaptations

The agency also has package deals with their Summer Services program.

When

1994 and continuing

Contact

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Manager, Marketing
Promotions NJ Transit
1 Penn Plaza East
Newark, NJ 07105
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Fax: 973/491-7567



Earth Day Celebration (L-3)

Sacramento Regional Transit District

Number of Vehicles:
210 buses, 36 light rail vehicles

Strategy

The Sacramento Regional Transit District (RT) in Sacramento, CA transported more than 14,000 students and teachers, using RT's "Class Pass," to the annual Earth Day Celebration at the State Capitol. RT's "Class Pass" allows 10 or more students (grades 1-12) to travel for \$1 dollar



each with unlimited rides during

non-peak hours. Adults traveling with the group pay only \$2.50 each.

The RT's primary method of advertising the special fares were flyers included in informational packets sent to local elementary school teachers describing Earth Day Celebration events. The RT requires a two-week advance reservation for use of the pass, which allows RT time to coordinate buses and trains for the trips and prevent overbooking on the system. Teachers are directed to call RT's Customer Relations Call Center, which enters the reservation into their computer system that tracks group travel plans.

RT believes that teamwork and cooperation between departments is the key to making Earth Day events a success. Pre-event meetings with representatives from the Bus Transportation, Light Rail, Customer Relations, and Information Services departments take place early in the year. The representatives constitute the system's Earth Day Committee. The goals of the meetings are to keep all departments informed regarding planned activities and to fine-tune operating procedures based on previous years experience.

Objectives

To transport several thousand schoolchildren and adults to the State Capitol for Earth Day Celebration activities.

Resources

Agency personnel involved were Customer Service Representatives, marketing staff, bus and light rail operators, dispatchers, and supervisors. The budget for the project is under \$5,000 and requires 150 person-hours.

Implementation Time

Three months

Results

The program is repeated each year. Ridership has increased every year of the event. The students and teachers are transported following the morning rush hour and returned before the afternoon peak period. Coordination of transport and personnel is considered very smooth due to good planning and previous experience.

Adaptations

The "Class Pass" is available throughout the year for school field trips and any group travel.

When

1992 and conducted annually

Contact

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Sacramento, CA 95812
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State Fair Traditions (L-4)

Metro Transit

Number of Vehicles:
900 buses

Strategy

Attending the Minnesota State Fair in Minneapolis is a yearly custom for many families. As a result, the theme for the advertising campaign for the 1996 State Fair became "State Fair Traditions," encouraging customers to make using Metro Transit part of their annual experience. All printed materials incorporated historical photographs provided by the Minnesota State Fair archives. Metro Transit, in partnership with the Minnesota State Fair, gave a \$2 discount on gate admission to customers riding Metro Transit buses, providing an extra incentive to ride the bus.

Inserts were distributed to State Fair customers who purchased advance tickets from the middle of June through the beginning of the fair in August. Inserts were also mailed to a database of 16,000 frequent bus customers. Metro Transit produced 250,000 brochures and distributed them to businesses around boarding areas, sales outlets, schedule distribution sites, and State Fair outlets statewide. Interior bus cards and stories in TAKEOUT, Metro

Transit's monthly onboard customers newsletter, distributed the State Fair message to current transit customers. To accommodate the large number of requests for telephone information, a special extension of the agency's automated schedule information line gave menu-driven information to callers.

On the return trip from the fair, Metro Transit handed out 50,000 brochures that thanked customers for riding the bus and included free ride coupons for future trips. Randomly selected customers were asked to complete surveys on service quality and willingness to ride again.

Objectives

To reduce traffic congestion around the fairgrounds.

To encourage customers to make riding the bus part of their annual State Fair experience. To illustrate the ease of riding transit and to encourage future commuting once familiarity has been established.

Resources

The budget for the project was \$20,000. The State Fair provided advertising and distribution of materials.

Implementation Time

Eight months

Results

In 1996, one out of every eight people who attended the State Fair took a Metro Transit bus. The State Fair service created an extra 270,000 bus rides during the 12 days of the fair. This was a 9.2 percent increase from 1995 State Fair ridership and a 22 percent increase over 1992 figures.

Twenty percent of the coupons distributed to customers on the return trip from the fair were redeemed between the end of the fair and their expiration 60 days later.

Adaptations

Metro Transit has used the park-and-ride concept to provide service for Aquatennial summer events in 1998.

When

Since 1992, with service provided annually.

Contact

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Jackson County Fair Park 'N' Ride (L-5) *Rogue Valley Transportation District*

Number of Vehicles:

26 buses

Strategy

Rogue Valley Transportation District (RVTD) of Medford, OR promoted their Park 'N' Ride service for the county fair through a coupon book exclusive to riders on RVTD buses attending the fair. The coupon book was for purchases at the local mall, Wal-Mart, and Eagle Hardware, which were the locations used as park 'n ride service lots. Twenty thousand coupon books were produced.

Objectives

To increase ridership on RVTD Park 'N' Ride service.

To enhance RVTD image as part of the local community.

To promote local business through a coupon book.

To mitigate traffic congestion during the week of the County Fair.

Resources

The Rogue Valley Mall, Wal-Mart, and the stores around them, absorbed the costs of producing the coupon book. Salvation Army members and other civic groups stuffed the coupon book into the agency's county fair packet in exchange for advertising on the buses. Local radio stations promoted the park 'n ride service and coupon book at no cost. One staff member of RVTD worked on the project. An RVTD envelope, which included the coupon book and several other individual coupons and was placed in the county fair packet, cost \$900. The envelope had the logos of all the major sponsors and the County Fair printed on it. All other costs were under-written by the other principals in the program.

Implementation Time

One and a half months

Results

The agency has noted an increase in ridership. The merchants are now doing direct advertising with the agency.

When

1997

Contact

Richard Smith TDM
Information/Marketing
Rogue Valley
Transportation District
3200 Crater Lake Av.
Medford, OR 97504-
9075
Tel: 541/608-2420
Fax: 541/773-2877

Mid-State Fair Express Bus Service (L-6)

San Luis Obispo Regional Transit Authority

Number of Vehicles:
13 buses

Strategy

In order to help a segment of the outlying population attend the Mid-State Fair, the San Luis Obispo Regional Transit Authority (SLORTA) of San Luis Obispo, CA created an express bus service between several towns in the area and the main gate of the fair. The concern was that transit dependent segments of the population, such as the elderly, youth, and those without automobiles, would be unable to attend the fair because the local transit operations end at 6:00 p.m. SLORTA was able to provide this service through solicitation of corporate sponsorship by the fair from Chevron and a local television station, KSBY. Advertisements for the service were placed in the local television, radio, and print media. A marketing partnership with those entities kept costs low.

Objectives

To reduce traffic congestion on the county's roadways for the two-week period of the fair.

To provide a transportation option for transit-dependent citizens.

To provide low-cost

transportation service to local residents and tourists.

To capture new transit users by exposing them to a convenient transportation option.

Resources

SLORTA uses four buses to provide three round trips a night for an 11-day period. Sponsorships are solicited from local television, radio, and newspaper media through trade agreements to provide advertising for the service. In addition, major sponsors, such as Chevron and Nextel, and the Fair itself are solicited for financial contributions. Partial funding is received through an Air Resources grant, with remaining costs absorbed through passenger fares and the SLORTA budget. Staff volunteers are positioned at passenger park and ride sites to answer questions about the service and guide passengers onto the buses.

Implementation Time

In the first year, three weeks were required to establish contacts and develop the service. Subsequent years have required one to two weeks to update the project.

Results

SLORTA's Mid-State Fair Express service has proven to be very successful in relieving traffic congestion through the Highway 101 corridor and around the fair-grounds. Ridership on the express service has increased 154 percent since its inception in 1995. In 1997, 6,250 passengers were transported.

Adaptations

SLORTA is considering the implementation of similar service to major events such as the Fourth of July celebration and an annual car festival in Pismo Beach.

When

1995 and conducted annually since.

Contact

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