

MARKETING PLAN
LOS ANGELES CENTRAL BUSINESS DISTRICT
RE-ROUTING PROGRAM

March 22, 1976

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RE-ROUTING PROGRAM

A total of 19 routes which travel through the LA CBD are scheduled to undergo change as a result of the recent introduction of bus service improvements in the various sectors. These changes will result in a major re-routing of bus service in the CBD and involve:

- a. Re-routing of bus lines.
- b. Re-numbering of bus lines.
- c. Both re-numbering and re-routing of bus lines.

The boundaries of the LA CBD are:

- N - Sunset
- S - Venice
- E - San Pedro
- W - Figueroa

Listed below are the 19 routes which will be involved, and the type of change which will affect each route:

<u>RTD Route No.</u>	<u>From</u>	<u>To</u>	<u>Replacing</u>
7	Broadway	Spring (both ways)	_____
8	Main	"	_____
25	Broadway	"	_____
75	Main	"	_____
420	Spring	Same	30 (old 63B)
496 (to RTD Sta.)	Spring	Same	60E*, 60F*
<u>RTD Route No.</u>	<u>From</u>	<u>To</u>	<u>Replacing</u> <u>(Portions of Lines)</u>
422	Spring	Olive	63*, 63F*
426	"	"	53*

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<u>RTD Route No.</u>	<u>From</u>	<u>To</u>	<u>Replacing (Portions of Lines)</u>
428	Spring	Olive	52*, 52F, <u>404</u>
432	"	"	67, 68*, 70, 71
480	"	"	60G*, 60F, <u>401</u>
481	Olive	Same	770
482	"	"	60F
483	"	"	71*
484	Olive	Same	60F, <u>401</u> *
485	"	"	70*
486	"	"	60G*, 63, <u>401</u> , 403
487	"	"	52, 53, 63, 67*
488	Olive	"	<u>403</u>
490	Olive	"	<u>402</u> *
491	"	"	52, 67, <u>404</u>
492	Olive	"	<u>404</u> *
493	New	New	New
494	Spring	Olive	68

*represent major portions of lines

 underlined ran on Olive

In order to minimize the disruption to RTD passengers, the changes will go into effect in two phases. Four of the routes - 7, 8, 25 and 75 will be re-routed effective March 28th. The balance of the lines will be changed effective April 11th.

To effect a smooth, efficient changeover, it is imperative that a strong, effective public information campaign be developed and implemented well in advance of the changes.

OBJECTIVE

- To inform all passengers on all RTD routes scheduled to undergo re-routing, re-numbering, or both, in order to minimize disruption and inconvenience to passengers.

STRATEGY

- Provide information to the public well in advance of the changes, in simple, easy-to-understand terms, in order to minimize passenger confusion and disorientation.

- Make well-informed personnel readily accessible to RTD passengers prior to and at the time of changes in order to answer any questions they may have concerning these changes in service.

- Clearly mark all Downtown bus stops affected by these service changes in a timely manner, in easy-to-understand terms, to permit an easy transition to take place, and minimize passenger confusion.

EXECUTION

Due to the fact that many bus service improvement programs are being implemented in the various service sectors during the period of changeover in CBD, it will be necessary to augment the use of personnel with temporary help to supplement staff activities.

BULKHEAD CARDS

Bulkhead cards will be posted in all buses on all lines which will be subject to change at least 10 days in advance of change. Passengers will be notified that the listed bus routes will be changed, and the effective date. Bulkhead cards will direct passengers to ask the operator for a Service Relocation Notice which will provide complete information.

Commence activity:	Lines 7, 8, 25 and 75	March 19
	All other routes	April 1

PERSONNEL-TRAINING AND ASSIGNMENTS

The following personnel will be apprised of the re-routing and re-numbering scheduled to affect 19 routes:

Coach Operators
Telephone Operators
Mobile Information Team personnel
Community Youth Corps personnel

In order to enable them to answer the questions of the public readily and accurately, the Planning Department will be responsible for seeing to it that complete information is disseminated to the above personnel.

Commence activity: Lines 7, 8, 25 and 75 March 19
 All other routes April 1

Personnel will be stationed at Downtown bus stops in advance of service changes, at the time of change and several days following change implementation to direct passengers and answer their questions. Due to heavy demands on the RTD staff in connection with other service improvements which are being implemented at the same time, it will be necessary to use temporary personnel to supplement the activities of the Mobile Information Team and Community Youth Corps members. Given below is the planned allocation of personnel:

<u>ROUTE NOS.</u>	<u>ASSIGNMENT DATE</u>	<u>HOURS OF ASSIGNMENT</u>	<u>PERSONNEL ASSIGNED</u>
7/8/25/75	March 22	3:30 p.m.-6:30 p.m.	MIT, CYC, Temp. Help
"	March 23	"	"
"	March 24	"	"
"	March 26	"	"
"	March 27	9:00 a.m.-5:00 p.m.	CYC and Temp. Help
"	March 28	"	"
"	March 29	3:30 p.m.-6:30 p.m.	MIT, CYC, Temp. Help
"	March 30	"	"
"	March 31	"	"
420/496/422/	April 2	3:30 p.m.-6:30 p.m.	MIT, CYC, Temp. Help
426/428/432/	April 3	9:00 a.m.-5:00 p.m.	CYC and Temp. Help
480/481/482/	April 4	9:00 a.m.-5:00 p.m.	CYC and Temp. Help
483/484/485/	April 5	3:30 p.m.-6:30 p.m.	MIT, CYC, Temp. Help
486/487/488/	April 6	"	"
490/491/492/	April 7	"	"
493/494	April 8	"	"
	April 9	"	"
	April 10	9:00 a.m.-5:00 p.m.	CYC and Temp. Help
	April 11	"	"
	April 12	3:30 p.m.-6:30 p.m.	MIT, CYC, Temp. Help
	April 13	"	"
	April 14	"	"

Posting of personnel at bus stops on the days and times listed above will result in reaching approximately 80% of passengers.

All Downtown stops affected by the service changes will be tagged with appropriate passenger information concerning the re-routing or re-numbering of lines, and directing passengers to new stop locations where necessary. Stops will be tagged with skirts or cardboard tags.

Commence activity: Lines 7, 8, 25 and 75 March 23
 All other routes April 5

LITERATURE

A special SERVICE RELOCATION NOTICE brochure will be developed showing a Downtown map listing the 19 routes affected by service changes, the effective date of each, and the type of change scheduled to occur. This literature will be distributed at CBD bus stops by MIT, CYC and temporary help personnel, as well as all RTD coach operators.

This brochure will also be mailed to:

- a. All callers to our Customer Relations Department who request such information.
- b. Enclosed with all mail orders for passes.
- c. Distributed to all RTD ticket agencies.
- d. Placed in all bus schedule racks.

NEWS BUREAU

Complete News Bureau coverage of media in the area (including Spanish-speaking media) by personal calls on newspaper editors and publishers to point up the impact that this service change is expected to have on the travel patterns of the community, and the need for a strong educational newspaper campaign to eliminate confusion on the part of the public and successful launch of the project. Press kits giving complete information on the re-routing program, together with a new bus route map for the area, will be distributed to media.

Commence activity: March 22

Once the re-routing program is in operation, a continuing flow of followup news releases concerning it will be issued with photos of local citizenry patronizing the service where possible.

Public service announcements on the re-routing program will be prepared and sent to radio and TV stations. Stations will be told of the importance of informing residents of the impending launch of the project, particularly since a large percentage of the population is public transit dependent.

Commence activity: March 22

TV Stations

KNX, KNBC, KTLA, KABC, KHJ, KTTV, KCOP, KWHY, KCET, KMEX, KBSC

Radio Stations

KGIL, KABC, KFI, KFVB, KHJ, KMPC, KNX, KPOL, KALI, KWKW

Al Reyes, Community Relations representative, will record a public service announcement concerning the re-routing program, to be aired on Spanish radio. He will also appear on a KMEX talk show to discuss the project.

Press releases and a map of the CBD showing Downtown service changes will also be sent to business firms and City, County and Federal agencies in the LA CBD, asking that they publicize the program through their employee newsletters.

The RTD Customer Relations telephone number will be included in the release for the convenience of those wishing to contact the District directly for supplementary information.

COMMUNITY RELATIONS

The Community Relations staff will, among others, contact the following organizations requesting their cooperation in publicizing the program:

- L. A. Chamber of Commerce
- L. A. Junior Chamber of Commerce
- Central City Association

BUDGET

Literature

Phase I	150,000	\$ 2,500.00
Phase II	300,000	5,000.00
Temporary Help (484 hours)		3,000.00
Bus Stop Signs		3,500.00
News Bureau		100.00
	TOTAL	<u>\$14,100.00</u>
