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SOUTH BAY  
SERVICE IMPROVEMENT PROGRAM  
MARKETING PLAN

4-1-76

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## SOUTH BAY SERVICE IMPROVEMENT PROGRAM

### MARKETING PLAN

The South Bay Service Improvement Plan, scheduled to start on June 27, 1976, consists of 27 buses and represents the culmination of more than 30 meetings with planning agencies, elected officials and community leaders representing the 15 cities and 10 communities that comprise the area. These meetings concerned themselves with examining the existing transportation service, ascertaining present and future mobility requirements of the residents of the South Bay, and elicited technical and planning data to be used in the development of a comprehensive bus service improvement plan.

Among the principal improvements featured in the plan are:

- Broadening of the public transit service area to include communities in the South Bay not presently served.
- A more viable linking of South Bay communities to the major employment, shopping and activity centers of the area.
- Substitution of frequent mini-bus shuttle service from the airport to an RTD transfer terminal near LAX.
- Improved headways, with most routes operating on a maximum headway of 30 minutes throughout the day.
- Total trip times reduced an average of 25 percent.
- Provision of bus service until 9:00 p.m. or later.

A significant feature of the plan is the conscious effort to optimize the level of service provided by each line. The plan contains improved alignment and route extensions which will make more areas accessible to bus patrons.

The following cities and communities will be affected:

Carson  
El Segundo  
Hawthorne

Hermosa Beach  
Inglewood  
Lawndale  
Lomita  
Gardena  
Manhattan Beach  
Palos Verdes Estates  
Rancho Palos Verdes  
Redondo Beach  
Rolling Hills  
Rolling Hills Estates  
Torrance

City of Los Angeles

Harbor Cities  
San Pedro  
Wilmington  
Playa Del Rey  
Lennox  
Westchester

MARKETING OBJECTIVES

The objectives of the South Bay Service Improvement Plan and its accompanying marketing program are:

- To provide significantly improved public transportation in the area.
- To provide South Bay residents easy accessibility to major employment centers, shopping centers, hospitals, schools, colleges and universities, and social and cultural centers by means of public transportation.
- To provide present RTD patrons with timely and complete information on the improved public transit system in the South Bay.
- To promote increased usage of the public transit system by present riders.
- To convert non-users of transit buses to users by demonstrating that public transportation is a viable choice.

MARKETING STRATEGY AND EXECUTION

The South Bay program is scheduled to go into effect June 27, 1976. An extensive public information campaign will be required due to the many improvements and changes being made in the bus system throughout the area. The marketing budget allocated for the campaign is \$30,000. Mobile Information Team, Community Youth Corps and News Bureau personnel will be utilized to disseminate information to present and potential riders.

Taking budget restrictions into consideration, as well as the basic characteristics of the South Bay populace, it is felt that the following strategy and execution efforts will assure the success of the transit improvement program:

PRE-INTRODUCTION

Training-Bus and Telephone Operators, Mobile Information Team, and Community Youth Corps

Since many service improvements are scheduled to take place, it is vitally important that RTD personnel directly involved with the marketing of this service be thoroughly informed, in order to better serve the public, well in advance of implementation of service. Included are bus operators, Mobile Information Team members, telephone operators and the Community Youth Corps.

Driver education sessions will be staged at Divisions serving the South Bay. In addition, maps of the system will be posted in the Training Rooms. These training sessions will be conducted by members of the Planning, Operations, Marketing and Industrial Relations Departments.

Commence activity: June 7.

Training sessions will also be scheduled for:

Mobile Information Teams  
Telephone Operators  
Communtiy Youth Corps

These training sessions will be conducted by members of the Planning, Operations, Marketing and Industrial Relations Departments.

Commence activity: June 7.

News Bureau

Complete News Bureau coverage of media in the area, by personal calls on newspaper editors and publishers, to creatively point up the impact that public transit service improvements are expected to have on the travel patterns of South Bay residents, and the need for strong educational news support to avoid potential confusion on the part of the public. Press releases will be prepared and distributed to the media, as follows:

- Release on RTD board approval of South Bay plan to be distributed April 7 for pickup the week of April 11.
- Localized service-by-community releases to be available May 3 for distribution by Community Relations staff to municipal and chamber of commerce-type newsletters.
- Release on May 11 and 12 community marketing meetings to be distributed May 12 for pickup the week of May 16.
- Advance feature on RTD employees' efforts to gear up for the implementation of service improvements, keying on user information systems, to be distributed May 24 for pickup the week of May 30.
- Release on regional planning and community relations office (now being planned) with photo of office staff and cutline to be distributed June 7 for pickup the week of June 13.
- Basic line description release and map to be distributed June 14 for pickup the week of June 20.
- Advance feature on "How to Ride" as a guide for prospective South Bay passengers to be distributed June 21 for pickup the week of June 27.
- Release on L.A.X. service changes, with plug for South Bay improvements, to be distributed throughout service area (with the exception of South Bay) June 21 for pickup that week and the week of June 27.

Public service announcements to electronic media on new service to L.A.X., with a plug on the South Bay improvements, will be distributed to the following radio and TV stations, for pickup from mid-June to mid-July:

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

Commence activity: June 7.

Maximum creative use will be made of advance news and publicity to apprise South Bay residents of upcoming changes. Releases will be sent to Chambers of Commerce, City Halls, shopping centers, hospitals, schools, colleges and universities, and social service centers starting June 7.

The News Bureau will make every effort to book RTD Board and/or staff members who are familiar with system improvements on community affairs-oriented radio and television talk shows to discuss the new transportation plan and promote widespread community interest.

Bulkhead Cards

Bulkhead cards will be posted in all buses now operating on South Bay lines which will change June 27th. Passengers will be notified that the listed bus routes will be changed, and will be directed to ask the operator for a copy of the new timetable and map. Posting will start June 14.

Mobile Information Team and Community Youth Corps Activity

Two weeks prior to program implementation, the Mobile Information Team and Community Youth Corps will begin line promotion, with emphasis on new lines and those which have undergone revision, centering their activities on personal visits to banks, hospitals, public service agencies, senior citizen centers, major employers, schools and colleges, churches and retail stores. Emphasis will be placed on getting the message across that important changes in public transportation in the South Bay will be taking place soon. This activity will start June 14.

### Community Relations Activity

Enlistment of the cooperation of local organizations by the Community Relations staff to augment Mobile Information Team personnel in obtaining wide distribution of informational literature, bus schedules and counter cards, etc. Local groups will be asked to actively support the service improvement program and help it to succeed in their area for the benefit of the community as a whole. The groups contacted will include: transportation task force committees comprised of representatives of prominent civic organizations and elected officials, planning and traffic departments of the affected cities, including homeowners' groups, senior citizen clubs, business organizations, service clubs, civic and fraternal organizations, schools and colleges. These contacts will commence in early May.

### Literature

A brochure on the service improvement program for the South Bay will be produced. This brochure will contain a system map, list the various improvements which have been made, the location of RTD pass outlets, and contain the RTD information number, inviting residents to telephone for route information.

Literature will be distributed by the following means:

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

LOS ANGELES INTERNATIONAL AIRPORT-MARKETING ACTIVITIESTelephones

LAX plans to install a telephone "hot line" service in all airline passenger lobbies. This "hot line" will provide 24-hour information to the travelling public on all types of transportation leading from the airport to surrounding cities. LAX telephone personnel will be notified of the change to mini-bus shuttle service for the airport complex, and will receive additional training in the RTD routes that serve LAX. Training of LAX telephone personnel will be conducted by the Planning and Customer Relations departments.

Commence activity: June 14.

Bus Stop Signs

It is planned that new bus stop signs will be developed and posted within the LAX airport complex. To aid visitors to Los Angeles, particularly those from foreign countries, bus stop signs will show a reproduction of the Mini-bus, in full color, for easy passenger identification.

For the convenience of foreign visitors, special signs explaining the fare policy in several foreign languages will be installed in all Mini-buses serving LAX.

Additionally, a special bus stop sign will be developed for the RTD transfer terminal located at the corner of 96th and Vicksburg Way in Los Angeles. For the convenience of passengers, the sign will list each of the routes serving this transfer terminal, include route maps, and give a complete listing of departure times.

Mailings

A special mailing will be done to all airline headquarters offices, oil companies and in-flight service companies located in the World Way West complex, informing them of the introduction of Line #877 service to this portion of LAX. Firms will be asked to include notice of this new service in employee newsletters and post notices on company bulletin boards. Flyers will be offered for inclusion in employee pay check envelopes. Firms located on World Way, some employing as many as 2,000 people, are as follows:

American Airlines	Lockheed Air Terminal
Atlantic Richfield	Marriott In-Flight Services
Continental Airlines	Mobil Oil Corporation
Delta Air Lines	Shell Oil Company
Dobbs Houses	Sky Chefs, Inc.
Flying Tiger Line	Standard Oil Company
Hughes Air West	Trans World Airlines
Union Oil Co.	

INTRODUCTION

Newspaper Advertising

Informational advertising will be carried in the following South Bay newspapers:

Los Angeles Times-South Bay Zone  
South Bay Breeze  
The Beacon  
The Golddigger

C.L.A.N. GROUP

Redondo Reflex Advertiser  
Manhattan/Hermosa Messenger  
Gardena Breeze  
Torrance Press Herald  
Peninsula Breeze  
El Segundo/Hawthorne Beacon  
Westchester/Marina Breeze  
Inglewood/Ladera Breeze  
Harbor Mail

DEAN NEWSPAPERS

Westchester News Advertiser  
Inglewood Daily News  
Hawthorne Press Tribune  
Torrance News

Advertising will show a route map and contain a general announcement concerning the new system of public transportation. A coupon will be included for the convenience of readers in ordering specific route information, as well as the RTD telephone information number.

Mobile Information Team

Mobile Information Team personnel will be distributing new timetables and brochures to existing rack locations throughout the South Bay area (Thrifty drug stores, U. S. Post Offices and State Employment Centers).

Personnel will maintain an on-going 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, schools and colleges, senior citizen centers, major employers, churches and retail stores.

Team personnel will appear at the following shopping centers in the South Bay, and will be prepared to answer questions from citizens on how to get from one point to another:

Carson Mall	Golden Cove Shopping Center
Del Amo Fashion Square	Hollywood Riviera Village
Old Town Shopping Mall	Rolling Hills Plaza
Fox Hills Mall	Alpine Village
Villa Marina Shopping Center	Malaga Cove
South Bay Center	Park Plaza
Palos Verdes Peninsula Center	Yarmouth Plaza

Chambers of Commerce and City Halls for each of the South Bay cities will be contacted for a list of upcoming key community events. The Mobile Information Team will schedule appearances at these events as an added means of reaching the public.

#### Community Youth Corps

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

#### Community Relations

Community Relations staff members will be assigned to enlist the cooperation of local organizations 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.

#### News Bureau

A press conference announcing the new service will be held at the LAX transit terminal on Monday, June 28th at 9:00 a.m. Civic officials and dignitaries will be invited to attend. Press kits giving specifics on the service improvement program, together with a new bus route map for the South Bay, will be distributed to the media.

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. 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. Release topics and dates are listed below:

- A list of MIT appearances scheduled for South Bay, mailed to the press the week of June 28.
- Photos and cutlines from June 28 press conference to be distributed June 29 with other press conference materials for pickup that week and the week of July 4.
- Follow-up release on pass sales outlets to be distributed July 12 for pickup the week of July 18.

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 citizens that RTD personnel will be available to answer questions and provide descriptive literature.

#### "Walking Man" Distribution

A "walking man" distribution will be made of a special brochure developed for this purpose. This brochure will show the new system route map and call the attention of the reader to new or improved routes which have been added to his area. Each brochure will contain a pre-addressed, tear-away coupon for ease in ordering route information. The brochure will be distributed three blocks on either side of a route in designated areas.

BUDGET

## News Bureau

Press kits, news support, photos, refreshments  
and arrangements for press conferences \$ 500

## Bus Stop Signs - Los Angeles International Airport

Design and Production \$1,000

## Literature

250,000 informational brochures at \$15/M - \$3750  
40,000 brochures (house-to-house promotion)  
at \$20/M \$ 800  
10,000 stuffers at \$10/M \$ 100 \$4,800

## Newspaper

Full page ad, 3 insertions

Cost, including production \$14,000

## Display Conversion

\$1,000

## Walking Man Distribution

40,000 pieces at \$.03 each \$1,200

## Contingency

\$7,500

Anticipated Expenditure

\$30,000