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MARKETING PLAN
-TORRANCE PARK-N-RIDE

August 27, 1975

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MARKETING PLAN

TORRANCE PARK-N-RIDE LINE 725

The Southern California Rapid Transit District entered into an agreement establishing both a San Pedro Park-N-Ride Lot and a South Bay Park-N-Ride. The San Pedro Park-N-Ride began operations on April 28 while the new Torrance Park-N-Ride will begin operation on September 2. The Torrance Drive-In was selected as the most suitable site to serve South Bay residents.

MARKETING OBJECTIVE

The primary objective of the Line 725 marketing program is to provide speedy, efficient public transportation from the South Bay-Palos Verdes region of Los Angeles County to the Los Angeles Central Business District (CBD), to a level of 300 plus within three months from opening of the lot.

MARKETING STRATEGY

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

Strategy: The cost benefits of the Torrance Park-N-Ride facility will be incorporated in the marketing plan to encourage patronage.

- 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 marketing effort will center in the 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 news or feature articles by South Bay publications.

Newspaper Advertising: A 6-column x 247 line ad using the theme, "Ride Out Inflation" and listing departure times, downtown stops and fares on both the San Pedro and Torrance Park-N-Rides, will appear in the following newspapers:

EXECUTION CONT'D

Los Angeles Times-South Bay Zone
(4 insertions)

South Bay Daily Breeze
(4 insertions)

San Pedro News Pilot
(4 insertions)

A coupon inviting the reader to write RTD for a brochure, timetable, and other pertinent information on these Park-N-Rides will be included. The area RTD information number and Los Angeles information number will be shown in this ad.

Cost, including production \$9,500

Literature: A general brochure on the service, showing a map of all Park-N-Ride locations, fare, information and listing the advantages of the service, has been produced. This brochure will be used as an insert in a dual pocket folder and also included in a multi-pocket counter display unit specifically developed to promote all RTD Park-N-Ride services.

- One-fold general brochure on Park-N-Ride service 10,000 @ \$15 \$ 150
- Counter Cards - 4 pocket - 200 @ \$1.50 each \$ 300

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

- Distribute literature at major business complexes and in conjunction with the Central City Association.
- Literature and counter card distribution at banks, retail stores and major shopping centers in and around the South Bay area.
- Rack distribution of literature at all Thrifty Drug Stores and U. S. Post Offices in the South Bay area:

EXECUTION CONT'D

Thrifty Drug Stores

1720 Aviation Blvd., Redondo Beach
2037 Hawthorne Blvd., Redondo Beach
401 Francisca Avenue, Redondo Beach

21720 Hawthorne Avenue, Torrance
4310 Pacific Coast Highway, Torrance
2645 Pacific Coast Highway, Torrance
1237 W. Carson Street, Torrance

#23 Peninsula Center, Palos Verdes Peninsula
(Rolling Hills Estates)

U. S. Post Offices

1140 Manhattan Avenue, Manhattan Beach
1007 Sepulveda, Manhattan Beach

565 Pier Avenue, Redondo Beach
2215 Artesia Blvd., Redondo Beach
112 N. Catalina, Redondo Beach
609 N. Pacific Coast Highway, Redondo Beach

4214 Pacific Coast Highway, Torrance
1433 Marcelina Avenue, Torrance
2510 Monterey, Torrance

18080 Crenshaw Blvd., North Torrance

2516 Via Tejon, Palos Verdes Estates

27955 Deep Valley Drive, Palos Verdes Peninsula

- Timetable/brochure distribution through regular RTD channels - "Take One" boxes on buses serving the South Bay area, 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 lots to the CBD. It is planned to erect a special billboard promoting both the Torrance and San Pedro Park-N-Ride lots adjacent to the Harbor Freeway. \$5,500

EXECUTION CONT'D

News Bureau: \$ 100

The RTD News Bureau has 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 has staged a promotional photo session featuring the Mayor of Torrance, Ken Miller and RTD Board director George Brewster representing the area. This photo, with caption, has been sent to appropriate news media, including those listed below.

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 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. A photo session with the other RTD director representing the area, Donald Gibbs, will be scheduled. (Director Gibbs was unavailable for the earlier session.)

Newspapers:

Los Angeles Times, Centinela-South Bay Edition
Herald-Examiner
San Pedro News-Pilot
South Bay Daily Breeze
Long Beach Independent Press-Telegram
Copley Newspapers -
Reflex, Messenger and Advertiser, Torrance
Press-Herald, Peninsula Breeze
GM Publishing Co., Inc.
Lomita News, Peninsula Shopping News,
Palos Verdes Peninsula News
Dean Newspapers
Hawthorne Press-Tribune, Torrance News
Civic Center News
Los Angeles Enterprise
Metropolitan News

Radio:

KKOP-FM

TOTAL COST FOR PROMOTION: \$15,500