

MARKETING PLAN
MINI-BUS EXPANSION PROGRAM

September 16, 1975

24737157

Date: September 16, 1975

MARKETING PLAN
MINI-BUS EXPANSION PROGRAM

Mini-bus service in the Los Angeles Central Business District (CBD) will undergo a dramatic expansion when the fleet size increases from 19 to 34 buses serving an area:

N to Bernard Street (China Town)

S to 12th Street

E to Alameda/San Pedro Streets

W to Figueroa Street

MARKETING OBJECTIVES

The primary objectives of the marketing program are:

- (a) To bring the mini-bus service to the attention of citizens living, working and visiting the CBD, as well as the business firms and governmental agencies located therein.
- (b) To create public awareness of the expansion of service to a wider area than heretofore.
- (c) To facilitate an increase in ridership during both peak and off-peak hours of operation.

Target Market:

Citizens working, shopping, attending functions, handling business matters and living in the CBD as well as personnel working in business firms and governmental agencies located within this area, make up some 200,000 potential users of the mini-bus service.

MARKETING OBJECTIVES CONT'D

The RTD Market Research Department conducted a survey of mini-bus riders in May, 1975. 1 Highlights of the survey findings:

- Heaviest ridership hours: 11:00 a.m. - 4:00 p.m.
- The majority of mini-bus riders have the following characteristics:

Age Range: 46 percent of riders are 25 - 44 years old

Occupation: Males - 50 percent - Professional/
Technical Positions

Females - 47 percent - Clerical/
Sales Positions

Reason for Coming Downtown:

63 percent Job (weekdays)

58 percent Shopping (Saturday)

STRATEGY

The major marketing effort will center in the CBD, bounded by:

N - Sunset Blvd.

S - Santa Monica Freeway

E - San Pedro Street

W - Harbor Freeway

1. Results of Minibus Riders' Survey, Mkt. Research Dept.
RTD, June, 1975

STRATEGY CONT'D

Expanded mini-bus service will operate within these boundaries, and the majority of the target market is located in this area. (See map on page 8.)

A heavy sales promotion campaign will be waged throughout the CBD, with added emphasis in those areas not previously serviced by the mini-bus fleet --- Occidental Center and California Apparel Mart and those businesses in the immediately surrounding area, as well as the westerly portion of the CBD.

EXECUTION

Four major Downtown department stores, Broadway, Bullock's, May Company and Robinson's, will display 22" by 28" placards announcing expanded mini-bus service at all store entrances and near escalators throughout the store during the first week of operation of expanded service. The placards will give hours of operation, show the system map and provide fare and transfer information. The Broadway Plaza will also display placards throughout the shopping mall.

Mobile Information Teams

The teams will be responsible for contacting the business and governmental community (both employers and employees) and shoppers in the CBD to acquaint them with the expanded service. At all appearances, team members will distribute a brochure on the expanded service, and also hand out "Take a Mini to Lunch" buttons and shopping bags.

1. Teams will schedule appearances at all major office buildings in the Downtown area in order to inform office employees of the expanded service. This will include appearances at the Occidental Center and California Apparel Mart--- two major buildings which have not had mini-bus service previously.
2. Team members will make personal appearances in the China Town and Little Tokyo business communities.

EXECUTION CONT'D

3. Team members will deliver and set up 500 counter cards on the mini-bus service to banks, restaurants, hotels, business firms, governmental agencies, etc., throughout the CBD. These counter cards will show a route map and give information on hours of operation, frequency of service and fare and transfer information.
4. Personnel will be assigned to stand at mini-bus stops throughout the CBD during the first week of operation when it is anticipated that many passengers who have not tried the service previously will be attracted. They will answer questions, hand out brochures, pass out cardboard facsimiles of the mini-buses, "Take a Mini to Lunch" badges and shopping bags and promote public transit utilization.

NEWS BUREAU

1. A special press conference and box lunch will be staged in the patio of the Apparel Mart, 9th and Main Streets. A mariachi band will play during the festivities. Press and civic dignitaries will enhance the event.
2. The News Bureau will issue news releases, including a map of the expanded service area, to the media at large.
3. Special releases regarding expanded service will be sent to the following publications which are distributed to the business community:

Central City Association Newsletter
Pacesetters (published by Central City Assoc.)
El Pueblo-City Employee Association Newsletter
Civic Center News
Bunker Hill News
Occidental Life Insurance Company Newsletter
Women's Wear Daily-Distributed to employees
of the Apparel Mart.

NEWS BUREAU CONT'D

Southern California Business-Published
by the Los Angeles Chamber of Commerce.

LITERATURE

A special brochure on the new mini-bus service will be prepared giving fare and transfer information, hours of service, frequency of service, and showing a map of service area. This brochure will be distributed in the following manner:

1. Placed in "Take One" boxes in all mini-buses.
2. Included in a special mailing by the Central City Association to all association members.
3. Distributed at personal appearances by the Mobile Information Teams.
4. Handed out at mini-bus stops during the first two weeks of operation.

NEWSPAPER

Half-page ads will appear in the following publication. This publication is distributed to all major buildings in the Civic Center area. The ad will show the new route map, copy on fares, hours of service, frequency, and mini-to-mini transfer privileges.

Civic Center News - 3 Insertions

FOLLOW-UP

Intensive promotional efforts outlined in this plan should provide for successful launch and on-going promotion of the program through December, 1975.

FOLLOW-UP CONT'D

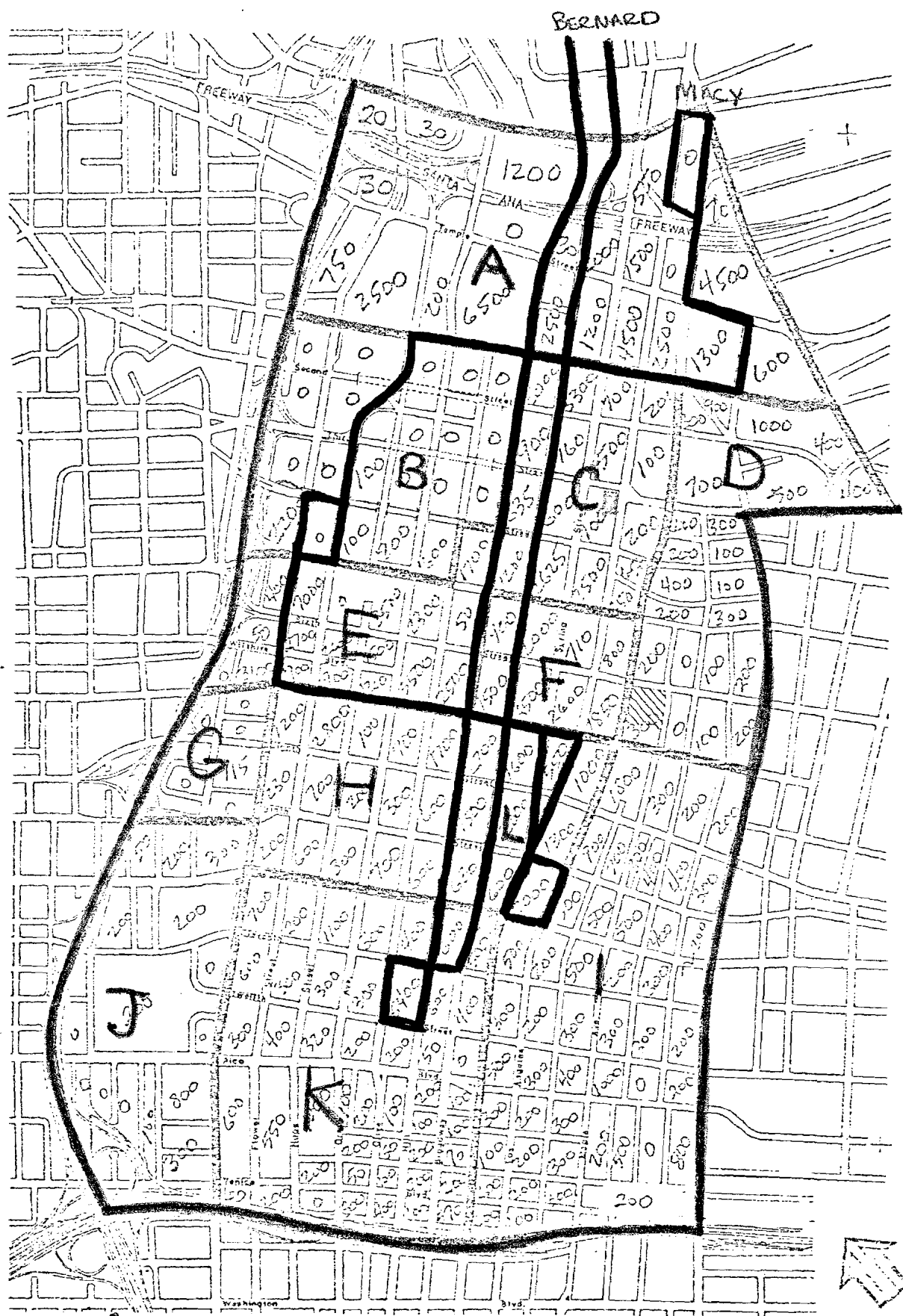
The Marketing and Communications budget for the Mini-Bus Expansion program is \$26,000 and is included in the FY '76 budget. Fifty percent of the budget, or \$13,000, has been allocated for launch and on-going promotion of the program through December, 1975. The remaining \$13,000 has been reserved for promotion of the program during the period January-June, 1976. Allocation of the remaining \$13,000 will be based on a review of program results during the first three months of operation. Based on the results of this review, a supplementary marketing program will be developed to successfully carry the program through the balance of the fiscal year.

Marketing Plan
Mini-Bus Expansion Program


MINI-BUS MARKETING PROGRAM



Costs

Mini-Bus Brochure 200,000 each at \$15 per M	\$ 3,000
Placards 75 each 22" x 28" - for dept. stores and bldg. lobbies	500
Counter Cards 500 each 11½" x 22" (Easel Back) - announcing expanded mini-bus service and showing map	
Cost, including production	2,000
Badges 10,000 "Take A Mini to Lunch"	2,700
Bags 10,000 shopping bags "Take A Mini to Lunch, Work, Shopping"	2,200
Press Conference, box lunch, photos, band	700
Bus Stop Skirts 200 each	
Cost, including production	1,000
Advertising (Newspaper) Civic Center News - 3 inserts @ \$300 each	
Cost, including production	900
Estimated Total Start-Up Promotional Expenditures	\$13,000



LEGEND

 SORTD DEPOT

 LA CBD Boundary
 Mini-Bus Route

DOWNTOWN EMPLOYMENT BY BLOCK