

MARKETING PLAN  
SAN PEDRO AND SOUTH BAY PARK  
PARK-N-RIDES

LINE NO. 737 and 725

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The Southern California Rapid Transit District entered into an agreement establishing a San Pedro and South Bay Park, Park'n'Rides' facility. Requests from private individuals and public officials necessitated the need for Park'n'Ride service in the South Bay-Palos Verdes-San Pedro area. It is with this intention that the Marketing and Communications Department implements a marketing plan for the opening of the San Pedro and South Bay Park, Park'n'Rides on April 28, 1975.

MARKETING OBJECTIVE

The primary objective of the San Pedro South Bay Park, Park'n'Rides' marketing program is to provide speedy, efficient public transportation from the South Bay-Palos Verdes-San Pedro region of Los Angeles County to the Los Angeles Central Business District (CBD), to a level of 500 plus within three months from opening of the lot.

MARKETING STRATEGY

Target Market: Commuters working in the Los Angeles CBD originating from South Bay-Palos Verdes-San Pedro area, who may be present or potential RTD users.

Strategy: The cost benefits of the San Pedro and South Bay Park facilities will be incorporated in the marketing plan to encourage patronage.

- A major saturation of the Los Angeles CBD will be the focal point of the South Bay area Park'n'Ride promotion. The assistance of the Central City Association of Los Angeles (CCA) will be sought to further penetrate the CBD. We shall supply to CCA members a self-contained kit of brochures and timetables to be displayed at their place of business.

EXECUTION

The major marketing effort will center in the Los Angeles CBD, with promotion on a smaller scale in the South Bay area. Regional newspapers will be used to publicize the opening of this facility through the use of paid

Advertising, as well as the issuance of special news releases by the RTD News Bureau. These will, in turn, be incorporated in feature articles by South Bay publications.

Newspaper Advertising: A 6-column x 247 line ad utilizing the theme, "Ride Out Inflation", will appear in the following newspapers:

Los Angeles Times -	Peninsula Breeze	
South Bay Zone	Reflex Advertiser	
South Bay Daily Breeze	Press Herald	
San Pedro News Pilot	Star Harbor Mail	
Harbor Area Advertiser		\$ 6,598.00

Included in the advertisement will be a coupon inviting the reader to write RTD for a brochure, timetable, and other pertinent information on the San Pedro and South Bay Park, Park'n'Ride service. Readers will also be encouraged to telephone RTD for this information.

4,100.00

Literature: Special brochures on San Pedro and South Bay Park Park'n'Rides' service will be used as an insert in a dual pocket folder and a multi-pocket counter display unit, specially designed and now in development for all RTD Park'n'Ride services.

San Pedro

- One-fold brochure illustrating San Pedro Park'n'Ride Schedule and Route - 50,000 @\$15 750.00

South Bay Park

- One-fold brochure illustrating South Bay Park Park'n'Ride Schedule and Route - 50,000 @\$15 750.00

Mobile Teams: The teams will acquaint the South Bay residents, who commute to the Los Angeles CBD, with the new service.

- Distribute literature in downtown Los Angeles at major business complexes and in conjunction with the Central City Association.
- Literature distribution at major shopping centers in and around the South Bay area.

Del Amo

Fashion Square

South Bay

- Rack distribution of literature at all Thrifty Drug Stores and U. S. Post Offices in the South Bay area.
- Timetable/brochure distribution through regular RTD channels-vehicles serving the South Bay area lines, Rider's Kits, and ticket offices.

Billboard Advertisement: An 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 our main target market, those who commute from the areas of Park'n'Ride lots to the L. A. CBD.

\$ 6,500.00

Press Conference: News Bureau coordinated press conference, marking the opening of the San Pedro and South Bay Park lot will be held on April 28, 1975. News releases and map visuals will be sent to area weeklies, radio and t.v. stations.

100.00

Newspapers:

Los Angeles Times, Centinela-South Bay Edition  
 Herald-Examiner  
 San Pedro News-Pilot  
 South Bay Daily Breeze  
 Long Beach Independent Press-Telegram  
 Gardena Valley News  
 Copley Newspapers -  
 Reflex, Messenger and Advertiser, Gardena  
 Breeze Advertiser, Torrance Press-Herald,  
 Peninsula Breeze, Carson Star & Harbor Mail,  
 El Segundo-Playa del Rey Beacon, East Inglewood-  
 Imperial Breeze, Long Beach-Lakewood Breeze  
 GM Publishing Co., Inc.  
 Lomita News, Peninsula Shopping News, Palos  
 Verdes Peninsula News  
 Dean Newspapers  
 Culver City Evening Star-News, Venice Evening  
 Vanguard, Inglewood Daily News, Hawthorne  
 Press-Tribune, Westchester News Advertiser  
 Press, Angeles Mesa Advertiser. The Tribune  
 News Advertiser Press, Inglewood Morningside  
 News Advertiser Press, Lawndale Tribune, Lennox  
 Citizen, Torrance News  
 Long Beach Reporter  
 Civic Center News  
 Los Angeles Enterprise  
 Metropolitan News

Radio:

KABC  
KFI  
KFAC

KHJ  
KFWB  
KGFJ

KMPC  
KPOL  
KGIL

KNX  
KDAY  
KWKW

TV Stations:

KABC  
KHJ  
KNXT

KBSC  
KLCS  
KOCE

KWHY

KCET  
KMEX  
KTLA

KCOP  
KNBC  
KTTV

Wire Services:

United Press International  
Associated Press  
City News Service  
Radio News West

TOTAL COST FOR THIS PROMOTION

\$18,798.00