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MARKETING PLAN
EAST LOS ANGELES
BUS SERVICE IMPROVEMENT PROGRAM

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BUS SERVICE IMPROVEMENT PROGRAM

Service Introduction: October-5,-1975
January 25, 1976

The East Los Angeles area is presently served by 26 RTD bus lines, the majority of them operating in an East-West direction due to the basic topography of the area and the fact that it has four major freeways bisecting it: the Santa Ana, Pomona, San Bernardino, and Long Beach.

The East Los Angeles Bus Service Improvement Program will entail the lengthening or contraction of a number of lines in order to provide better coverage of the area and preclude passengers having to make several transfers in order to travel from one point to another, the re-routing of some lines, improvement of service levels on others, and the addition of the following new routes:

| | |
|-----|-------------------------|
| 30 | Brooklyn - Garfield |
| 16 | Arizona - Monterey Pass |
| 15 | Rowan Avenue |
| 14 | Boyle Avenue |
| 143 | Eastern-Avenue |

The plan will result in 25 more buses to serve this area.

MARKETING OBJECTIVES

The objective of the East Los Angeles Bus Service Improvement Program and its accompanying marketing program is to significantly increase RTD patronage by East Los Angeles residents. From a marketing point of view, increased patronage must come from three sources:

- attracting new riders
- minimizing rider attrition which could result in confusion about the changes in service and,
- increasing bus usage by present users

TARGET MARKET - PROFILE

An independent research study of the East Los Angeles area conducted in 1970 revealed the following data:

Population: 104,000*

% of Population Having Spanish Surname: 88%

Median Income: \$7,526

% of Population Below Poverty Level: 17%

Unemployment Rate: 8.0%*

% of Families Receiving Public Assistance: 18%

% of High School Graduates: 25.% (This compares with 62.% in the City of Los Angeles)

Median School Years Completed: 8.8 Years (This compares with 12.4 Years in the City of Los Angeles)

% of Population Under Age 20: 44%

% of Population Over Age 65: 8%

The percentage of East Los Angeles residents who also work in East Los Angeles is not known

*Inquiries of East Los Angeles agencies reveal that the 1970 statistics are still applicable to the community today, with the exception that the population has increased to 110,000 and unemployment has increased to approximately 15 percent.

Inquiries of individuals intimately familiar with the East Los Angeles area revealed that 40 percent to 60 percent of the population speaks Spanish only. Also, that approximately 50 percent of the population is of the Roman Catholic faith.

The study also found that in the communities immediately adjacent to East Los Angeles, a very high percentage of the population is of Mexican-Spanish descent. Boyle Heights: 84 percent, Lincoln Heights: 72 percent, and El Sereno: 70 percent.

STRATEGY

The Bus Service Improvement Program will go into effect January 25. A major public information effort will be involved due to the extensive changes involved. These changes include the lengthening of selected routes, the re-numbering of others, and the addition of new routes to areas which have not previously had transportation service.

Due to the basic characteristics of the East Los Angeles populace, i. e., largely Spanish-speaking, low median income, heavily dependent upon public transit and being of a single religious faith, it is deemed that the following marketing strategy is appropriate:

1. Radio commercials will be on Radio Stations KALI and KWKW which have heavy listenership in the East Los Angeles area. They will be 30 second spots, and in Spanish.
2. Mobile Information Team activity will center on line promotion, with emphasis on new lines and those which have undergone extensive revision. Mobile Information Team activity will change to target group contact (the non-rider) after the full service pattern has been installed.
3. Maximum use will be made of news and publicity. News releases will be accompanied by photos, with particular emphasis on photos of local citizenry patronizing the service, in order to attract reader interest. Copy will be factual, but simply written, taking care to eliminate standard transportation jargon.
4. Newspaper Advertising
 - a) Confined to East Los Angeles community newspapers, as listed below:

Jone

Jone
see
Schedule

Scheduled for
next week

- L. A. Express
- La Opinion
- Brooklyn-Belvedere Comet
- Eastside Sun
- City Terrace Comet

Mexican-American Sun
L. A. Sun
Wynverwood Chronicle
East L. A. Tribune
Eastside Journal
Belvedere Citizen

- b) Newspaper advertising will consist largely of illustration to deliver the message with a minimum of advertising copy. Copy will be bi-lingual (English and Spanish). Coupons will be included in all ads for the reader's ease in ordering schedules and map. The RTD General Information number and special telephone number for the Spanish-speaking will be shown in all ads.

EXECUTION

1. Bulkhead cards will be posted in all buses now operating on East Los Angeles routes which will be subject to change effective January 25th. Passengers will be notified that the listed bus routes will be changed effective January 25th, and they will be directed to ask the operator for a copy of the new timetable and map. Commence activity: January 12. *done Weds of 18th English Only*
2. The following personnel will be trained in the new service improvements scheduled for East Los Angeles: *done*
- Coach Operators
Telephone Operators
Mobile Information Team } *1/20, 21, 22*
- to enable them to answer the questions of the public readily and accurately. Training sessions will be conducted by members of the Planning Department. Commence activity: January 19.
3. Mobile Information Team members will center their activities on personal visits to banks, hospitals, public service agencies, senior citizen centers, major employers, churches and retail stores and schools and colleges. Emphasis will be placed on getting the message across that virtually the whole of East Los Angeles is now readily accessible by bus to those living in the area. Team members will ride buses operating throughout the area, handing out new timetables, maps and answering passenger questions.

Marketing Plan
East Los Angeles
Bus Service Improvement Program

Start
1/21
Counter
Card work
at 26th

Team personnel will request permission to place four-pocket easel-back counter cards in prominent locations throughout the community, such as banks, retail stores, hospitals, public service agency offices, and churches. Copy on counter cards will be bi-lingual (English and Spanish). Cards will be stocked with bus schedules and re-stocked on a regular basis.

Team members will put particular emphasis on placing bus route information at the three Food Stamp Centers in East Los Angeles, as well as at the five new Senior Citizen Referral Centers. Commence activity: January 19.

4. New timetables and brochures distributed to existing rack locations throughout the East Los Angeles area (Thrifty Drugstores, U. S. Post Offices and State Employment Centers). Commence activity: January 19.

Done

5. News Bureau

Complete News Bureau coverage of media in the area, by personal calls on newspaper editors and publishers to point up the impact that this additional service 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 Grid Plan, together with a new bus route map for the area, will be distributed to the media. Commence activity: January 12.

1/26

Once the Bus Service Improvement 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.

Checks

Releases will also be sent to the pastors of all of the churches in East Los Angeles urging that they include notice of the new service in their church bulletins each Sunday showing the RTD general information number and special phone number for the Spanish-speaking.

done

The News Bureau will hold a background briefing for program directors and editors of Spanish-speaking media. This will be held at RTD headquarters on January 12.

done

6. Public service announcements on the project 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 activities: January 23. } *Check*

TV Stations

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

Radio Stations

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

7. Community Relations Representative, Al Reyes, will appear on Spanish TV and radio talk shows to discuss the Bus Service Improvement Program. Show dates are: January 11 (KMEX), January 12 (KALI), January 14 (KWKW) and KWHY (to be scheduled). ✓

8. Literature

Production of a basic brochure, in take one size, printed in both English and Spanish, which explains the overall Bus Service Improvement Program and includes a map. The RTD General Information number and special telephone number for the Spanish-speaking will be shown in this brochure. ✓

9. Distribution of literature by:

- a. Riders Kits sent in direct response to telephone or written request. ✓
- b. Information Team distribution in the course of their personal contact with banks, public service agencies, churches, retail stores, hospitals.
- c. Racks in already established outlets in the East Los Angeles area --- Thrifty Drugstores, Post Offices, State Employment Offices. Their locations are as follows:

| <u>Name</u> | <u>Address</u> |
|--------------------|---------------------------|
| State Unemployment | 944 S. Indiana |
| State Unemployment | 923 N. Bonnie Beach Place |
| Thrifty Drugstore | 2324 Brooklyn Avenue |
| Thrifty Drugstore | 4901 Whittier Boulevard |
| Post Office # 65 | 3025 Wabash Avenue |
| Post Office # 2 | 2016 E. First Street |
| Post Office # 20 | 3729 E. First Street |
| Post Office # 58 | 3822 Whittier Boulevard |
| Post Office # 27 | 3641 E. Eighth Street |
| Post Office # 10 | 975 E. Atlantic Boulevard |

d. Counter card displays in hospitals, banks, community public service agencies, retail outlets, churches.

e. "Take One" boxes on buses serving the area. *needs attention*

10. A press conference announcing the new service will be held Monday, January 26, at 9:00 a.m., at Belvedere Park, 4914 Brooklyn Avenue in East Los Angeles. Civic officials and dignitaries will be invited to attend. The Garfield High School Band has been invited to play at the opening ceremonies. ✓

11. Enlistment of the cooperation of local organizations by the Community Relations staff to assist Mobile Team personnel in obtaining wide distribution of literature, bus schedules, and counter cards. Local groups will be asked to actively support the Bus Service Improvement Program and help it to succeed in their area for the benefit of the community as a whole. ✓ *Edelman and others*

Organization Contacts

East L. A. Chamber of Commerce

East L. A. Chicano Education Training and Research Org., Inc.

East L. A. Child and Youth Clinic

East L. A. College
Neighborhood Center
Urban Affairs Department
Sr. Citizens Work-Study Project

Organization Contacts Cont'd

Barrio Planners, Inc.
Community Health Foundation
Chicana Service Action Center, Inc.
Chicano Coalition
East L. A. Action Council, Inc.
East L. A. Community Development Project
East L. A. Community Union (Telacu)
East L. A. Community Union (Bailey)
East L. A. Occupational Center
East L. A. Parents Corp. Health Educ. Program

12. The Community Youth Corps will work in the East Los Angeles area on: ✓

January 24
January 25
January 31
February 1
February 7
February 8

Their activities will center on: riding buses in the area, handing out new maps and timetables and answering passenger questions, calling on retail stores, shopping centers, banks, libraries and churches and requesting permission to leave counter cards and a supply of bus schedules and maps.

13. Working through the Area Superintendent of Public Schools, arrangements will be made to deliver the brochure on the new service, showing the route map, to all public grade schools in sufficient quantity to enable the schools to provide each child with a copy to take home to his/her parents. ✓
14. Arrangements have been made with a Councilman's office to provide 8,000 copies of the brochure on the new service, showing the route map. A mailing to the constituents, enclosing the brochure and calling attention to the new service introduction is planned. ✓

BUDGET

NEWSPAPER - Full Page Ads

| | |
|----------------------------------|------------------|
| La Opinion - 4 insertions | \$ 3,600 |
| L. A. Express - 4 insertions | 3,600 |
| Eastside Journal - 2 insertions | 1,000 |
| Belvedere Citizen - 2 insertions | 1,000 |
| Mexican-American Sun -) | |
| Brooklyn-Belvedere Comet) | |
| Eastside Sun) | All 2 insertions |
| City Terrace Comet) | |
| Wynverwood Chronicle) | 1,000 |
| Production Cost | 1,500 |

RADIO

| | |
|---|-------|
| Spanish KALI (Two weeks/30 second spots/ 10 per day) | |
| KWKW (Two weeks/30 second spots/ 10 per day) | 2,000 |

LITERATURE

| | |
|---|--------------|
| General brochure (map) | |
| 100,000 @ \$15/M - Introduction | 1,500 |
| 250,000 @ \$15/M - Sustaining Program | 3,750 |
| Counter Cards - 4 Pocket 12" x 14" 600 @ \$1.50 ea. | 900 |
| Press Kits/News Support, Press Conferences | 800 |
| Bus Stop Skirts 200 sets @ \$3.00 per set | 600 |
| Display Graphics | 500 |
| Contingency | <u>8,250</u> |
| TOTAL | \$30,000 |