

MARKETING PLAN
MID-CITIES
BUS SERVICE IMPROVEMENT PLAN

Revised: -8-27-75-
2-2-76

MARKETING PLAN
MID-CITIES
BUS SERVICE IMPROVEMENT PLAN
PHASE-I-INTRODUCTION-DATE:--OCTOBER-5,-1975
PHASE-II-INTRODUCTION-DATE:--JANUARY-4,-1976
INTRODUCTION DATE: FEBRUARY 22, 1976

INTRODUCTION

In the decade between 1960 and 1970, the Mid-Cities area has undergone significant growth. More importantly, the pattern of trip making changed dramatically away from trips to the Los Angeles CBD toward work trip destinations within and surrounding the Mid-Cities area. Residential growth gave rise to many shopping plazas, hospitals, educational facilities, and public service agencies which reoriented personal trips to these major activity centers.

The Mid-Cities area's continued growth during the period 1970-75 required restructuring bus service to better serve the travel needs of its residents, as less than 2 percent of the population in the area uses public transportation for home-to-work and personal shopping trips. There are a large number of possible destinations for work and non-work trips within the area. None of these destinations are geographically concentrated within the Mid-Cities --- virtually all of the 12 cities have several major industries, hospitals, shopping centers and schools. This dispersion of origins and destinations demands a similarly dispersed public transportation service to meet the needs of the community.

The current RTD route network in the Mid-Cities often imposes one or two transfers and/or a lengthy travel time. In only a few cases is travel time below 60 minutes --- in most cases, travel times to adjacent communities are between 80 and 90 minutes and often exceed two hours. These and other factors may have contributed to low patronage of RTD service in the Mid-Cities.

In order to better serve the needs of an area that has undergone dramatic changes in recent years, the Mid-Cities Bus Service Improvement Plan was developed. It will be implemented on February 22, 1976. The Plan acknowledges the newly emerging travel patterns of the area and the level of service that is responsive to the travel needs of the population. It provides for movements among the principal activity centers within this 12 city area with direct and frequent service from selected points within the Mid-Cities area to many activity centers throughout the region. This is accomplished by direct service or by service requiring only a single transfer.

The Mid-Cities Bus Service Improvement Plan will involve a total of 16 RTD routes. A total of 45 buses are assigned to the program.

MARKETING OBJECTIVES

- a. To provide improved service to the Mid-Cities area. This will be accomplished by tailoring service to meet community needs.
- b. Foster acceptance of public transportation as a viable alternative to the automobile by residents of the area.
- c. To increase patronage of RTD public transit service in the Mid-Cities area.

TARGET MARKET - PROFILE

The service area comprises the following cities:

Artesia
Bellflower
Cerritos
Downey
Hawaiian Gardens
Lakewood
La Mirada
Norwalk
Paramount
Pico Rivera
Santa Fe Springs
Whittier

A study of the Mid-Cities*, conducted in 1974, produced the following market data:

Population: 625,000

Area: 105 square miles

Household Income: 80 percent of the households have an income of \$10,000 - \$15,000 per year.

* Transit Improvement Plan for the L. A. Mid-Cities Area, Final Report, CENTS, 1975.

Percentage Below Poverty Level: 7 percent

Autos Per Household: 1.6

Activity Center Accessibility: All major activity centers readily accessible by freeway and arterial highway.

Home-To-Work Trips: Less than 4 percent of the population travels to the Los Angeles CBD to work.

Percentage of Mid-Cities residents who also work in the Mid-Cities is unknown.

MARKETING STRATEGY AND EXECUTION

In order to assist in making residents aware that a vastly improved system of public transportation is now available to them, a strong information and educational campaign must be instituted. Four primary requisites must be addressed in order to influence non-riders to choose public transportation over the auto:

Cost
Elapsed Time
Frequency
Accessibility

Therefore, marketing messages will concentrate on:

1. Economy of commuting on RTD.
2. Convenience of using buses for work and personal trips, treated in three dimensions: elapsed time of service, frequency of service, accessibility of the system.
3. How to use buses to get to work, stores, entertainment, public service agencies and points of interest.

This informational approach will require use of advertising, personal selling and sales promotion programs.

In addition to the bus service improvements planned for the Mid-Cities, a new Bus Stop information sign program will be instituted as previously approved by the Board. This is an experimental program. Each bus stop in the Mid-Cities area will be converted into a "bus stop information center" for the convenience of the public. A panel, measuring 6" x 22" will show

the route number, route destination, a map of the route and times of service. It is anticipated that the installation of these information panels will have a very positive effect on community residents, and their effectiveness will be subject to thorough analysis by the Research Unit after they have been installed at least six months.

PRE-INTRODUCTION

Due to the many changes which are scheduled to take place, it is of vital importance that RTD personnel directly involved with the marketing of this service be thoroughly informed regarding the total system. Included are drivers, Mobile Information Team members, telephone operators and the Community Youth Corps. In keeping with this:

1. Driver orientation sessions will be staged at Divisions 1, 2, 4, 5, 9 and 11 to familiarize personnel with the system. In addition, maps of the system will be posted in the driver training rooms. These training sessions will be conducted by members of the Planning, Operations, and Marketing and Industrial Relations Departments.
2. Training sessions will be scheduled for the following personnel to acquaint them with the new transportation system for the Mid-Cities. These training sessions will be conducted by members of the Planning, Operations, Marketing and Industrial Relations Departments:
 - Mobile Information Team
 - Telephone Operators
 - Community Youth Corps
3. Complete news bureau coverage of media in the area, by personal calls on newspaper editors and publishers to creatively point up the impact that the additional service and the new bus stop information sign program is expected to have on the travel patterns of the community, and the need for strong educational news support to eliminate confusion on the part of the public. Press kits giving complete information on the plan and the stop sign together with a new bus route map of the area, will be distributed to the media.
4. Low-cost public service announcements on the project will be prepared and distributed to the following radio and TV stations. Stations will be sold on the importance of informing Southland audiences.

TV Stations

KNXT, KNBC, KTLA, KABC, KHJ, KTTV, KCOP, KWHY, KCET, KMEX, KLCS

Radio Stations

KABC, KALI, KBCA, KBIG, KDAY, KFAC, KFI, KFWB, KGBS, KGFJ, KGIL, KHJ, KIIS, KJOI, KLAC, KMET-FM, KNX, KPOL, KRLA, KRTH, KWKW, KWST, KOST

5. Maximum creative use will be made of news and publicity in advance to apprise residents of upcoming changes. These releases will be sent to Mid-Cities newspapers, Chambers of Commerce, City Halls, shopping centers, hospitals, schools, colleges and universities.
6. The news bureau will make every effort to book RTD Board and/or staff members who are thoroughly familiar with the system on the following television shows to discuss the new transportation plan and promote widespread community interest.

Talk Shows

<u>Channel</u>	<u>Name</u>	<u>Time & Day</u>
KABC (7)	AM-Los Angeles	M - F 9 a.m.
KCET (28)	Citywatchers	Tues 12:30p and 7:00p
KCET (28)	News & Public Affairs Specials	Varies
KHJ (9)	Tommy Hawkins Show	M - F 1:00p
KNBC (4)	Inquiry	Sat 4:30p
KNXT (2)	Noontime	M - F Noon

7. Prior to implementation of the new transportation plan, the Mobile Information Team and Community Youth Corps will begin line promotion, with emphasis on lines which undergo revision. They will center their activities on personal visits to banks, hospitals, public service agencies, senior citizen centers, major employers, churches and retail stores. Emphasis will be placed on getting the message across that important changes in public transportation will be taking place soon. The Community Youth Corps will begin promotional activity on February 14, the Mobile Information Team on February 17.

INTRODUCTION

NEWSPAPER ADVERTISING

A media advertising campaign announcing the new service will be launched in mid-February, 1976. The aim will be to create community awareness of service changes, additions and deletions and promote patronage. Initial ads will be informational in nature, emphasizing the changes in public transportation service, followed by a second campaign stressing low cost, frequency and easy accessibility.

Full page announcements will be run in the following publications:

Los Angeles Times-South East Zone
(3 insertions)

Cerritos-Community Advocate and Artesia News
(3 insertions)

Herald-American/Call Enterprises Newspapers
(3 insertions)

Bellflower Call Enterprise
Cerritos/Artesia Call Enterprise
Downey Call Enterprise
La Mirada Call Enterprise
Lakewood Call Enterprise
Norwalk Call Enterprise
Paramount Call Enterprise

Ads will contain a coupon for the convenience of readers in ordering specific route information, as well as the RTD telephone information number.

LITERATURE

A brochure on the new transportation plan for the Mid-Cities will be produced. Contents will include a system map, list the various improvements which have been made, explain the bus stop information sign program and also give the RTD information number, inviting residents to telephone for route information. 500,000 copies will be produced.

Distribution will be as follows:

- a. Rider's Kits sent in direct response to telephone or written requests.
- b. Information Team members in the course of their personal contacts.
- c. "Take One" boxes on buses serving the area.
- d. Community Youth Corps members.
- e. Thrifty Drug Outlets.
- f. Community Center Displays.
- g. Senior Citizen Centers.
- h. City Halls and library counters.
- i. Major employers.

NEWS BUREAU

Once new bus service is in operation, a continual flow of follow-up news releases concerning it will be issued, with photos of local citizens patronizing the service where possible to the following:

Los Angeles Times-South East Zone
Herald Examiner
Cerritos Community Advocate & Artesia News
Bellflower Call Enterprise
Cerritos Call Enterprise
Downey Call Enterprise
La Mirada Call Enterprise
Lakewood Call Enterprise
Norwalk Call Enterprise
Paramount Call Enterprise

Releases will also be sent to all Chambers of Commerce, City Halls, community social service agencies, schools, colleges and universities, and managers of area shopping centers to apprise them of the new plan.

A news conference is scheduled for Tuesday, February 17th, at 9:00 a.m., in Bellflower to announce the opening of a new RTD Regional Planning and Community Relations office for the Mid-Cities area. It will also serve as a pre-briefing for the Mid-Cities program.

A second press conference announcing new services will be held on Monday, February 23 at 9:00 a.m., at Cerritos College. Civic officials and dignitaries will be invited to attend.

News releases will be sent to community newspapers prior to an appearance of the Information Team personnel at a shopping center or community event in their area, notifying area residents that RTD personnel will be available to answer questions and provide descriptive literature.

MOBILE INFORMATION TEAM

Mobile Information Team personnel will distribute timetables and brochures to existing rack locations throughout the Mid-Cities area (Thrifty drug stores, U. S. Post Offices), as listed below:

<u>Name</u>	<u>Address</u>
Thrifty Drug Store	11536 Alondra Bl., Norwalk
Thrifty Drug Store	12319 S. Norwalk Bl., Norwalk
Thrifty Drug Store	12805 Valley View Av., La Mirada
Thrifty Drug Store	15100 E. Rosecrans Bl., La Mirada
Thrifty Drug Store	4951 Paramount, Lakewood
Thrifty Drug Store	17458 E. Bellflower Bl., Bellflower
Thrifty Drug Store	15924 S. Bellflower Bl., Bellflower
Thrifty Drug Store	15717 Downey Ave., Paramount
Thrifty Drug Store	9150 E. Stonewood, Downey
Post Office # 226	8051 E. Imperial, Downey
Post Office # 224	8111 E. Firestone, Downey
Post Office # 225	8026 E. Florence, Downey
Post Office # 227	13003 S. Paramount Bl., Downey

The Mobile Information Team will expand the number of outlets in the area which now carry bus schedules to include banks, major employers, shopping centers, schools and retail stores. Four pocket display cards, stocked with bus schedules, will be supplied to these outlets.

Team personnel will maintain a program of line promotion, with emphasis on new lines and those which have undergone extensive revision. They will center their activities on personal visits to banks, hospitals, public service agencies, senior citizen centers, major employers, churches and retail stores.

Due to cutbacks in funds for public school bus transportation, many students and their parents will be searching for alternate, low cost means of transporting children to classes. It is anticipated that many will be turning to RTD as a source of transportation. Because of this, the MITs will establish a program to make personal appearances at all schools in the Mid-Cities area which are on or near the new RTD routes.

To promote home-to-work trips, MITs will book appearances at business firms in the Mid-Cities area which are on or near an RTD route and have 30 or more employees. MITs will also book appearances in heavy traffic areas, such as shopping centers and community events.

Team personnel will appear at all regional shopping centers and at all major community events and will be prepared to answer questions from citizens on how to get from one point to another. Chambers of Commerce and City Halls for each of the cities will be contacted for a list of community events scheduled for the year.

COMMUNITY YOUTH CORPS

Efforts by the Community Youth Corps are designed to assist Information Team personnel in their program of line promotion. Since the activities of the Youth Corps are confined essentially to Saturday and Sunday work, it is suggested that they concentrate their activities at regional shopping centers and community events. As necessary, Youth Corps members may engage in door-to-door distribution of timetables and brochures.

COMMUNITY RELATIONS

The Community Relations Department will send a letter to all Mid-Cities Administrations asking that they publicize the bus service improvement program in their city newsletters which are sent to city residents. Community Relations staff members will enlist the cooperation of local organizations to assist Information Team personnel in obtaining wide distribution of bus schedules and literature. Local groups also will be asked to assist in distribution, to actively support the plan through their organizations and help it to succeed for the benefit of the community. Chambers of Commerce will be asked to include notice of it in their newsletters to their membership, enlisting the support of area businessmen for the project. Additionally, the support of the School Boards will be enlisted in informing children of the bus services available to them, as well as to the parents of school children.

ORGANIZATIONS IN THE MID-CITIES AREA

Downey Chamber of Commerce
8497 East Second Street
Downey, California
WA 3-2191

Paramount Chamber of Commerce
15357 Paramount Boulevard
Paramount, California 90723
634-3980

Bellflower Chamber of Commerce
9729 Flower Avenue
Bellflower, California 90706
867-1744

Lakewood Chamber of Commerce
5787 South Street
Lakewood, California 90713

Hawaiian Gardens Chamber of Commerce
P. O. Box 1594
Hawaiian Gardens, California 90716
865-7517

Artesia Chamber of Commerce
18634 So. Pioneer Boulevard
Artesia, California 90701
924-6397

Cerritos Chamber of Commerce
Los Angeles Federal Savings
1355 South Street
Cerritos, California

Rotary Club of Downey
8455 Firestone Boulevard
Downey, California
923-9271

Cerritos Regional Transportation Committee
Cerritos College
11110 East Alandra Boulevard
Norwalk, California
860-2351

Cerritos Sierra Club
12927 Lucas Lane
Cerritos, California 90701

Bell Gardens Chamber of Commerce
6902 Eastern Avenue
Bell Gardens, California

Norwalk Chamber of Commerce
13915 San Antonio Drive
Norwalk, California 90650
864-7785

Santa Fe Springs Chamber of Commerce
and/Industrial League
P. O. Box 2366
Santa Fe Springs, California 90670

La Mirada Chamber of Commerce
15707 East Imperial
La Mirada, California
943-3748

Whittier Chamber of Commerce
13601 East Whittier Boulevard
Whittier, California
698-9554

Kiwanis Club of Bellflower
9302 Laurel Street
Bellflower, California 90706
867-9151

Kiwanis Club of Lakewood

Parnelli Park Senior Citizens
Bellflower Coordinating Council
So. Whittier Action Council
Gunn Park Senior Citizens
St. Bruno's Senior Citizens

SPECIAL PROMOTIONS

In an effort to make students aware of the fact that RTD does have a special reduced-rate student card available, a mass mailing will be made to principals of all grade, junior and high schools (both public and Parochial), colleges and universities. This mailing will inform the recipient that student fare cards may be obtained for distribution and explain the necessary procedure.

Additionally, to make senior citizens aware of reduced-rate pass availability, a mass mailing will be made to all senior citizen clubs in the Mid-Cities.

A special mailing will be made to major employers in the Mid-Cities to promote the sale of District monthly bus passes to employees on the company premises.

BUDGET

1)	News Bureau Support/Dedication Ceremony	\$ 1,000
	News releases, photography, mailings.	
2)	<u>Literature</u>	
	Mid-Cities Bus Service Improvement Plan Map (single fold)	
	500,000 @ \$10/M	\$ 5,000
	Counter Cards - 4 pocket 1,000 @ \$2 each	2,000
3)	<u>Newspaper</u>	
	Full page ads	
	Los Angeles Times-Southeast Zone (3 insertions)	\$ 5,300
	Herald-American/Call Enterprise Newspapers (3 insertions)	8,600
	Cerritos Community Advocate and Artesia News (3 insertions)	2,750
	Production	2,000
4)	<u>Mailings</u>	
	Schools and Senior Citizens Clubs	
	1,000 @ \$200/M	\$ 200
	Sustaining Promotion and Contingency	\$18,150
		<hr/>
	TOTAL	\$45,000