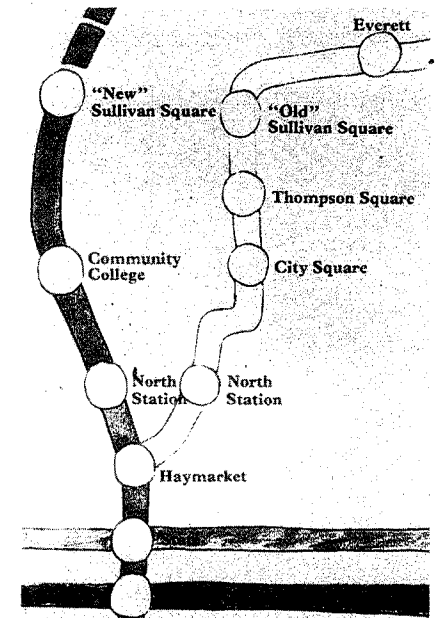
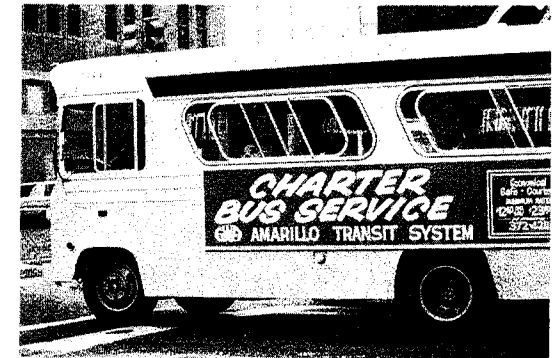


PROMOTING TRANSIT:

A MARKETING HANDBOOK



TEXAS TRANSPORTATION INSTITUTE
TEXAS A&M UNIVERSITY SYSTEM

**TEXAS
TRANSPORTATION
INSTITUTE**

TTI 2-10-76-1052-3

**STATE DEPARTMENT
OF HIGHWAYS AND
PUBLIC TRANSPORTATION**

RESEARCH REPORT 1052-3

In Cooperation with the Department of Transportation,
Urban Mass Transportation Administration

**COOPERATIVE
RESEARCH**

STUDY 2-10-76-1052

DEDICATED TO THE MEMORY OF
EDDIE WHITNELL

**PROMOTING
TRANSIT:**

**A
MARKETING
HANDBOOK**

AUTHORS:

NANCY JEAN HATFIELD

SETH IVAN BOVEY

PATRICIA KNIGHT GUSEMAN

INTRODUCTION

This handbook was designed with a two-fold purpose in mind:

- 1) to familiarize individuals interested in transit with the basic components of a marketing program; and
- 2) to provide specific examples of promotional tools and campaign ideas.

It is hoped that all systems, regardless of size and previous marketing experience, will find the material interesting and useful. To avoid unnecessary repetition, all discussions have been kept brief and general in nature. If further information on transit marketing is desired, two technical reports are available either from the Texas State Department of Highways and Public Transportation or the Texas Transportation Institute: Identification of Market Segments: An Analysis of Transit Needs and Service Requirements and Critical Factors Influencing the Demand for Transit.

The statistical findings presented in this handbook come from two different data bases:

- 1) a nationwide survey of transit marketing directors; and
- 2) a transportation survey of residents in Beaumont, and Waco, Texas

This information provides an objective basis for decisions regarding the effectiveness of marketing strategies and promotional campaigns and facilitates the identification of service requirements and media preferences within the transit market. In addition, the data provided here exemplify transit market research and could be used, therefore, as guidelines for future research efforts.

ACKNOWLEDGEMENTS

The authors wish to thank the marketing directors and other transit marketing executives of the following systems for their cooperation and assistance:

Austin Transit
Austin, Texas

Beaumont Municipal Transit
Beaumont, Texas

Birmingham-Jefferson County Transit Authority
Birmingham, Alabama

Capitol Area Transit
Harrisburg, Pennsylvania

Citran
Fort Worth, Texas

Dallas Transit System
Dallas, Texas

Duke Power Company
Charlotte, North Carolina

Duluth Transit Authority
Duluth, Minnesota

Fort Wayne Public Transportation Corporation
Fort Wayne, Indiana

Greater Cleveland Regional Transit Authority
Cleveland, Ohio

HouTran
Houston, Texas

Jacksonville Transportation Authority
Jacksonville, Florida

Kansas City Area Transportation Authority
Kansas City, Missouri

Lane Transit District
Eugene, Oregon

Madison Metro
Madison, Wisconsin

Metro Regional Transit Authority
Akron, Ohio

Metropolitan Atlanta Rapid Transit Authority
Atlanta, Georgia

Metropolitan Transit Authority
Nashville, Tennessee

Metropolitan Transit Commission
Minneapolis/St. Paul, Minnesota

Metropolitan Tulsa Transit Authority
Tulsa, Oklahoma

Milwaukee County Transit System
Milwaukee, Wisconsin

Montgomery Area Transit System
Montgomery, Alabama

Omaha Metro Area Transit
Omaha, Nebraska

Portland Tri-Met
Portland, Oregon

Sacramento Regional Transit District
Sacramento, California

San Antonio Transit
San Antonio, Texas

Southern California Rapid Transit District
Los Angeles, California

St. Petersburg Municipal Transit
St. Petersburg, Florida

Transit Authority of River City
Louisville, Kentucky

Waco Transit System
Waco, Texas

Washington Metropolitan Area Transit Authority
Washington, DC

Western Reserve Transit Authority
Youngstown, Ohio

Wichita Metropolitan Transit Authority
Wichita, Kansas

In addition, we extend our appreciation to Mr. Phillip L. Wilson, Mr. Jack L. Housworth, Mr. Russell B. Cummings, and Mr. D.T. (Dick) Chapman, D-10, Transportation Planning Division, State Department of Highways and Public Transportation (SDHPT), for their support and encouragement on this project, and to the printers in D-19, Automation Division, SDHPT, for their generous cooperation.

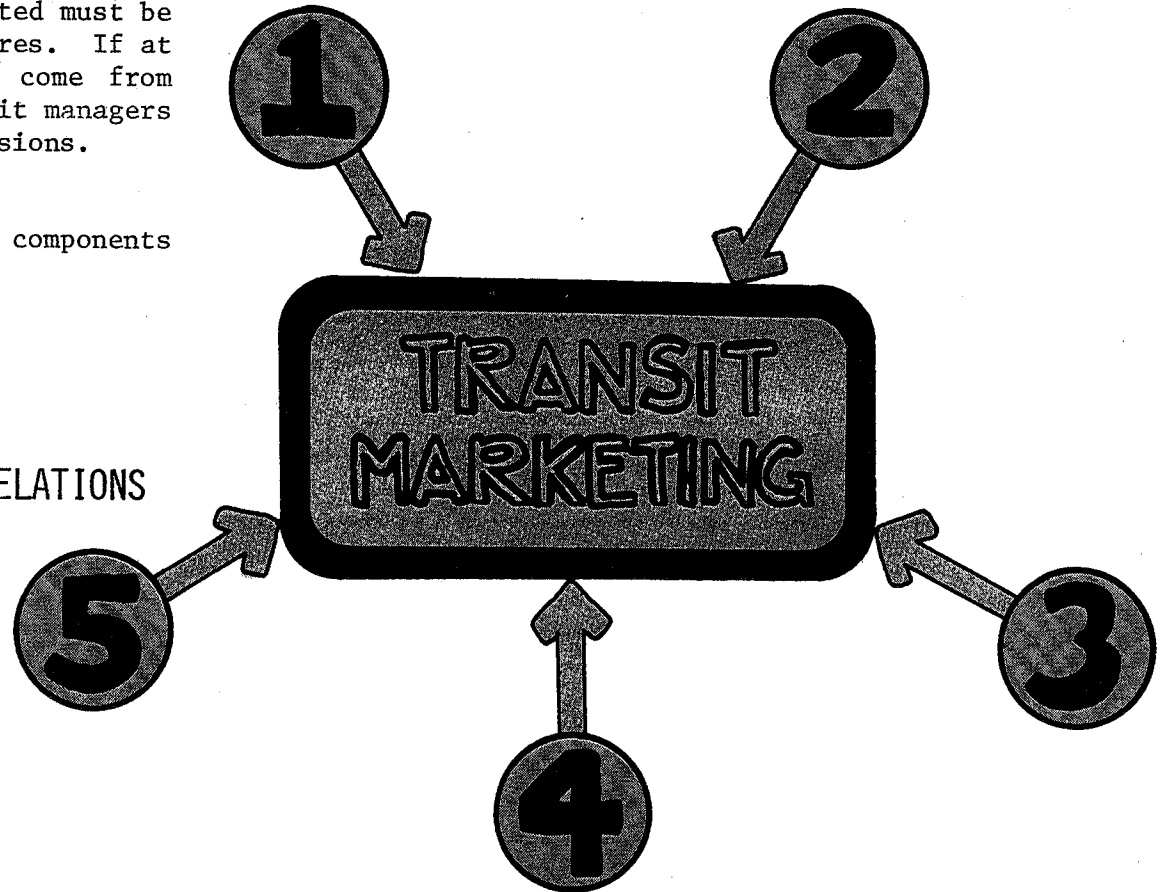
Finally, our special thanks to Mr. Steven Moore for his assistance with the drafting work and preparation of the final copy, and to Mrs. Melinda Morgan for the typing of all text material which appears in this handbook.

WHAT IS TRANSIT MARKETING ?

Transit marketing is based on the idea of satisfying the service and information needs of both current and potential patrons. Decisions about what services should be offered and how these services should be communicated and promoted must be consistent with customer needs and desires. If at all possible, this information should come from the consumers themselves, so that transit managers have an objective basis for their decisions.

Listed below are the five essential components in a transit marketing program:

- 1** MARKET RESEARCH
- 2** CUSTOMER SERVICES/PUBLIC RELATIONS
- 3** INFORMATION DISSEMINATION
- 4** SERVICE DEVELOPMENT
- 5** PROMOTIONAL STRATEGIES



ALTERNATIVE MARKETING STRATEGIES

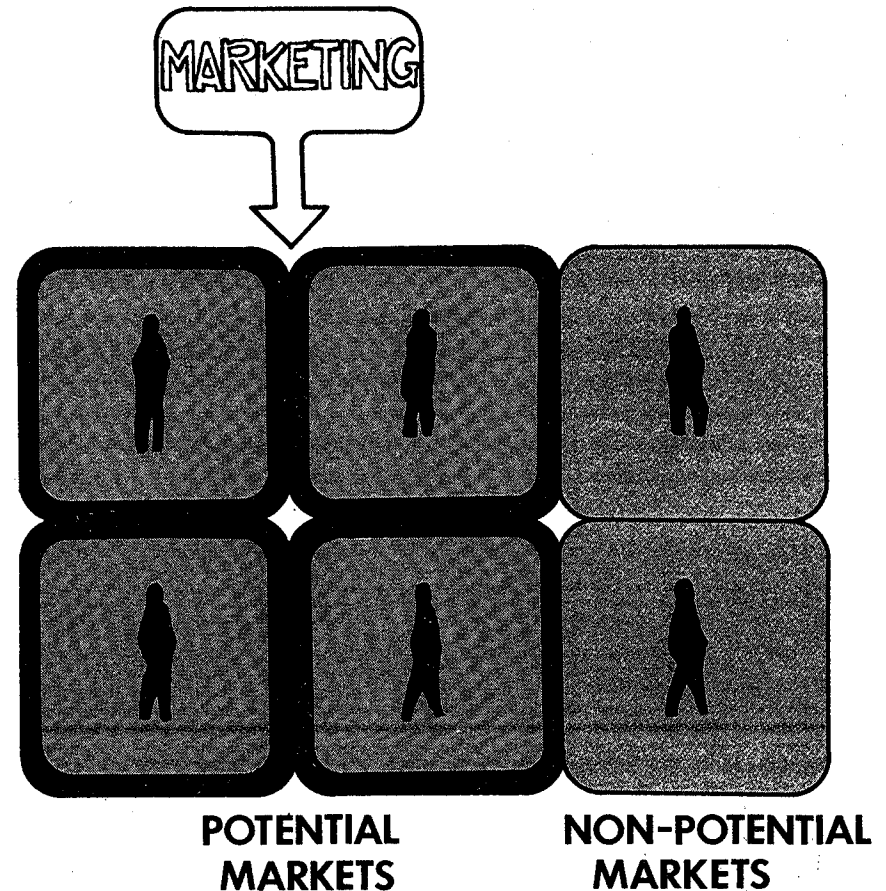
There are basically three marketing strategies which could be utilized in the transit industry:

- UNDIFFERENTIATED MARKETING
- DIFFERENTIATED MARKETING
- CONCENTRATED MARKETING

In UNDIFFERENTIATED MARKETING, transit decision-makers choose to disregard any differences between population segments and focus, instead, on the common needs or preferences of the population. By attempting to provide a system that appeals to the entire market, however, the potential interest and usage which could be stimulated with a more selective marketing approach is lost.

With DIFFERENTIATED MARKETING, the transit system still attempts to appeal to the entire market, but the population is divided along some descriptive dimension(s) and each segment is approached with a different marketing program.

The third approach, CONCENTRATED MARKETING, relies on appeals to a specified *proportion* of the total population. Instead of attempting to attract the entire market, this strategy is designed to meet the needs of only as many population segments as the system can effectively serve. Focusing a strong marketing effort on a few, well-chosen segments is a very efficient approach for public service operations that are faced with limited resources. Thus, this strategy appears very useful for increasing transit ridership.



MARKET RESEARCH

Market research is considered the foundation of any marketing program, because it helps transit personnel to understand what makes the consumer decide to buy transit services. Specifically, research facilitates the identification of population segments representing current and potential transit patrons, and determines the factors which influence transit use among the population.

TRANSPORTATION SURVEY

A means Strongly Agree
 a means Agree Somewhat
 o means Neither Agree nor Disagree
 d means Disagree Somewhat
 S means Strongly Disagree

to being a passenger in one
 future for public transportation
 on improving bus service

...n't a
 ...uses, the
 ...automobiles.

A ...centage of buses is th
 le...ndent on their parents
 Only the lower income groups wil
 There is not an energy crisis no
 next five years

I might use buses more often if
 about routes and schedules. . .

Traveling by bus is so much more

The space available for parking
 of cars in the downtown area .

City tax money should be used to
 people age 65 and older. . .

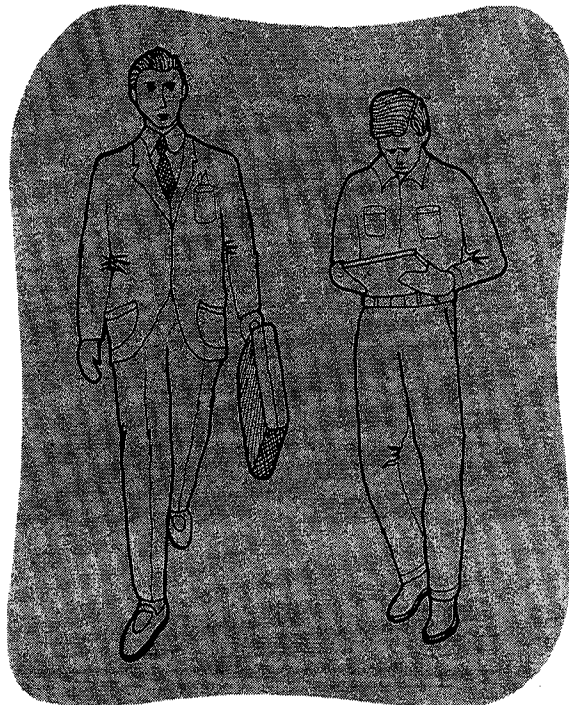
Transit systems cannot provide a service to be used by the consumer without fundamental knowledge of the market, including:

- PERSONAL CHARACTERISTICS
- TRIP-MAKING PATTERNS
- TRAVEL NEEDS
- TRANSPORTATION ATTITUDES
- POTENTIAL DEMAND PER POPULATION SEGMENT

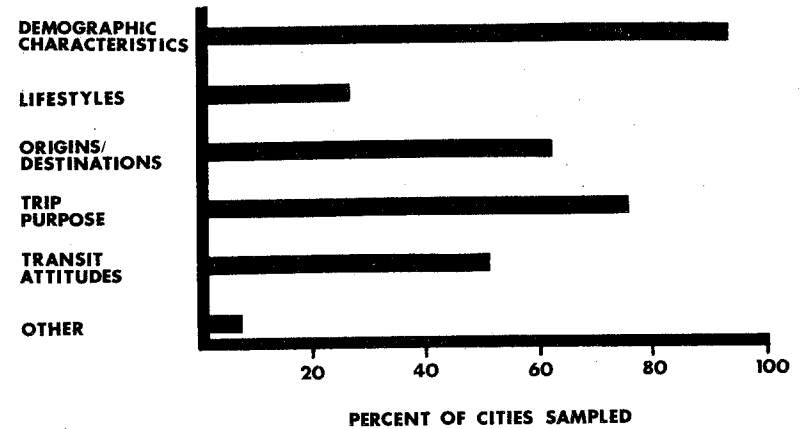
Once this information is obtained, decision-makers will be able to correctly identify the potential users of transit and can plan both service improvements and communications strategies to appeal to these individuals. By concentrating on the needs and desires of the *potential* market in this way, transit personnel optimize their chances to increase patronage of the system.

MARKET SEGMENTATION

The importance of ascertaining population segments along one or more meaningful dimensions, such as homogeneous travel patterns and propensity to use transit, similar service requirements sought, or comparable socioeconomic and attitudinal characteristics cannot be over-emphasized. The concentrated marketing strategy mentioned previously is consistent with this idea.

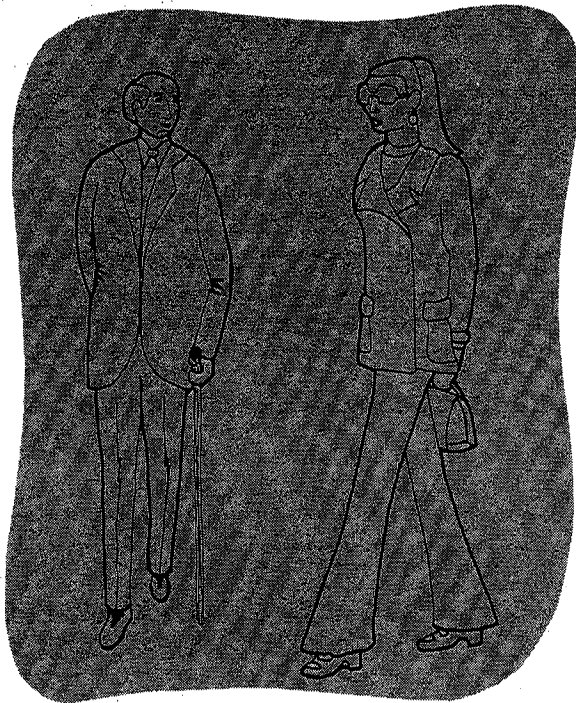


ON WHAT BASIS DO YOU DIFFERENTIATE MARKET SEGMENTS?



Most of the alternative bases for transit market segmentation revolve primarily around:

- demographic characteristics;
- travel behavior characteristics;
- attitudinal and evaluative characteristics;
- benefits sought from transit (service requirements); or
- situational characteristics.

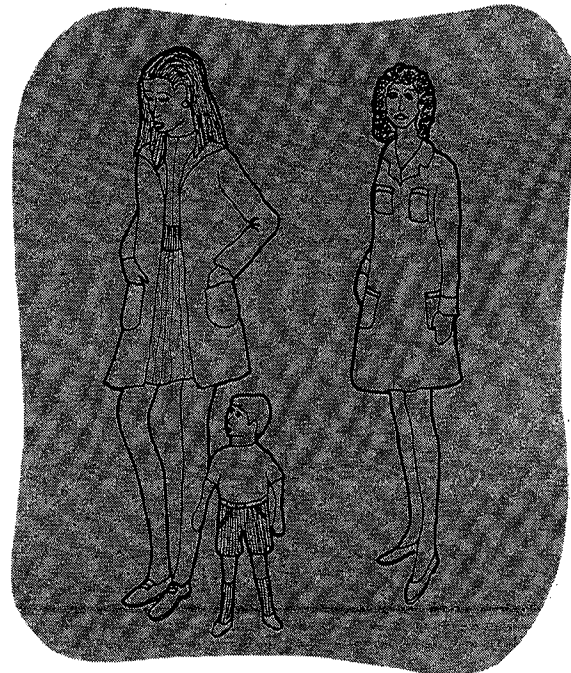


Using these criteria and a set of discriminant analysis procedures, six adult population segments were uncovered:

1. Older Persons (population 65+)
2. Blue Collar Males (craftsmen, operatives, laborers, and service workers)
3. Blue Collar Females (private household or other service workers)
4. White Collar Males (professionals, managers, and technical or sales persons)
5. White Collar Females (clerical and sales workers)
6. Housewives

Several of these different bases were utilized for dividing the potential transit market in Beaumont, and Waco, Texas:

- demographic characteristics, including age, and socioeconomic (occupational) characteristics;
- transit attitudinal characteristics; and
- benefits sought from transit.



The chart shown on this page contains the results of one of the discriminant analyses undertaken for the six market segments. It points to high homogeneity of nine transit-related attitudes within the six predicted segments. In addition, the same segment clusters emerged from an analysis of 38 transit service requirements. The differences in the predicted segments' and the actual segments' attitudes toward transit are indicated, but it can be seen that the degree of misclassification is extremely small, pointing to the existence of six viable adult segments in regard to transit-related attitudes.

For example, the figures indicate that older persons were perfectly homogeneous in terms of attitudes toward transit, followed by white collar males and blue collar females. Blue collar males showed the least effective clustering, with 9 percent having attitudes similar to housewives and others possessing opinions similar to blue collar females, white collar males, or white collar females.

DISCRIMINANT ANALYSIS OF TRANSIT ATTITUDES

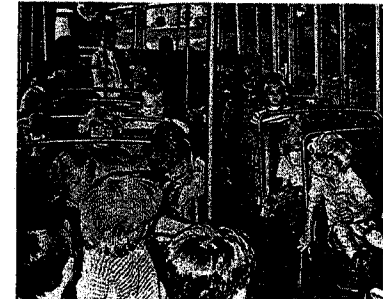
	OLDER PERSONS	BLUE COLLAR MALES	BLUE COLLAR FEMALES	WHITE COLLAR MALES	WHITE COLLAR FEMALES	HOUSEWIVES
OLDER PERSONS	100	0	0	0	0	0
BLUE COLLAR MALES	0	84	3	3	3	9
BLUE COLLAR FEMALES	0	0	92	0	2	6
WHITE COLLAR MALES	0	2	1	93	0	4
WHITE COLLAR FEMALES	0	0	2	3	92	3
HOUSEWIVES	0	2	1	0	2	86

In conclusion, segmenting the market provides a basis for determining, as closely as possible, the transit needs and services sought by target segments. These findings can then be integrated so that information dissemination, promotional efforts, customer services, and service improvements are based on customer needs and preferences.

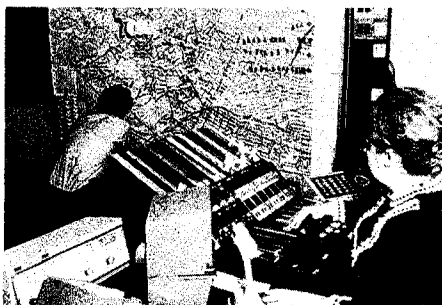
CUSTOMER SERVICES / PUBLIC RELATIONS

The primary objective of customer services and public relations is to earn public understanding and acceptance of the transit system. To do so, activities must be aimed at changing consumer attitudes so that transit will be viewed as a socially acceptable transportation mode.

Customer service and public relations activities are very consumer-oriented, and most actually involve direct contact with the public, such as: telephone information service, manned information booths, educational programs in schools and voluntary organizations, and service representatives.



- EDUCATIONAL PROGRAMS FOR ADULTS AND SCHOOL-AGE CHILDREN



- TELEPHONE INFORMATION SERVICE

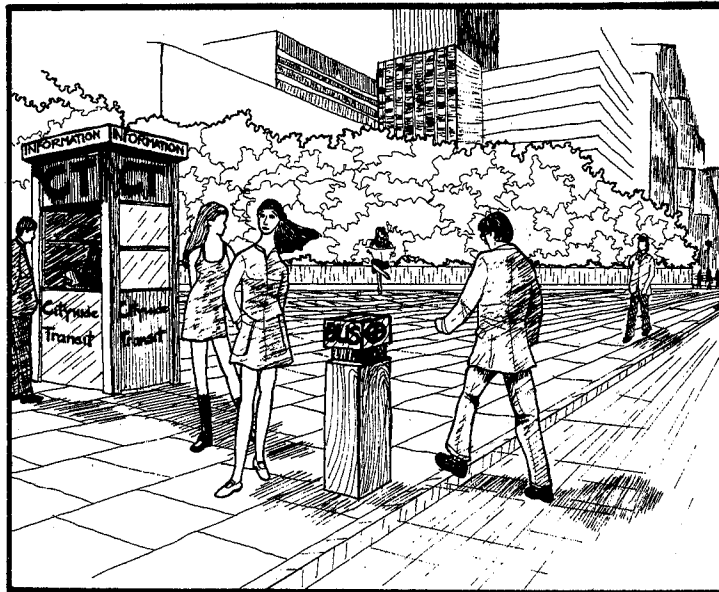
Transit decision-makers have been forced to accept the idea that most consumers will not use the transit system just because it is there. First, the services must be promoted and, most importantly, attitudes must be changed so that the system is viewed favorably by the public. Therefore, advertising should focus on transmitting ideas that will enhance transit's image as well as simply attempting to sell transit services.

Again, the emphasis of customer service and public relations activities is on educating the market so that transit services will be understood and accepted. It is important, however, that these activities be integrated with other on-going marketing programs. For example,

- programs involving rider information must be consistent with the implementation of service improvements,
- all community relations activities should be coordinated with the system's promotional campaigns, and
- personnel in customer services should continuously provide the marketing research program with feedback they receive from the community.



● COMMUNITY FOCUS GROUPS



● MANNED INFORMATION BOOTHS

Such an exchange of information and ideas helps insure consistency within the marketing department which, in turn, increases the effectiveness of subsequent activities.

SERVICE DEVELOPMENT

In general, service requirements (which are also referred to as critical factors) are those changes in the existing transit system which individuals feel are necessary to encourage their patronage. Through market research, transit personnel can identify these critical factors and subsequently plan service developments which would improve the system's ability to satisfy the public's needs and desires.

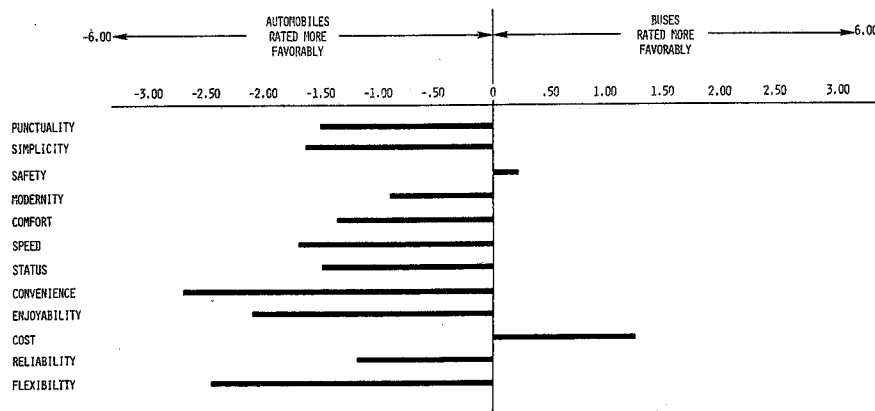
One method used to determine public attitudes toward transit is to ask individuals to evaluate buses and automobiles along various travel dimensions. In this way, systems can determine the areas of transit service which are viewed most negatively by the public and which are apt to inhibit the use of existing services. Results of such an analysis by TTI are shown below:

Negative evaluations of transit as compared to automobiles indicate a need for service improvements in those areas. Not all, however, can be remedied through feasible service developments, particularly for smaller systems. Managers must decide which areas can be improved, keeping within the limits of the current operating budget.

Of the twelve travel dimensions shown here, the following four were selected as ones which could be enhanced with feasible service developments and corresponding promotional campaigns:

- CONVENIENCE
- SIMPLICITY
- ENJOYABILITY
- STATUS

EVALUATION OF BUSES COMPARED TO AUTOMOBILES



Other travel dimensions which are evaluated unfavorably by the public may be impossible to improve because of the costs required to increase service frequency or flexibility. The dimensions of *punctuality*, *reliability*, *speed*, and *flexibility* fall into this category.

SERVICE DEVELOPMENTS TO IMPROVE CONVENIENCE

The following list of convenience-related service developments were identified as critical factors for the TTI study sample:

- *the routes need to be closer to home, work, or shopping*
- *the bus should run more frequently on these routes*
- *the bus should pick you up and drop you off at your front door*
- *the buses need to run closer to the places you want to go*
- *there needs to be better night and weekend service*
- *there should be better service between shopping centers*
- *the trip should not require transfers*
- *correct change for fares should not be required*



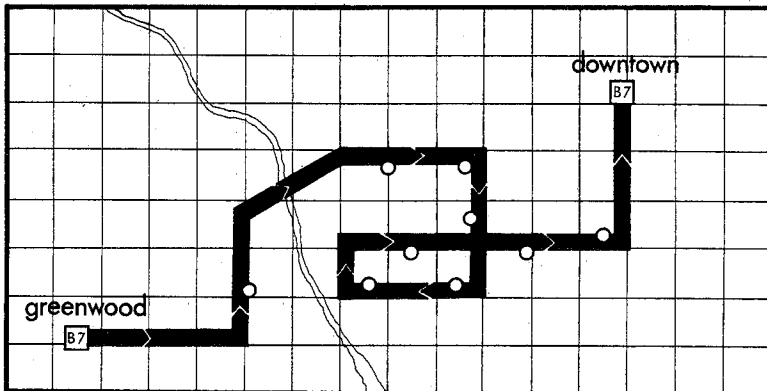
Of these, decision-makers must determine which ones are within the scope of their particular transit operation and make plans to implement those changes accordingly. Efforts to reduce headways or decrease the average distance to bus stops, for example, involve extensive rerouting and rescheduling and are, therefore, very costly for the system. On the other hand, most systems could easily eliminate the requirement of correct change for fares by offering monthly passes or ticket books or by allowing drivers to make small change for riders (i.e., change for no more than one dollar per person).

SERVICE DEVELOPMENTS TO IMPROVE SIMPLICITY

In the area of transit, simplicity refers to ease of use. Most often, efforts to improve simplicity involve the dissemination of rider information, such as:

- *route maps,*
- *bus schedules,*
- *fare structures, and*
- *special services*

Maps and schedules should be reformatted, when necessary, to increase readability and eliminate confusion, and special services should be outlined separately to distinguish them from regular transit services. Furthermore, systems operating in cities with a high proportion of minority residents should offer bilingual rider information to serve the non-English speaking potential market.



Buses and bus stop signs must be clearly identified, and whenever possible, informative signage (such as destinations and timetables) can be included.



Finally, telephone information service should be emphasized as a means of providing information on a more personalized level. Operators, however, must be trained to answer questions quickly and accurately, and systems should keep track of the number of calls received each day so that the service can be expanded as needed.



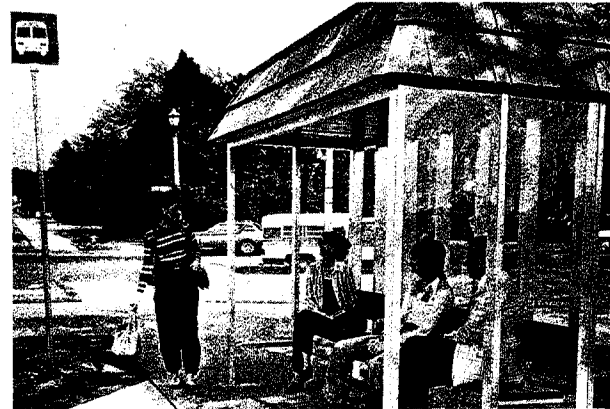
SERVICE DEVELOPMENTS TO IMPROVE ENJOYABILTIY

Under the travel dimension enjoyability, the service improvements most desired by the TTI study sample were:

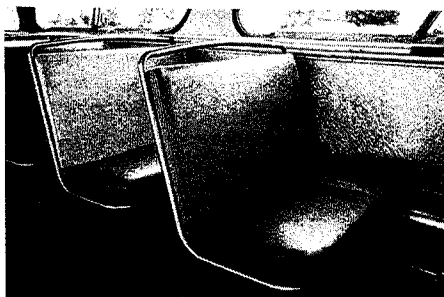
- *shelters at bus stops,*
- *benches at bus stops, and*
- *guaranteed seating on the bus.*

The main purpose of shelters, of course, is to protect transit riders from inclement weather. The specific design chosen, however, will depend primarily upon the financial constraints faced by the system.

Benches at bus stops will help reduce the inconvenience of having to wait for the arrival of the bus, particularly for elderly riders or shoppers with packages. The number of benches provided and their location should be based on customer needs, as determined by market research.



Many female and elderly patrons indicate a desire for guaranteed seating on the bus, also. While peak runs may be too crowded to permit such a guarantee, systems may periodically place signs near the front of the bus reserving places for the elderly. Additionally, shoppers would benefit if package space was provided either above bus seats or near the exits.



**RESERVED
for the
ELDERLY**

**Citywide
Transit**

Air conditioning is becoming increasingly important to transit riders, and should, therefore, receive serious consideration, particularly from those systems in warmer climates. The importance of other features, such as *carpeting, music, leg room, and tinted glass*, is still being debated, but it appears that once an acceptable level of comfort and amenity is reached, additional features will not appreciably affect ridership.



SERVICE DEVELOPMENTS TO IMPROVE STATUS

Transit systems must overcome the negative image attached to buses before they can expect to attract non-riders to the service. In other words, systems must convince the public that buses are a socially-acceptable transportation mode.

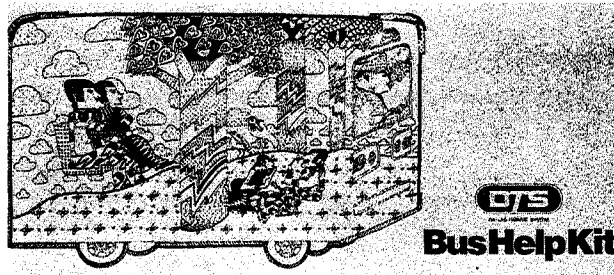
The stereotype of buses being used only by low-income individuals is incorrect, but systems must rely more on intensive image-building promotional campaigns than actual service developments to correct this false impression. The one thing that transit personnel can do to improve the status of buses is to make the interiors and exteriors of their fleet as attractive as possible. Cleanliness should be emphasized continually, and needed repairs should be attended to as quickly as possible. Such activities will upgrade the image of the bus while simultaneously increasing the enjoyability of the transit ride for the current patrons.

PROMOTIONAL STRATEGIES

Although there is a tremendous variety of promotional strategies utilized by transit systems, they can generally be classified into the following categories:

- Increasing public awareness;
- Reinforcing the positive attitudes of current riders;
- Encouraging a modal shift away from the automobile; and
- Promoting new services, facilities, and conveniences.

Of these, the most frequently used approaches are aimed at keeping the transit system in the public eye, and making information about the various services and facilities available to the public to improve the simplicity of the system.



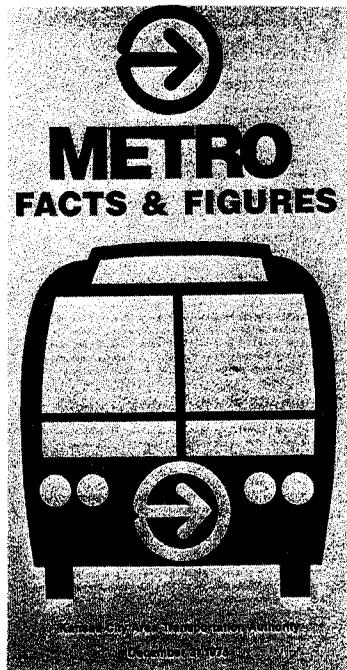
DO YOU THINK ADVERTISING THE BUS SYSTEM
WOULD ENCOURAGE YOU TO RIDE BUSES MORE OFTEN?

	YES	NO
OLDER PERSONS		
HOUSEWIVES		
WHITE COLLAR MALES		
WHITE COLLAR FEMALES		
BLUE COLLAR MALES		
BLUE COLLAR FEMALES		

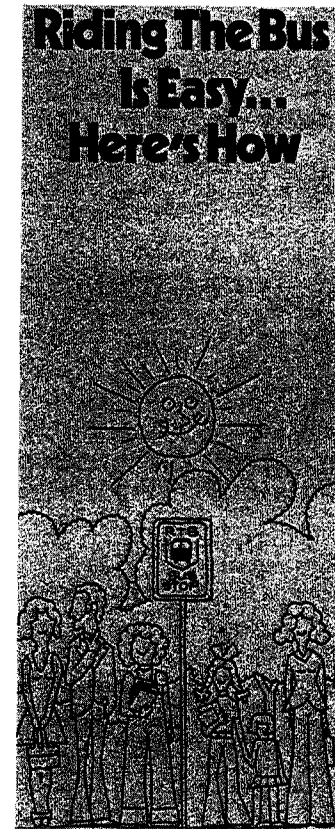
■ = PERCENTAGES

INCREASING PUBLIC AWARENESS

Decision-makers must recognize the fact that no matter how good their transit services may be, no one will be attracted to the system without a basic knowledge and understanding of its operation. Thus, the first task for transit promoters is to increase the public's awareness of the system, and provide interested individuals with all necessary rider information. This will include factual information such as route maps, schedules, and fare structures as minimum requirements. Additionally, if telephone information service is available, its number should be widely publicized so that people can obtain information on an individualized basis.



**EASY
RIDER'S
GUIDE
TO CAT**





here's how:

Going Better by Bus	p. 1
Free-Fare Zone	p. 2
25¢ Happy Hours	p. 3
20¢ For Seniors, Handicapped	p. 4
\$14 Unlimited Ride Pass	p. 6
Suburban Service	p. 8
Express Service	p. 7
Fare Zones	p. 7
Park & Ride	p. 8

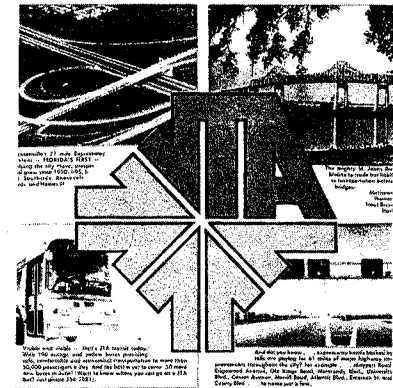
HOW TO USE NASHVILLE'S ECONOMY CAR.

Nashville's transit system is convenient, economical, easy to use and benefits the entire community.

This booklet is designed to help you understand how to use the MTA and how pleasant an experience it can be.



GOOD MOVES BY YOUR JTA



**JACKSONVILLE TRANSPORTATION AUTHORITY
MAKE YOUR GOOD MOVES WITH
JTA TODAY! 24 Hour Bus Info 354-7881**

ROADFO

ROADY PARTNERS! We have special programs for you and your horse. It's open to all you guys and gals, regardless of your horse riding experience.

You must be 16 or older.

You cannot be on suspension of any state license.

When: September 27 & 28, 1976
9:00 a.m. - 3:00 p.m.

Where: Equine Learning Center Camp
 5914 McManister Street
Prizes: 1st, 2nd and 3rd place cash awards.

**IF YOU WISH TO PARTICIPATE
 STOP BY AT THE SAFETY
 OFFICE AND FILL OUT
 AN APPLICATION
 BLANK.**

RTA REPORT TO THE COMMUNITY

RTA RIDER

REPORT/6

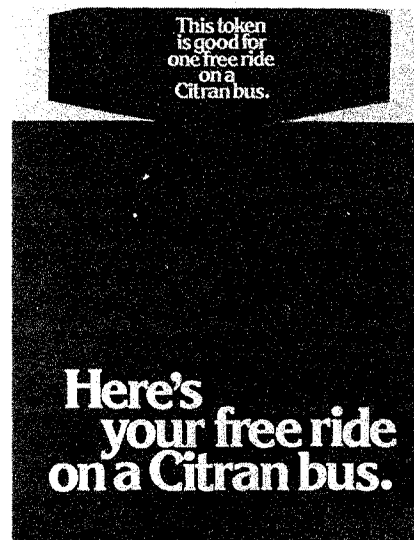
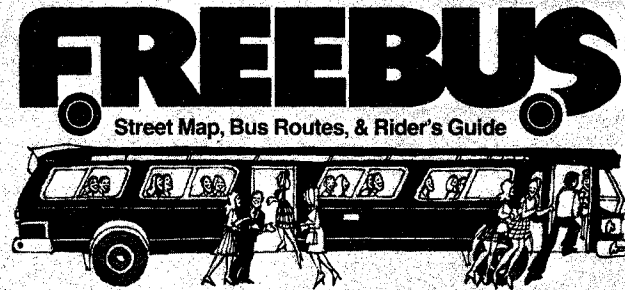
RTA report/3

WHEN YOU TALK ABOUT GOOD MAINTENANCE, IT'S NOT JUST A LOT OF GAS.

RTA




One of the most popular methods of increasing public awareness and encouraging new ridership is to provide free passes for a limited period of time. This strategy has been found to be a fairly effective, yet inexpensive, method of increasing contact between nonriders and the transit system. Some transit decision-makers believe that once individuals have given buses a "trial ride" they will be more apt to return to it again in the future.



**FIRST
RIDE'S
ON US!**

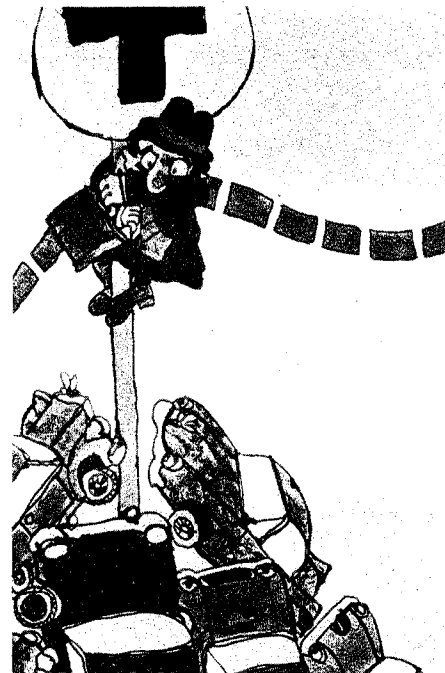
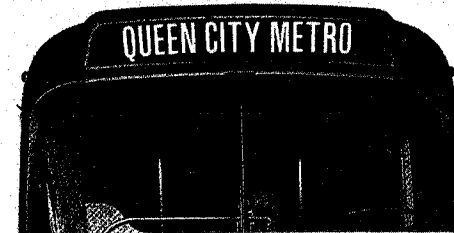
REINFORCING THE POSITIVE ATTITUDES OF CURRENT RIDERS

Reinforcing current ridership is especially important for the system because transit patrons are apt to be more favorably disposed toward the system, and their positive attitudes and evaluations could influence nonriders in the community. In this way, current riders, themselves, actually become a means of promoting the system. Regardless of whether the existing ridership is composed of captive or choice riders, the job of transit promoters is to convince patrons that they have made the correct choice by selecting transit as their transportation mode. This can be done by emphasizing the personal savings associated with transit, the conservation of energy, or the reduced air pollution and traffic congestion resulting from transit use. Furthermore, this strategy will serve to upgrade the image of both the transit rider and the system, in general.

 **SUN-TRAN**
OF ALBUQUERQUE **the energy
solution,
avoid pollution -
RIDE THE BUS!**

Yule Fuel

Save gas when you shop this Christmas.
Ride the Metro downtown. 25¢
Ride the Downtowner around town. 10¢
Whip inflation. Ride it out on the Metro.
For route information call 621-4455



ENCOURAGING A MODAL SWITCH AWAY FROM THE AUTOMOBILE

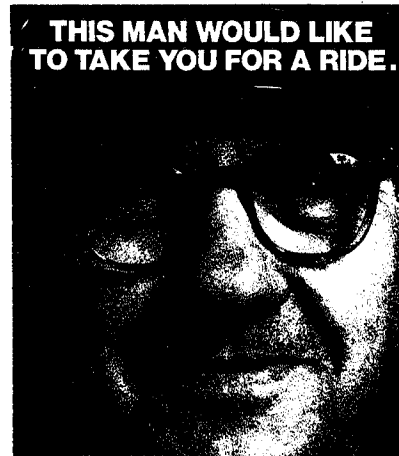
This strategy is perhaps the most difficult to implement, particularly for smaller transit systems. Factors such as cost savings, reduced congestion, and energy conservation could be expected to induce individuals to the transit system, although studies have shown that very few automobile owners are willing to give up the convenience and flexibility of their private vehicles for public transit, as it existed in the past.

In cities under 200,000, heavy congestion, excessive parking fees, and similar automobile deterrents do not typically exist, thus transit systems may find it impossible to attract current automobile users to public transportation. On the other hand, larger systems may be able to offer more convenient transit service, in the form of park-n-ride facilities or other modernized operations, which will appeal to automobile owners. Such operations have proven to be quite successful in large metropolitan areas within Texas, such as Dallas and Houston.

JTA \$600 YOU'LL SAVE IT RIDING THE BUS!

WHEE! WHOOT! WE'LL SEND YOU SAVING FACTS AND BUS SCHEDULES. TURN THIS CARD OVER FOR YOUR NAME AND ADDRESS IN THE CORNER, STAMP AND MAIL. OR CALL 354-7881!

YOUR JTA'S MOVING!



**THIS MAN WOULD LIKE
TO TAKE YOU FOR A RIDE.**

We've been telling you for some time now about what you don't get for a quarter on the Metro: parking problems, traffic headaches, gasoline bills, and so forth. Well, here's something you do get: one of the world's best professional drivers.

All Metro drivers pass an extensive training course and acquire a chauffeur's license before they get behind the wheel. And most of them have long, unblemished safety records. In fact, you won't find anyone better qualified to take you for a safe, comfortable ride.

The next time you've got to get around town, splurge a quarter and hire a professional.

Whip inflation. Ride it out on the Metro.

Greater
City **Metro**
Call 621-4455



**THE BUS COMPANY
HAS BEEN TAKEN OVER BY
A BUNCH OF RADICALS.**

Sometimes chartering our bus makes more sense than driving a car!

Especially when CAT's Charter Bus Service can take your group anywhere in Cumberland or Dauphin Counties. It's perfect for groups like Cub Scouts, Shriners, Nurses, Parishoners, Employees, Friends, School Children, Card Clubs, Etc.

Any group of more than 10 people can economically use CAT's Charter Bus Service. A CAT Charter Bus is comfortable, climate controlled, clean, and safe. And it even comes with your very own CAT-supplied "Chauffeur."

How else can your group travel in such luxury?

Call a CAT Charter bus service representative today-

238-8304



CAPITOL AREA TRANSIT
901 N. Cameron St.
Harrisburg

If You Enjoy-

LOST TIME
FLAT TIRES
LONG WALKS
LOST TEMPER
LOST ENERGY
PARKING FEES
PARKING TICKETS
CRUSHED FENDERS
DELAYS IN TRAFFIC
ADDED DEPRECIATION
GREATER TOTAL COST

WE SUGGEST DRIVING YOUR CAR TO AND FROM THE BUSINESS SECTION EVERY DAY

If These Suggestions

ARE BRINGSOME TO YOU, MAY WE SUGGEST THAT YOU

Ride The Street Cars And Busses



JEFF L. ALEXANDER, Manager

Can you afford to put your car through four years of college?

Maybe you never thought about it, but driving a car to U. C. is very expensive. You have to pay for gas, oil, insurance, and occasionally you have repair bills. It could add up to 20¢ a mile. If you drive only 10 miles, that's \$2.00. After a year you'll feel like you're "majoring" in Car.

Here's what you get. For 20¢ a mile you get headaches. When you drive to U. C. you get to fight the traffic on I-75 or some similar mess. Then there's the parking problem and a chance to be late. When you do find a parking place there's a long invigorating walk from your car. (And where did you leave it?)

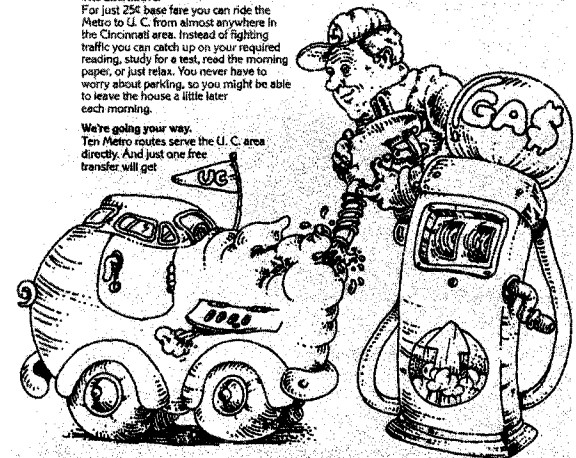
The alternative. For just 25¢ base fare you can ride the Metro to U. C. from almost anywhere in the Cincinnati area. Instead of fighting traffic you can catch up on your required reading, study for a test, read the morning paper, or just relax. You never have to worry about parking, so you might be able to leave the house a little later each morning.

We're going your way. Ten Metro routes serve the U. C. area directly. And just one free transfer will get

you there from almost anywhere. Enjoy fast, convenient, comfortable service to U. C. on the Metro. You can use free Park'n Ride lots on many of our routes. (That should solve your parking problem.)

Here's what to do. Call the Metro Information Center at 621-4455. We'll answer any questions you may have about Metro service. And we'll mail you a free RideGuide. 621-4455.

Cincinnati
Metro
We're going your way.



The U. C. Transit System provides special direct service to the University from Western Hills and Kenwood. Fare 35¢. For more information call 475-3333 or 475-2263.

GCM-141 Northlit, Stolley, Inc.

PROMOTING NEW SERVICES, FACILITIES, AND CONVENIENCES

In addition to informing the public of existing transit services, the system must continually promote any new services, facilities, and conveniences to its target markets. This is especially important when service developments, based on the critical factors of particular market segments, have been completed. In these cases, the chances for attracting potential riders to the system are greatly increased.



We Like Going Places With You . . .

So, we've improved our bus service to better meet your needs

**For details
call 766-7830**

REMINDERS FOR STUDENT BUS RIDERS

Some students ride Citran buses to school. And workers ride Citran buses to work. Elderly folks ride them to see the doctor, and mothers ride them to go shopping. All kinds of citizens ride the bus, and to help everyone get where they're going—pleasantly and on time—we ask that passengers remember to practice the following courtesies:

SHOP BY BUS RIDE HOME FREE

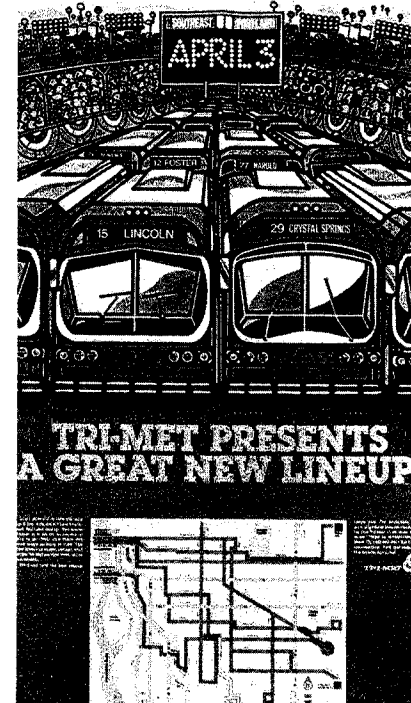
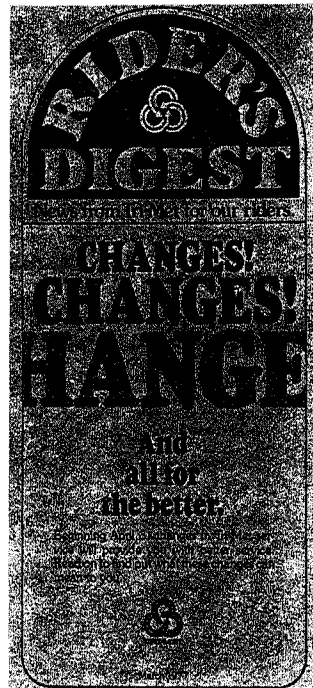
ASK THE DRIVER FOR YOUR
PURCHASE EXCHANGE TICKET
THEN...



LOOK FOR AND SHOP WHERE YOU SEE
THE RIDE 'N SHOP EMBLEM

For example, housewives may have indicated a desire for improved service to shopping centers; if a new route to a shopping mall is instituted, systems may want to promote this improvement by providing a "Shoppers' Special" bus and developing an advertising campaign to introduce the new service. Such efforts should encourage a number of housewives to at least try the new route, thereby increasing ridership.

Additionally, systems must frequently update rider information so that all route maps, schedules, etc. reflect current changes and improvements in the system.



Madison Metro Announces...
NEW WEEKDAY SUMMER SCHEDULES
 effective Monday, June 14 through Sept. 3, 1976
 on the following bus routes:

EXACT FARE REQUIRED

ADULTS 25c 30c Inbound One Day Zone Only	STUDENTS 15c In high school or under 18-years	ELDERLY & Physically Disabled 10c with card	CHILDREN Under 8 Years Accompanied with an ADULT FREE
---	--	--	--

FOR MORE INFORMATION
 CALL D.T.I.C.: 266-4466
MADISON METRO

April 1974
OUR FIRST ANNIVERSARY
 (we've come a long way)

25¢ Love-A-Fare

REGIONAL TRANSIT
 "You've got us coming and going."

**HANDICAP
REDUCED
FARE**

CERTIFICATION

Houston



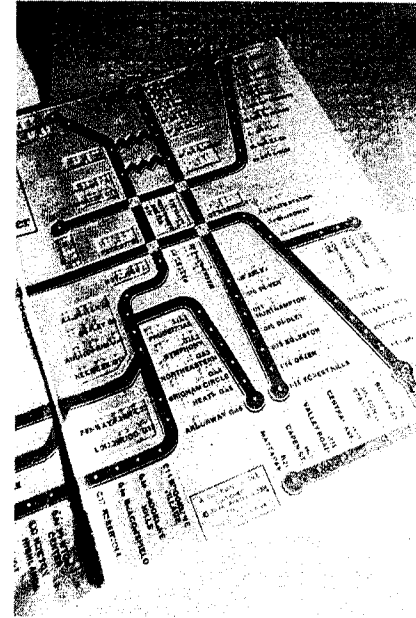
HOURTRAN

INFORMATION CENTER
Main Bldg. Lobby/1212 Main/Houston 77002

658-8082

**RTA
report/4**

Even if your worst medical problem
is an occasional cold,
the decisions on handicapped fares
have importance to you.



28 PALM CENTER
DOWNTOWN

28

7
4A

HOURTRAN

Barrier
Free
Transit



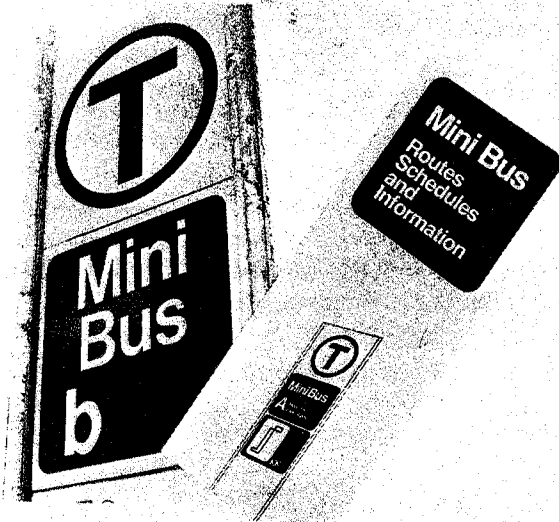
224-3737

Special services for the handicapped have received a great deal of attention recently, and systems are finding it both necessary and beneficial to advertise new service developments geared to this population segment. Demand-responsive vehicles equipped with wheel-chair lifts are being added to existing bus fleets, and restrictions on the riding time of handicapped individuals are being removed. In addition, some systems have begun to provide route maps and other factual information in braille for blind patrons.



**THE
CARE-FUL
COACH**

RT SERVICE FOR
THE HANDICAPPED



Other special conveniences include monthly ridership passes or tokens to alleviate the exact change for fare requirement, and rapid transit facilities, such as mini buses and park-and-ride services, to improve bus speed, reliability and flexibility. Systems realize that these services must be widely promoted if they are to appreciably affect ridership and provide increased transit revenues.

Get punched on your way to work.

MONTHLY PASS

AN INTERESTING SOLUTION TO A DIFFICULT PROBLEM

dial-a-ride

CALIFORNIA DEPARTMENT OF TRANSPORTATION

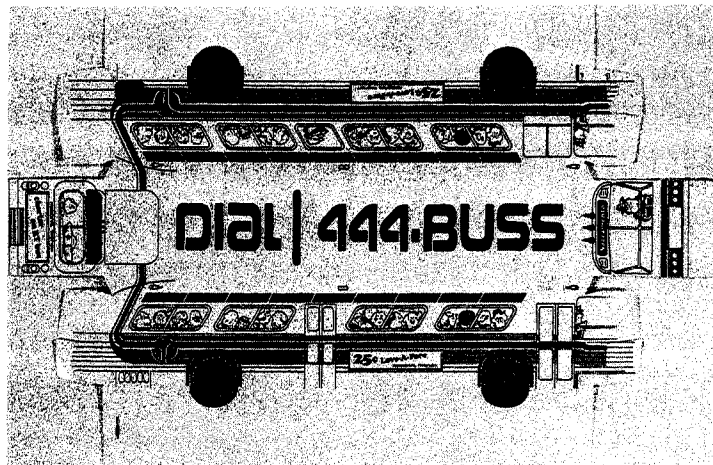
MEASURES OF MARKETING EFFECTIVENESS

In order to provide systems with some kind of feedback as to the effectiveness of various marketing and promotional activities, data was collected from two different sources:

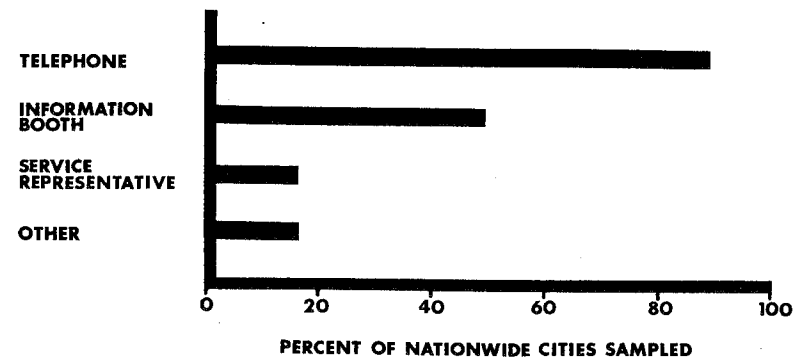
- a nationwide sample of transit marketing directors, and
- a representative sample of residents in Beaumont, and Waco, Texas

Thus, readers can determine what other transit systems across the country have found effective, as well as what individuals outside the transit system consider effective. This provides an objective basis for decisions involving the relative success of various marketing strategies and activities.

As shown below, transit personnel in cities across the country evaluated telephone information booths as the most effective customer services activities. For systems with limited operating budgets, these particular services should be considered before any others, although additional services may need to be added at a later time.



WHICH CUSTOMER SERVICES HAVE BEEN MOST EFFECTIVE ?



When asked what marketing strategies have been most effective, the majority of the nationwide sample indicated:

- increasing public awareness;
- promoting new services, facilities, and conveniences; and
- improving transit image.

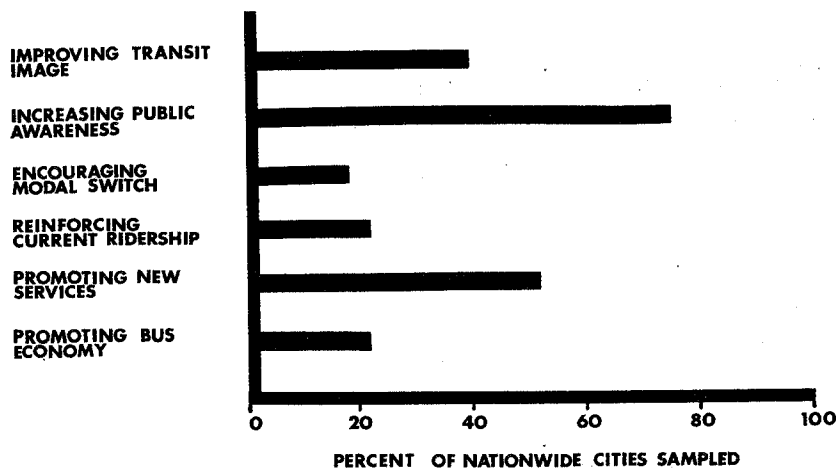
These strategies were discussed briefly in the section of this handbook entitled, Promotional Strategies, with various examples included as guidelines for future campaigns.

PROMOTIONAL ACTIVITIES RECALLED BY SEGMENTS

	NEW BUSES	SHOPPING TRIPS	ENERGY & PARKING
OLDER PERSONS			
HOUSEWIVES			
WHITE COLLAR MALES			
WHITE COLLAR FEMALES			
BLUE COLLAR MALES			
BLUE COLLAR FEMALES			

■ = PERCENTAGES

WHAT HAVE BEEN THE MOST EFFECTIVE MARKETING STRATEGIES?

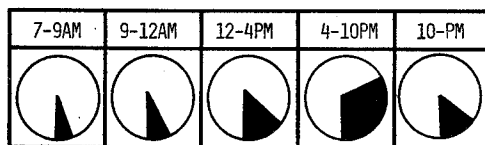


Respondents indicated that new buses and shopping trip specials were fairly well-remembered transit activities, which can be interpreted as a measure of effectiveness. Both of these activities have to do with promoting new services, facilities, and conveniences, while the mention of energy and conservation problems has more to do with improving transit's image.

In order to estimate the most effective advertising media, information was obtained about the viewing, listening, and reading habits of the Beaumont, and Waco, Texas sample so that transit managers could plan media announcements to reach the largest numbers of city residents. Shown here are the percentages of individuals who indicated time spent watching television during specific time periods, a summary of the most popular radio programs being broadcast, and the newspaper sections read most often by the sample respondents. These three media were selected for emphasis because they were found to be the most popular information sources among the sample members.

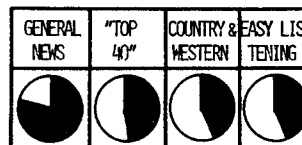
This information should be utilized by transit decision-makers to increase the effectiveness of all advertising campaigns. For example, if television advertising is to be used, it should be broadcast, if at all possible, between the hours of 4:00 to 10:00 p.m. Radio announcements should be broadcast near General News programs in order to reach the largest number of radio listeners. Similarly, newspaper advertisements should be placed near the General News section.

MOST POPULAR VIEWING TIMES FOR TELEVISION STATIONS

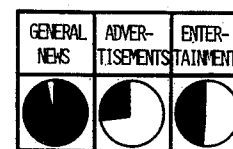


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OPTIMUM RADIO PROGRAMS FOR RADIO ADVERTISEMENTS

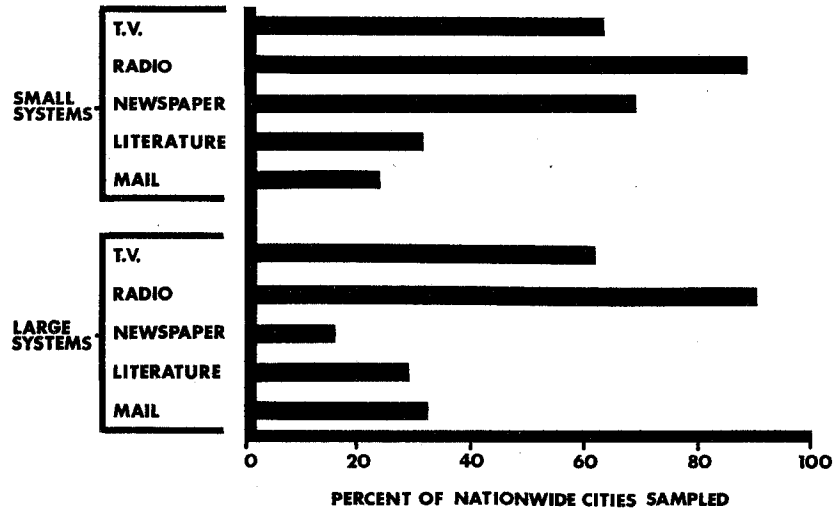


OPTIMUM PLACEMENT FOR NEWSPAPER ADVERTISEMENTS



In addition to advertisements, transit-related news items should be made available to local media stations in the form of public service announcements. This is a source of free advertising for the system, and provides the opportunity to publicize any and all changes in the system, such as route and schedule changes, the purchase of new buses, a reduction in fares, etc.

WHICH MEDIA ARE MOST USED TO REACH EACH MARKET SEGMENT ?



As mentioned on the previous page, Beaumont, and Waco, Texas residents indicated television, radio and newspapers as their most popular information sources. The chart on this page, therefore, depicts the popularity of other media forms so that managers can estimate the effectiveness of a variety of advertising media. Those listed on this page may not enjoy the same widespread popularity as the other forms, but they do represent less expensive alternatives for the system to consider.

When the nationwide sample of transit managers were asked what they thought were the most effective advertising media, variations were found to exist between small and large systems. Each indicated radio and television as the two most widely used media, but small systems relied much more heavily on newspaper advertising than did larger systems. Take-one literature and mailed advertising were the other alternatives used fairly frequently by systems, in general.

INFORMATION SOURCES BY MARKET SEGMENTS

	LEAFLET	MAILED ADVERTIS.	BILL-BOARD
OLDER PERSONS			
HOUSEWIVES			
WHITE COLLAR MALES			
WHITE COLLAR FEMALES			
BLUE COLLAR MALES			
BLUE COLLAR FEMALES			

■ = PERCENTAGES

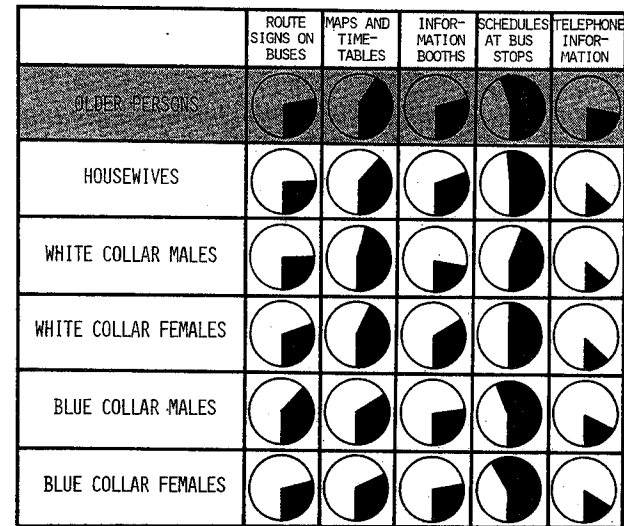
OLDER PERSONS

On the basis of survey data from Beaumont, and Waco, Texas, older persons (aged 65 and over) were found to have the greatest potential demand for transit of any population segment. Quite often, individuals in this age group fall into the category of captive riders--persons who either cannot or choose not to drive private vehicles. Additionally, this segment is apt to use transit during off-peak travel periods, with a majority of their trips being for medical/dental, shopping, or social/recreational purposes.

Many of the service developments associated with this segment's critical factors are quite feasible, even for smaller systems. To illustrate, the following list contains the top five service improvements which would make transit riding "extremely likely" for older persons:

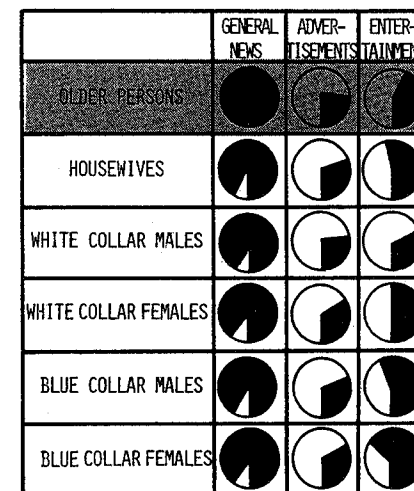
- 1 Buses should run closer to the places you want to go
- 2 There should be benches at bus stops
- 3 The buses should always arrive and depart at the scheduled time
- 4 There should be shelters at bus stops
- 5 Community leaders should stress the need to use buses for environmental reasons

WAYS INFORMATION MAY BEST BE PROVIDED TO FACILITATE BUS RIDING BY SEGMENTS



■ = PERCENTAGES

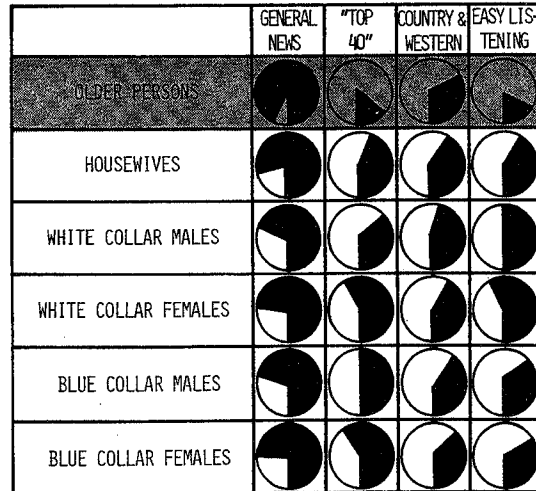
NEWSPAPER SECTIONS READ MOST OFTEN BY MARKET SEGMENTS



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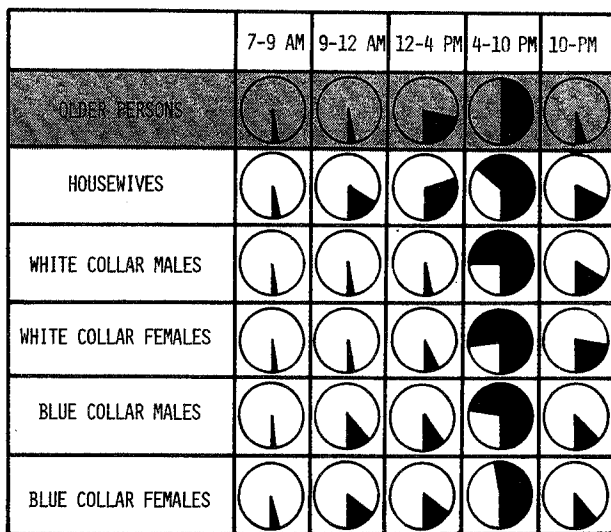


RADIO PROGRAMS LISTENED TO MOST OFTEN BY MARKET SEGMENTS



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MOST POPULAR VIEWING TIMES FOR TELEVISION STATIONS BY MARKET SEGMENTS



BLUE COLLAR FEMALES

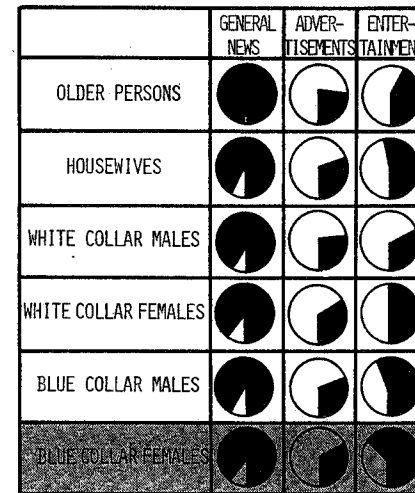
The blue collar females in the TTI marketing study also evidenced a high potential demand for public transportation second only to older persons. As with individuals aged 65 and over, blue collar females also represent captive riders, but their reliance on transit stems primarily from not having access to the private automobile, if the family does, in fact, own a car.

In most cases, blue collar females are employed as domestic workers; thus their transportation needs are not geared to the central business district, and they may not be limited to travel during peak hours. More often than not, these females require service to and from residential districts, which may be located across town from each other.

Critical factors which would greatly increase the likelihood of blue collar females using transit are shown below:

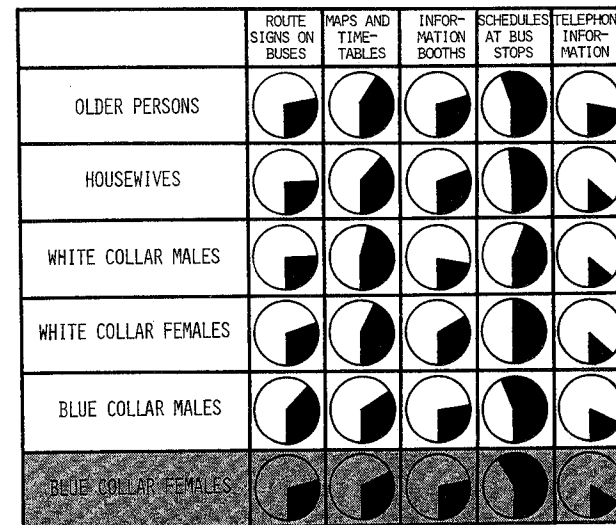
- 1 *There should be shelters at the bus stops*
- 2 *The buses should always arrive and depart at the scheduled time*
- 3 *The buses should run closer to the places you want to go*
- 4 *Low bus fares should be maintained (not to exceed 25¢)*
- 5 *Buses need to be safer to wait for or to ride on*

NEWSPAPER SECTIONS READ MOST OFTEN BY MARKET SEGMENTS



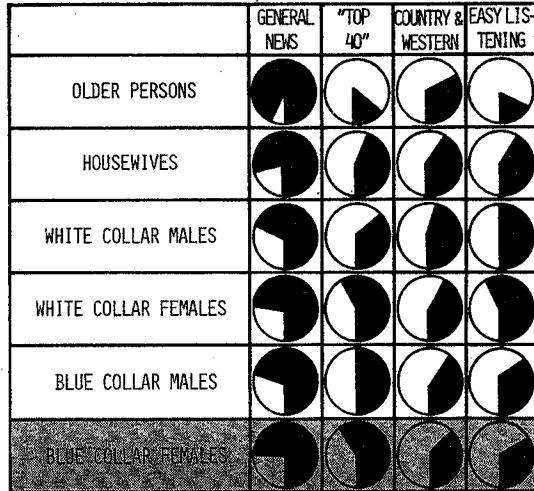
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WAYS INFORMATION MAY BEST BE PROVIDED TO FACILITATE BUS RIDING BY SEGMENTS



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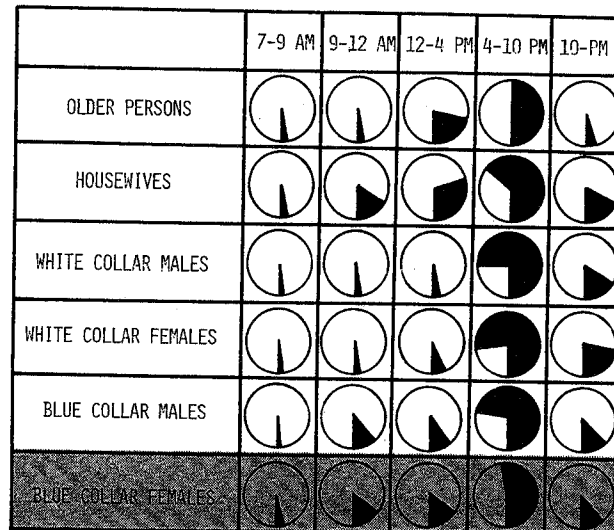
RADIO PROGRAMS LISTENED TO MOST OFTEN BY MARKET SEGMENTS



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MOST POPULAR VIEWING TIMES FOR TELEVISION STATIONS BY MARKET SEGMENTS



WHITE COLLAR FEMALES

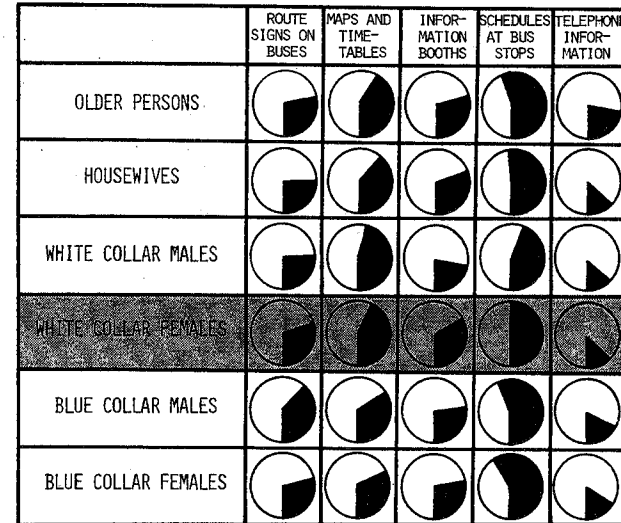
The white collar females surveyed in Beaumont, and Waco, Texas were employed primarily as clerical and sales personnel. Though most came from households with at least one automobile, these females were confronted with limited access to the private vehicle at least part of the time. Transit, therefore, can provide this segment with a viable alternative to postponing necessary trips, or having to coordinate travel schedules with their spouses or children.

Unlike the blue collar females, this segment will be more confined to travel during peak hours (7-9:00 a.m. and 4-6:00 p.m.) for work purposes. Effective promotional strategies should emphasize using transit as the family's second automobile, as an economic and convenient alternative.

Listed below are the five most important critical factors for the white collar females:

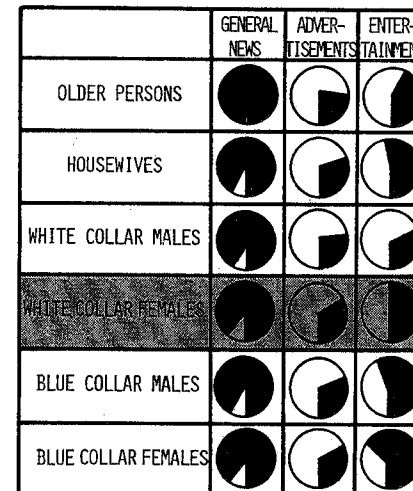
- 1 *The trip should take less time than an automobile trip*
- 2 *The trip should not go through downtown Beaumont (Waco)*
- 3 *The buses should always arrive and depart at the scheduled time*
- 4 *The buses should run closer to the places you want to go*
- 5 *There should be shelters at bus stops*

WAYS INFORMATION MAY BEST BE PROVIDED TO FACILITATE BUS RIDING BY SEGMENTS

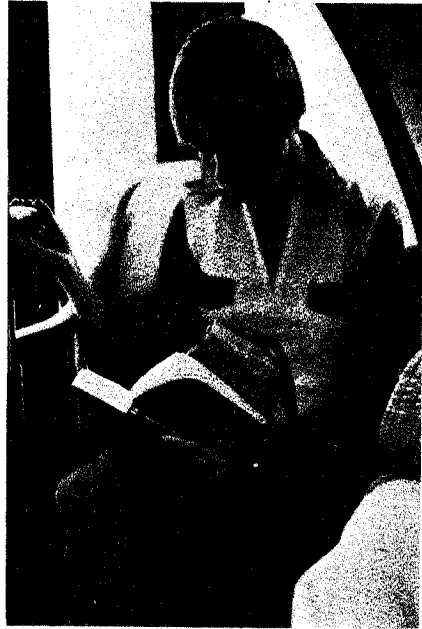


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NEWSPAPER SECTIONS READ MOST OFTEN BY MARKET SEGMENTS



■ = PERCENTAGES



MOST POPULAR VIEWING TIMES FOR TELEVISION STATIONS BY MARKET SEGMENTS

	7-9 AM	9-12 AM	12-4 PM	4-10 PM	10-PM
OLDER PERSONS					
HOUSEWIVES					
WHITE COLLAR MALES					
WHITE COLLAR FEMALES					
BLUE COLLAR MALES					
BLUE COLLAR FEMALES					

RADIO PROGRAMS LISTENED TO MOST OFTEN BY MARKET SEGMENTS

	GENERAL NEWS	"TOP 40"	COUNTRY & WESTERN	EASY LISTENING
OLDER PERSONS				
HOUSEWIVES				
WHITE COLLAR MALES				
WHITE COLLAR FEMALES				
BLUE COLLAR MALES				
BLUE COLLAR FEMALES				

■ = PERCENTAGES



HOUSEWIVES

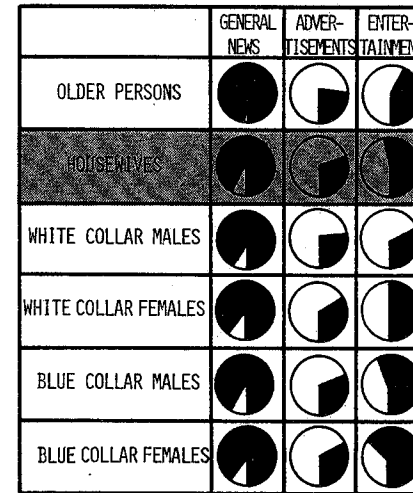
Housewives are similar to older persons in that their travel needs do not revolve around the typical home-to-work trip. In most single-car households where the male is the main breadwinner, the wife will be left without an automobile, or will be forced to chauffeur her husband to and from work in order to use the family car between 8:00 a.m. and 5:00 p.m.

Ideally, transit should provide this segment with adequate service to shopping centers, both downtown and in outlying areas, as well as other frequently-used local activity centers.

Although this segment's potential demand for transit was found to be less than that for older persons, blue collar females, and white collar females, housewives did indicate certain service improvements which would greatly increase their chances of using transit:

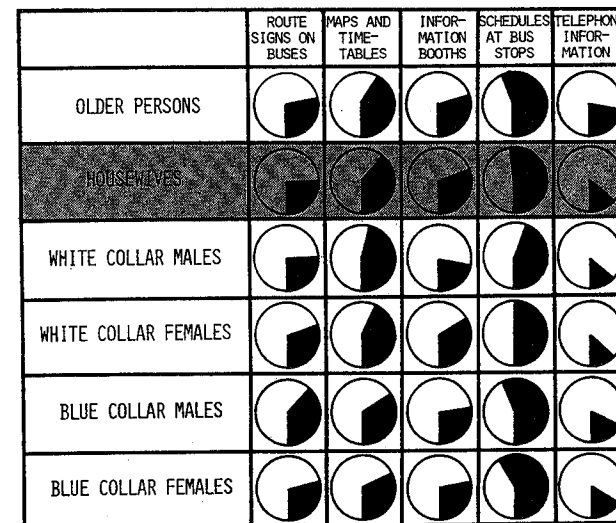
- 1 *The trip should take less time than an automobile trip*
- 2 *The buses should run closer to the places you want to go*
- 3 *There should be shelters at the bus stops*
- 4 *More information should be provided about bus routes and schedules*
- 5 *The buses should always arrive and depart at the scheduled time*

NEWSPAPER SECTIONS READ MOST OFTEN BY MARKET SEGMENTS



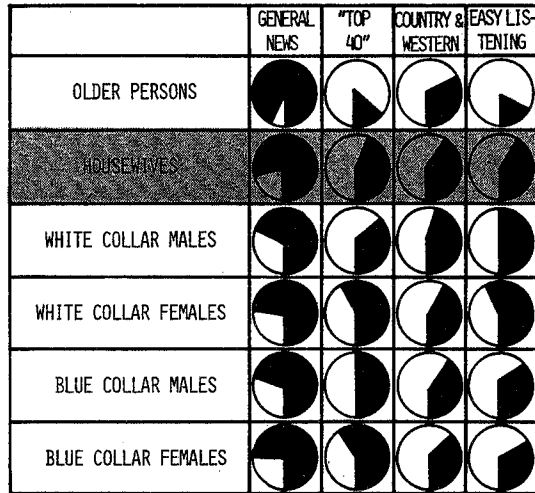
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WAYS INFORMATION MAY BEST BE PROVIDED TO FACILITATE BUS RIDING BY SEGMENTS



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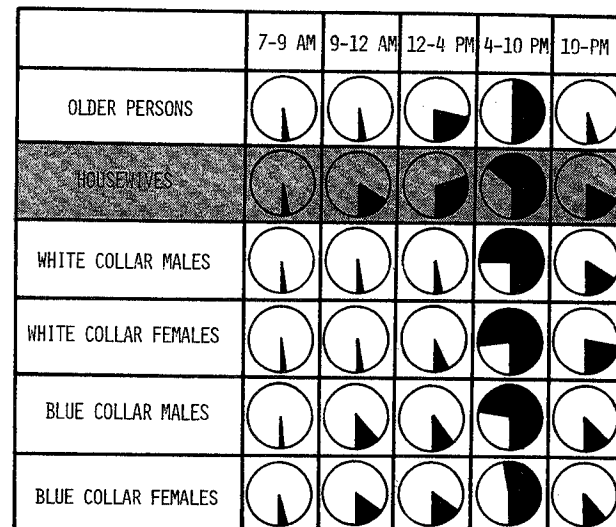
RADIO PROGRAMS LISTENED TO MOST OFTEN BY MARKET SEGMENTS



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MOST POPULAR VIEWING TIMES FOR TELEVISION STATIONS BY MARKET SEGMENTS



BLUE COLLAR & WHITE COLLAR MALES

At the present time, the working males (i.e., both white collar and blue collar males) are not using transit, and their potential demand is significantly less than that evidenced for females and older persons. However, if transit is improved to the point where males find it both an efficient and convenient mode of travel, and if automobile deterrents become more severe, males may begin to consider a modal switch away from private vehicles. Such automobile deterrents would include: limited availability of gasoline along with higher gasoline prices; increased traffic congestion; severe air pollution and other energy problems; and exorbitant daily parking fees. Larger metropolitan areas are much more apt to encounter these restrictions than are smaller cities across the nation, therefore, transit systems in these areas have a slight advantage when it comes to attracting working males to the service. In any case, the job is not an easy one because of the tremendous dependence individuals have upon their private vehicles.

Listed below are the service improvements found to be most important to blue collar males and white collar males. It should be pointed out, however, that these segments, on the average, did not feel *any* of these were sufficient to make transit riding "extremely likely". This finding, along with the fact that working males are not currently transit riders, led to the decision to exclude these two segments from the potential transit market, at least for smaller systems.

- 1 Buses should run closer to the places you want to go
- 2 The trip should take less time than an automobile trip
- 3 The buses should always arrive and depart at the scheduled time
- 4 The bus should pick you up and drop you off at your front door
- 5 The trip should not require transfers / There should be a park-and-ride facility

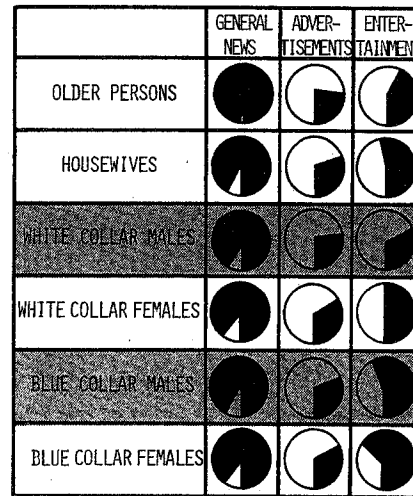
WAYS INFORMATION MAY BEST BE PROVIDED TO FACILITATE BUS RIDING BY SEGMENTS

	ROUTE SIGNS ON BUSES	MAPS AND TIME-TABLES	INFORMATION BOOTHS	SCHEDULES AT BUS STOPS	TELEPHONE INFORMATION
OLDER PERSONS					
HOUSEWIVES					
WHITE COLLAR MALES					
WHITE COLLAR FEMALES					
BLUE COLLAR MALES					
BLUE COLLAR FEMALES					

■ = PERCENTAGES

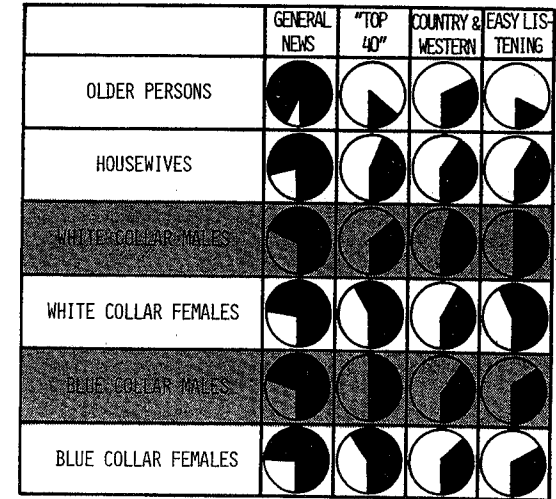


NEWSPAPER SECTIONS READ MOST OFTEN BY MARKET SEGMENTS



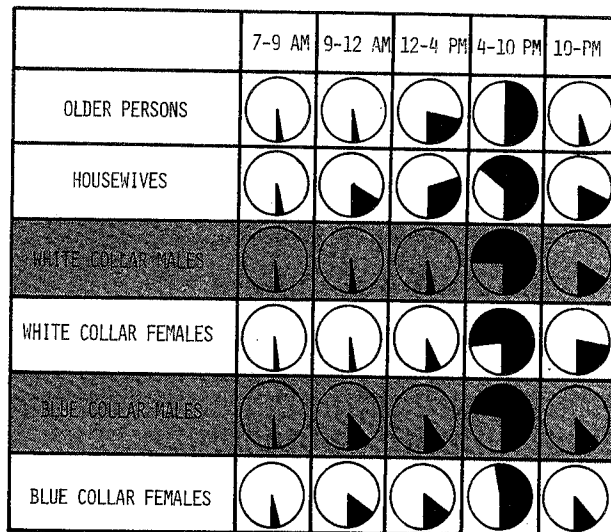
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RADIO PROGRAMS LISTENED TO MOST OFTEN BY MARKET SEGMENTS



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MOST POPULAR VIEWING TIMES FOR TELEVISION STATIONS BY MARKET SEGMENTS



SUMMARY

As indicated earlier, the primary purpose of this handbook was to introduce individuals to the following basic components of a transit marketing program:

- *market research*
- *customer services/public relations*
- *information dissemination*
- *service development*
- *promotional techniques*

The key to a successful marketing effort, however, is the integration of these various units into one organized function where each activity complements and/or supplements the remaining ones.

Too often, marketing has been viewed solely as a promotional/advertising function with no recognition of the other, equally important, dimensions. Thus, this handbook has attempted to provide examples of each component within a more unified context.

The underlying contention has been that all systems, regardless of size, will benefit from utilization of marketing techniques. Specifically, systems can maximize their opportunities to increase ridership by tailoring service developments and subsequent promotional campaigns to meet the transit needs of targeted market segments.