

MARKETING PLAN
POMONA PARK-N-RIDE

August 29, 1975

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POMONA PARK-N-RIDE
LINE NO. 764

Service Introduction: September 2, 1975

In response to numerous requests from residents of the West Pomona Valley, the Southern California Rapid Transit District entered into an agreement establishing a Park-N-Ride facility for this area. The Pomona Park-N-Ride will begin operations on September 2, 1975.

It is the District's intention to register regional awareness of the Park-N-Ride innovation as an important step toward the goal of providing improved public transit by offering bus service as a viable travel alternative to the auto. The Marketing and Communications Department has developed a marketing plan to carry out the objectives set forth.

MARKETING OBJECTIVE

The primary objective of the Park-N-Ride marketing program is to promote speedy, efficient public transportation to the citizens of Pomona and the immediately surrounding area who travel to the Los Angeles Central Business District (CBD), and the lower-Wilshire Business District (termination point: Wilshire and Western). It is the aim of the District that daily patronage at this facility reach 300 within three months of commencement of service.

Target Market: Commuters living in the City of Pomona, as well as Claremont, Upland, Montclair, Ontario and Chino, who are present or potential RTD users, and who work in the Los Angeles or lower-Wilshire Central Business Districts.

Strategy: The economy and convenience benefits of Park-N-Ride service for home-to-work trips will be stressed in the advertising and sales promotion campaign.

- The savings in home-to-work travel costs via Park-N-Ride vs. travel by auto will be highlighted in all published materials.
- Office buildings in the Los Angeles and lower-Wilshire Central Business Districts with known heavy concentrations of employees who work in this area will be focal points for promotion.

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MARKETING OBJECTIVE CONT'D

- The Central City Association (CCA) of Los Angeles will be called upon to apprise its 400 members of this new service in its September newsletter. Members will be asked to transmit this information to their employees. Individual folders containing complete information (timetables and an informational brochure) will be supplied to CCA for distribution. Additionally, counter display cards equipped with 4 pockets for Park-N-Ride timetables will be supplied to the CCA for distribution to members
- Brochures showing a timetable and route map and counter cards (4-pocket) will be distributed to stores, banks, shopping centers in Pomona and the surrounding area.

Distribution will be completed within three weeks after the opening of this facility.

EXECUTION

The major marketing effort will center in the Los Angeles and lower-Wilshire Central Business Districts, as well as the City of Pomona and surrounding areas. Heavy promotion will be exerted in those sections of the Downtown and lower-Wilshire CBDs which are known to have a large number of employees who live in the City of Pomona and surrounding area as revealed by a recent study. Regional newspapers will be used to publicize the opening of this facility through the use of paid advertising as well as special news releases on the opening of this Park-N-Ride sent to the following publications by the RTD News Bureau:

San Gabriel Valley Tribune
Pomona Progress - Bulletin
Claremont Courier
Montclair Tribune
Upland News
Ontario Reporter
Community Advocate
Montclair Courier
Daily Report
Upland Courier

EXECUTION CONT'D

Billboards

On-going promotion utilizing a billboard advertisement for all Park-N-Ride locations will be centered in the CBD on a rotating basis. This promotion will cater to the main target market, those who commute from the areas of the Park-N-Ride lots to the CBD. Additionally, it is planned to erect a billboard adjacent to the San Bernardino Freeway. This billboard will list the Pomona, Duarte and West Covina Park-N-Rides.

\$5,500

News Bureau

The RTD News Bureau prepared and distributed a definitive basic release on the new line, pointing out its significance to the community and containing particulars about routes and departure/arrival schedules. The bureau staged a promotional photo session featuring the Mayor of Pomona and Michael Lewis, Deputy to Pet Schabarum. This photo, with caption, will be sent to appropriate news media, including those previously listed.

In coordination with the RTD Planning Department specialist, the News Bureau representative handling the project will monitor early ridership on the line and, in accordance for the need for further media attention evidenced by ridership figures, will encourage news coverage by reporters on local newspapers or complete line rejuvenation news releases, or effect other promotional devices as ridership figures dictate.

\$ 100

Newspaper Advertising

An ad approximately 10" x 16", utilizing the theme, "Ride Out Inflation", will appear in the following:

San Gabriel Valley Tribune
(4 insertions)

Pomona Progress Bulletin
(4 insertions)

Ontario Report
(4 insertions)

EXECUTION CONT'D

Included in the advertisement will be a coupon inviting the reader to write RTD for brochures and timetables. Readers will also be encouraged to telephone RTD for this information.

Cost, including production \$8,200

Literature

A special brochure on the service will be used as an insert in a dual pocket folder and a multi-pocket counter display unit, specially designed for all RTD Park-N-Ride services.

- One-fold brochure showing the Park-N-Ride Schedule and Route - 10,000 ea @ \$15/M \$ 150
- Counter Cards - 4-Pocket 50 @ \$1.50 each \$ 75

Mobile Teams

The teams will acquaint residents of the City of Pomona and surrounding area, who commute to the Los Angeles and lower-Wilshire CBDs, with the new service.

- Distribute literature to office buildings in conjunction with the Central City Association.
- Literature distribution at shopping centers, businesses and Chambers of Commerce in the cities of Pomona, Claremont, Upland, Montclair, Ontario and Chino.
- Rack distribution of literature at the following Thrifty Drug Stores and U. S. Post Offices:

Thrifty Drug Stores

157 E. Foothill Blvd., Upland
222 West "G" Street, Ontario
1050 N. Mountain Ave., Ontario
5200 N. Plaza Lane, Montclair
2487 N. Towne Avenue, Pomona
606 E. Holt Avenue, Pomona
200 W. Second Street, Pomona

EXECUTION CONT'D

U. S. Post Offices

140 N. Harvard, Claremont
300 S. Park, Pomona
580 W. Monterey, Pomona

- Timetable/brochure distribution through regular RTD channels - RTD vehicles serving Pomona and surrounding area, Rider's Kits and ticket offices.
- Distribute literature and provide information to visitors at the Pomona County Fair (September 12-28).

Pomona Customer Promotion

Additionally, it is planned to have a Mobile Information Team member stationed at the Park-N-Ride during the first week of service to greet new passengers and answer any questions they may have concerning the service.

TOTAL COST FOR THIS PROMOTION \$14,025