

MARKETING PLAN

SPECIAL FREE RIDE PROMOTION FOR LINES NO.

708 Santa Monica Park-N-Ride
746 Fox Hills Park-N-Ride
774 Sepulveda Drive-In/Century
City Park-N-Ride

4-14-76

MARKETING PLAN

SPECIAL FREE RIDE PROMOTION FOR LINES # 708 Santa Monica Park-N-Ride
746 Fox Hills Park-N-Ride
774 Sepulveda Drive-In/
Century City Park-N-Ride

On Monday, April 5th, the District began distribution of 90,000 coupons (30,000 each for the # 708, #746, and # 774 Park-N-Ride lots) in the area of West Los Angeles and at the Sepulveda Drive-In Theatre. The coupon entitles the bearer to one free round trip ride on the line designated on the face of the coupon. The coupon offer expires April 16th. Each coupon package consists of the coupon, a bus schedule for the Park-N-Ride lot and a copy of the District brochure which explains the RTD services which operate on the Diamond Lane. This coupon offer is being made in order to induce the public to try the service.

Distribution was accomplished as follows:

- 81,000 coupons were delivered door-to-door in designated portions of the Fox Hills, Century City and Santa Monica areas (27,000 in each area --- see attached maps for specific areas in which door-to-door distribution was made).

The remaining 9,000 coupons were given:

- To the 1,200 business offices which make up the Century City complex.
- By MITs who manned a display at the Century City Shopping Center April 10th through 12th during a major outdoor art show.
- Left with merchants at the Century City Shopping Center, for distribution to their customers.
- By MITs who manned a display at the Fox Hills Mall during the period April 5 through April 16.
- Left with merchants at the Fox Hills Mall, for distribution to their customers.

- Given to the managers' offices at large complexes in the Fox Hills and Marina Del Rey areas, for distribution to tenants. Apartment regulations prohibited coupons being left at each tenant's door. Therefore, notices were posted by RTD near mail boxes in all of the units making up each apartment complex, informing tenants that free coupons were available in the manager's office.
- To moviegoers at the Sepulveda Drive-In Theatre.
- Through AAA offices in the Fox Hills and Santa Monica areas.

NEWS BUREAU

Additionally, press releases on the free coupon offer were sent to Westside and Valley area newspapers. Readers were advised to call or write RTD to obtain their free coupon.

A press release concerning the free round-trip ride on Line No. 774 from the Sepulveda Drive-In Theatre to the Century City Park-N-Ride lot, and inviting readers to call in their requests for coupons, was sent to all Valley newspapers.

KNBC did a special newscast on the coupon offer, which aired on April 5th.

ADVERTISING

To promote the Sepulveda Drive-In/Century City portion of Line No. 774, newspaper ads were run in the following publications during the period April 11 through April 22:

Los Angeles Times (Valley Zone)

Valley News and Green Sheet

These ads contain a tear-out coupon, offering the reader one free round-trip ride on Line No. 774. The offer expires April 30th.

Additionally, 5,000 special coupons good for one free ride on Line No. 774 (Sepulveda Drive-In to Century City only) through April 30th, will be distributed to San Fernando Valley libraries, shopping centers and business firms by the Mobile Information Teams and Community Youth Corps.

EVALUATION

A tabulation of the actual number of coupons which are used, by line number, will be submitted at the conclusion of the coupon offer period.

BUDGET

Newspaper

L. A. Times-Valley Zone
Valley News & Green Sheet

(4 col. x 12" ad), including production \$4,664.00

Printing

95,000 coupons, including artwork 950.00
Bus Schedules 600.00

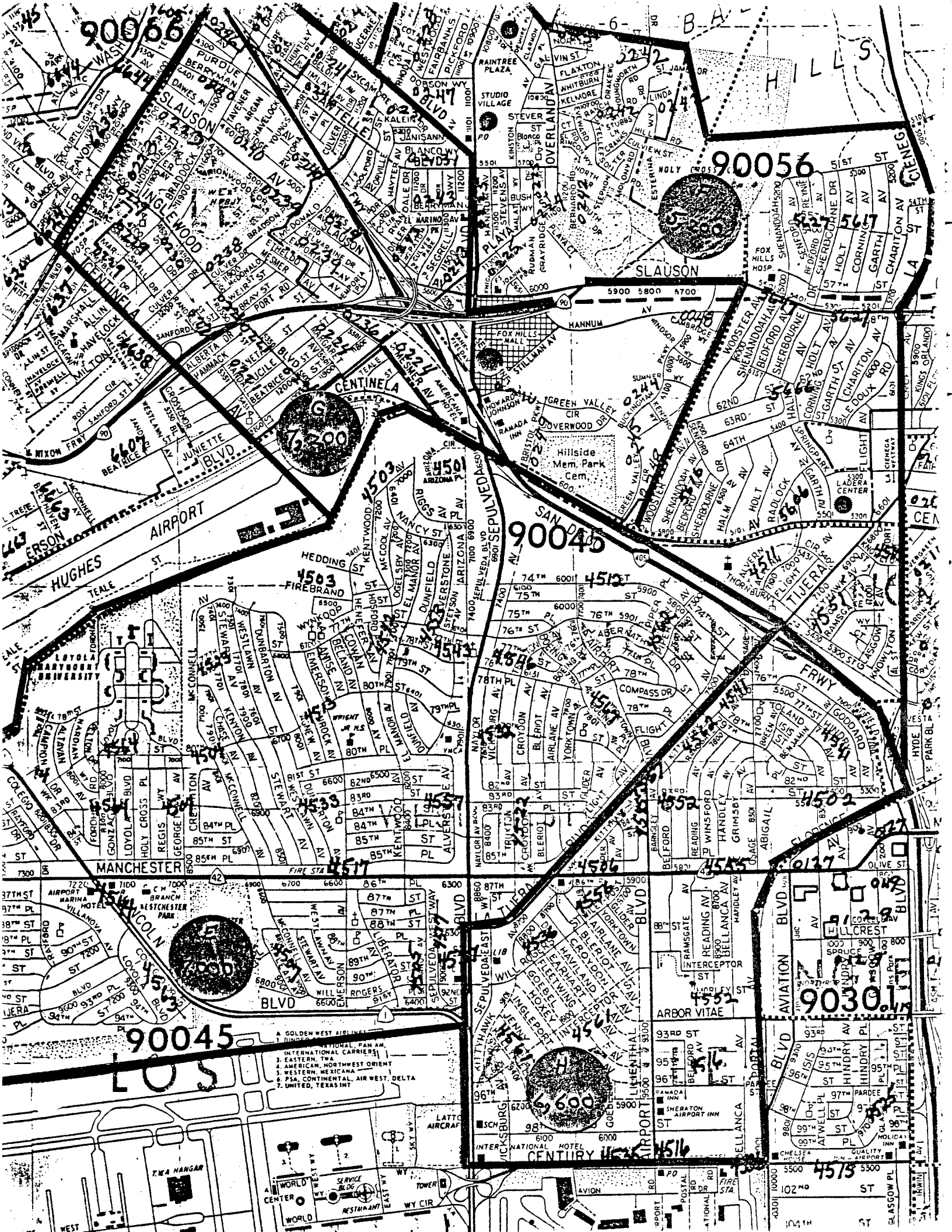
Collating

Stapling, coupon to schedule
75,000 @ \$6/M 480.00

Distribution

81,000 pieces door-to-door @ \$25/M 2,150.00

TOTAL \$8,844.00



90056

90045

90045

90301

90600

4513

1. GOLDEN WEST AIRLINE
2. HUNTER NATIONAL PAN AM
3. INTERNATIONAL CARRIER
4. EASTERN, TWA
5. AMERICAN, NORTHWEST ORIENT
6. WESTERN, MEXICANA
7. PSA, CONTINENTAL, AIR WEST, DELTA
8. UNITED, TEXAS INT

WORLD CENTER

SERVICE RESTAURANT

LATTO AIRCRAFT

NATIONAL HOTEL

SHERATON AIRPORT INN

QUALITY AIRPORT

GLASGOW PL