

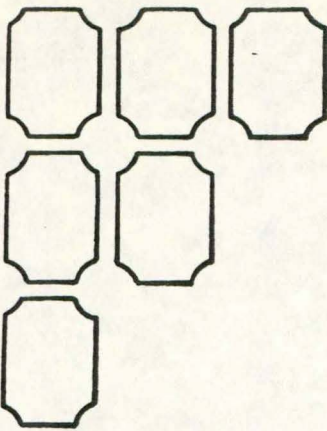
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Marketing East Central Transit 1982 - 1986



East Central Iowa Council of Governments



east central iowa
council of governments

105 2nd avenue coralville, iowa 52241 (319) 354-2328

November 25, 1981

*Nov 23 (mailed)
Nov 30 (Red)*

TO: Al Baker, IDOT, Public Transit Division
Paul MacVey, IDOT, Planning and Research Division ✓

FROM: Fred Dean *JA*

SUBJECT: FY82-86 EAST CENTRAL TRANSIT MARKETING PLAN

Enclosed is a copy of the East Central Transit Marketing Plan for the FY82-86 period adopted by the ECICOG Board at its November 19, 1981 meeting. Your division was previously provided with the "draft" version of the plan. Please discard the "draft" copy as the adopted version does include changes.

Your comments regarding the plan are welcomed. The plan was an activity funded under our FY81 State Transit Assistance Program.

Enclosure

cs

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THE PREPARATION OF THIS DOCUMENT WAS FINANCED, IN PART, THROUGH STATE TRANSPORTATION PLANNING FUNDS FROM THE IOWA DEPARTMENT OF TRANSPORTATION, A SECTION 9 TECHNICAL STUDIES GRANT FROM THE UNITED STATES DEPARTMENT OF TRANSPORTATION, URBAN MASS TRANSPORTATION ADMINISTRATION AND SECTION 18 ADMINISTRATIVE AND TECHNICAL ASSISTANCE FUNDS FROM THE UNITED STATES DEPARTMENT OF TRANSPORTATION, FEDERAL HIGHWAY ADMINISTRATION.

DISCLAIMER

THE OPINIONS, FINDINGS, AND CONCLUSIONS EXPRESSED IN THIS REPORT ARE THOSE OF THE AUTHORS, WHO ARE RESPONSIBLE FOR THE FACTS AND ACCURACY OF THE MATERIAL PRESENTED HEREIN. THE CONTENTS DO NOT NECESSARILY REFLECT THE OFFICIAL VIEWS, POLICIES OR CONCLUSIONS OF THE IOWA DEPARTMENT OF TRANSPORTATION OR THE URBAN MASS TRANSPORTATION ADMINISTRATION.

EAST CENTRAL TRANSIT
MARKETING PROGRAM FOR
FISCAL YEARS 1982-1986

PREPARED BY

FREDERICK W. DEAN
TRANSPORTATION PLANNER

EAST CENTRAL IOWA COUNCIL
OF GOVERNMENTS
105 2ND AVENUE
CORALVILL, IA 52241

NOVEMBER 1981

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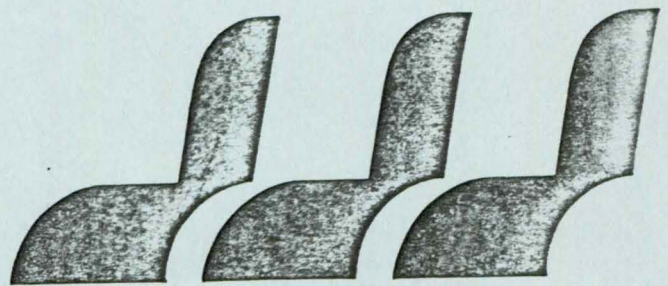
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1 • INTRODUCTION

SECTION I. INTRODUCTION

MARKETING OVERVIEW. IN SPITE OF RAMPANT INFLATION, STEADILY RISING GASOLINE PRICES, AND INCREASED PRIVATE TRANSPORTATION COSTS, AMERICANS STILL PERSIST WITH THEIR DEEP-ROOTED ATTACHMENT AND DEPENDENCY UPON THE AUTOMOBILE. IN RECENT YEARS THE SMALL-SIZED FUEL-EFFICIENT AUTOMOBILE HAS REPLACED THE ONCE DOMINANT FULL-SIZED GAS GUZZLER IN OUR GARAGES. THE SMALL CAR ALLOWS MOST PEOPLE TO CONTINUE TO CONTROL AND DIRECT THEIR DAILY MOVEMENT TO WORK, TO PERSONAL BUSINESS, TO RECREATION, ETC., AT APPROXIMATELY THE SAME COST PERCENTAGE OF THEIR SPENDABLE INCOMES AS WAS FORMERLY POSSIBLE WHILE OPERATING THE LARGER LESS FUEL-EFFICIENT CARS.

PUBLIC TRANSIT SYSTEMS RECOGNIZE THE COMPETITIVE ADVANTAGE THAT THE AUTOMOBILE HAS IN GETTING PEOPLE TO THEIR DESTINATIONS QUICKLY. EVEN AS THE COST TO OPERATE A SMALL CAR RISES, TRANSIT SYSTEMS ARE NOT CAPITALIZING ON AN ACCESSIBLE MARKET OF PERSONS WILLING TO CONVERT IF THE PRICE AND STIMULUS WERE EFFECTIVELY COMMUNICATED TO THEM.

A MAJOR SHORTCOMING WHICH IS A COMMON TRAIT AMONG MANY TRANSIT SYSTEMS FOCUSES ON THE INABILITY TO DEVELOP AN EFFECTIVE MARKET-ING/PUBLIC INFORMATION PROGRAM SPECIFICALLY DIRECTED AT MARKET-ABLE RIDERSHIP GROUPS. THERE ARE ANY NUMBER OF REASONS THAT CAN BE ATTRIBUTED TO THIS WEAK LINK, BUT PRIMARILY IT IS DUE TO THE DAILY NEED BY OPERATORS TO CHANNEL AVAILABLE REVENUE AND TAX SUBSIDIES FOR VEHICLE OPERATIONS. FOR PUBLIC TRANSIT TO ENTRENCH ITSELF AS A VIABLE MEANS OF TRANSPORTATION, OPERATORS WILL HAVE TO ALLOCATE MORE FINANCIAL RESOURCES INTO WELL-DESIGNED MARKET-ING PROGRAMS.

TRANSIT VISIBILITY. TRANSIT BUSES AND VANS ARE VIEWED NEGATIVELY BY MANY PEOPLE. THESE VEHICLES ARE SEEN TO BE OCCUPIED BY THE POOR, ELDERLY, HANDICAPPED, ETHNIC AND MINORITY GROUPS, AND SCHOOL CHILDREN. THESE ARE USUALLY SUB-POPULATION GROUPS WHO ARE LEAST LIKELY TO BE ABLE TO AFFORD PRIVATE TRANSPORTATION OR ALLOWED TO OPERATE A MOTOR VEHICLE IN THE CASE OF SCHOOL CHILDREN. TELEVISION AND MOVIES HAVE PORTRAYED TRANSIT AS DIRTY VEHICLES OCCUPIED BY THE "OTHER HALF" OF OUR SOCIETY. ON THE OTHER HAND, THE AUTOMOBILE RECEIVES FLAMBOYANT AND OFTENTIMES GLAMOROUS EXPOSURE. MOBILITY IS PORTRAYED DAILY ON THE SCREEN THROUGH THE AUTOMOBILE.

IT IS EXTREMELY DIFFICULT FOR PUBLIC TRANSIT TO GO UP AGAINST THE AUTOMOBILE INDUSTRY WHICH MARKETS ITS PRODUCTS ON A CONTINUAL BASIS THROUGH A NUMBER OF MEDIUMS. OUR VERY LIVES ARE PREDICATED UPON INDIVIDUAL MOVEMENT CHOICES AS OPPOSED TO SUCH DECISIONS BEING

Dictated or influenced by mass people movement. Our democratic way of life ensures us all the right to choose how we each will be transported.

It is important then for the transit industry to work more closely with the mass media, particularly television and the movies to portray transit as a positive mode of transportation which the informed consumer will select from among a number of ride choice alternatives.

Public transit may not supplant the automobile as the primary transportation mode in this country, but greater visibility on a more continual basis will do much to elevate its position on the list of mode choice alternatives.

MARKETING MIX. Marketing public transit involves the combining of three factors--product, price, and promotion--the marketing mix.

The transit product is composed of the types of services designed to meet consumer needs determined from market analysis, the quality of service provided, and accessibility to the service by target consumer groups. Product design results from a thorough understanding of the market(s) services are to be offered.

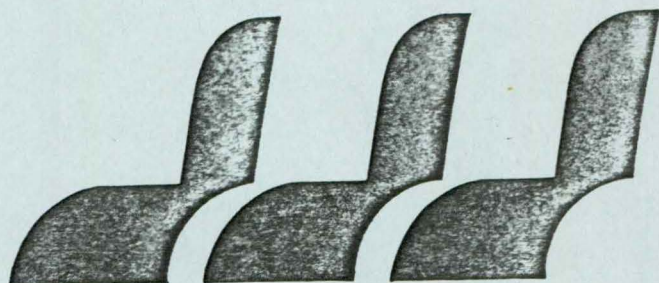
Pricing is an integral part of the mix which cannot be considered alone. The price of service or fare structure must be weighed in terms of the service being purchased, and from a promotional perspective of attracting riders. An important consideration here is to determine how much of the cost of service should the rider pay, how should it be paid, and how often.

The promotion portion of the mix contains a number of elements. It includes advertising which is designed to get potential riders identified through market analysis to utilize services being offered; public information which consists of maps, schedules, etc., designed to graphically illustrate to the user how to use services to meet individual transportation needs; and public relations which opens up a two-way communications channel between the public and the transit system.

The fourth and final promotion element is the marketing program. Marketing is the foundation from which a promotional program can be developed. Marketing asks the basic questions which must be answered before the system can begin to operate.

1. WHAT SERVICE IS DESIRED AND NEEDED?
2. WHO DESIRES AND NEEDS SERVICE?
3. HOW SHALL SERVICE BE PROVIDED?

Quite obviously then, from a management perspective, marketing is an integral part of transit and must be recognized and utilized to the fullest extent possible.



2·STRATEGIES

SECTION 2. EXISTING MARKETING STRATEGIES

SYSTEM PERFORMANCE AND MARKETING. COUNTYWIDE DEMAND RESPONSE TRANSPORTATION SERVICE IN REGION 10 DATES BACK TO 1973. AT THAT TIME THE SEATS PROGRAM OPERATED THROUGHOUT THE REGION PROVIDING SERVICE FOR THE ELDERLY. UNFORTUNATELY, THE SEATS SYSTEM UNDER ITS CENTRALIZED REGIONAL ORGANIZATIONAL STRUCTURE WAS UNABLE TO CONTINUE AFTER ONLY AN 18 MONTH EXISTENCE.

FROM THE SEATS SYSTEM CAME AN IMPORTANT STRATEGY, PRINCIPALLY, THAT THE ELDERLY CLIENT GROUP WOULD NOT FOREGO THE DEMAND-RESPONSE TRANSIT SERVICE ONCE PROVIDED. THEREFORE, THE RESPECTIVE COUNTIES IN REGION 10 TOOK OVER THE FORMER SEATS VEHICLES AND BEGAN OPERATING THEM ON A COUNTYWIDE BASIS, SERVING THE ELDERLY AND HANDICAPPED.

UNDER THE REGIONAL TRANSIT SYSTEM CONCEPT DEVELOPED BY THE IOWA DEPARTMENT OF TRANSPORTATION, THE EAST CENTRAL TRANSIT SYSTEM WAS CREATED IN 1976. THE ORGANIZATIONAL FRAMEWORK OF THE SYSTEM HAS BEEN AND CONTINUES TO BE UNIQUELY DISTINCT FROM ANY OTHER REGIONAL SYSTEM IN IOWA. INSTEAD OF BECOMING A SINGLE ENTITY SIMILAR TO THE FORMER SEATS SYSTEM, EACH COUNTY RETAINED ITS OWN INDEPENDENT OPERATING STATURE AND IDENTITY.

FROM A MARKETING STANDPOINT, THIS MEANT THAT EACH COUNTY SYSTEM WAS RESPONSIBLE FOR MARKETING ITS OWN SERVICES, RATHER THAN DEVELOPING A UNIFORM REGIONAL MARKETING PROGRAM.

ALTHOUGH THE NUMBER OF PASSENGERS CARRIED BY EAST CENTRAL TRANSIT SYSTEM HAS INCREASED FROM 31,731 IN FY 1977 TO A RECORD HIGH OF 270,069 IN FY 1980, THE INCREASE CANNOT BE ATTRIBUTED TO EFFECTIVE MARKETING TECHNIQUES PER SE. RATHER, THIS RISE IS PRIMARILY DUE TO THE CONSOLIDATIONS OF SOCIAL SERVICE AGENCY TRANSPORTATION PROGRAMS INTO THE INDIVIDUAL COUNTY SYSTEMS. APPROXIMATELY 70 PERCENT OF THE SERVICE PRESENTLY PROVIDED ON A SYSTEM-WIDE BASIS HAS BEEN DEVELOPED AS A RESULT OF CONSOLIDATION/COORDINATION EFFORTS, WHILE THE REMAINING 30 PERCENT IS OPEN SERVICE SCHEDULED WITH A DISPATCHER.

COUNTY SYSTEMS' PROMOTION PROGRAMS

PROMOTIONAL EFFORTS IN EACH OF THE COUNTIES HAVE TENDED TO CONCENTRATE ON PUBLIC INFORMATION AS COMPARED WITH ADVERTISING OR PUBLIC RELATIONS (SEE TABLE II-1).

PUBLIC INFORMATION IS COMMONLY DISSEMINATED BY WORD-OF-MOUTH FROM SYSTEM PERSONNEL, IN PARTICULAR, THE DRIVERS AND BY THE RIDERS THEMSELVES. THIS PRACTICE IS STANDARD IN ALL OF THE COUNTIES, BUT MORE PREDOMINANT IN BENTON, IOWA JONES, AND

TABLE II-1

MARKETING METHODS UTILIZED BY COUNTRY TRANSIT SYSTEMS AND
EAST CENTRAL TRANSIT

County	Word-of-Mouth	Telephone Directory Listing(s)	Brochure/Fact Sheets	Advertising Posters	Newspaper Advertising	Newspaper Articles	Radio Advertising	Television Coverage	Public Speaking	Direct Mailing	Market Research
Benton	X		X	X		X			X		
Iowa	X			X		X			X		
Johnson	X	X	X	X		X		X	X		
Jones	X	X	X			X			X		
Linn	X	X	X	X		X		X	X		
Washington	X	X			X	X	X		X		
East Central Transit						X	X	X	X		X

WASHINGTON COUNTIES. THIS IS AN EFFECTIVE MEANS OF COMMUNICATION, BUT IT PERMITS INFORMATION TO BE MISCONSTRUED AND MISREPRESENTED BY THE PUBLIC.

BOTH BENTON AND JONES COUNTIES HAVE PREPARED INFORMATION SHEETS WHICH ARE DISTRIBUTED PRIMARILY TO SYSTEM USERS. LINN AND JOHNSON COUNTIES HAVE DEVELOPED INFORMATION BROCHURES, WHICH AGAIN ARE DISTRIBUTED PRIMARILY TO SYSTEM USERS. IN GENERAL, THESE SHEETS AND FOLDOUT BROCHURES ARE CRAMMED WITH WORTHWHILE INFORMATION INCLUDING:

- (1) WHO THE SYSTEM SERVES.
- (2) DAILY AND WEEKLY INTER- AND INTRACOUNTY SCHEDULED SERVICE AND SPECIAL SERVICES.
- (3) HOW TO SCHEDULE A RIDE--TELEPHONE NUMBER(S).
- (4) COST OR SUGGESTED DONATIONS.
- (5) SYSTEM POLICIES.

THE MAJOR SETBACK FROM THE USE OF THESE SHEETS AND BROCHURES IS THAT THEY ONLY REACH A SMALL NUMBER OF PERSONS IN SPECIFIC TARGET GROUPS. A BROADER DISTRIBUTION OF THESE MATERIALS WOULD ENTAIL SOME COSTS, BUT THE POTENTIAL TO GENERATE ADDITIONAL RIDERSHIP AND FAREBOX REVENUE WILL MORE THAN OFFSET THE INITIAL INVESTMENT

ADDITIONAL METHODS WHICH COUNTY SYSTEMS EMPLOY INVOLVE THE COMBINING OF ADVERTISING AND PUBLIC INFORMATION METHODS. SPECIFICALLY, TELEPHONE NUMBER(S) FOR EACH SYSTEM, WITH THE EXCEPTION OF BENTON AND IOWA COUNTIES, ARE LISTED IN THE WHITE, AND IN SOME CASES, YELLOW PAGES OF TELEPHONE DIRECTORIES. POSTERS ARE USUALLY PLACED AT CONGREGATE MEAL SITES, SENIOR CENTERS, AND PLACES OF A SIMILAR NATURE WHERE RIDERS NORMALLY GATHER. POSTED INFORMATION IS GENERALLY LOCATED IN PLACES WHERE THE ELDERLY CONGREGATE AS COMPARED WITH OTHER MAJOR TARGET GROUPS.

LOCAL NEWSPAPERS PRINT, ON AN IRREGULAR BASIS, SYSTEM SCHEDULES, WHILE LOCAL RADIO STATIONS ARE UTILIZED TO ANNOUNCE DAILY SERVICE SCHEDULES AS PART OF THE COMMUNITY CALENDAR.

THE MAJOR EMPHASIS WITH ALL THESE METHODS IS MUCH LIKE THAT OF THE PRINTED INFORMATION SHEETS; THAT OF TELLING THE CUSTOMER ABOUT THE AVAILABILITY AND COST OF SERVICE. CREATIVE ADVERTISING DIRECTED AT SPECIFIC TARGET GROUPS HAS YET TO BE EMPLOYED BY ANY OF THE COUNTY SYSTEMS.

THE PUBLIC RELATIONS EFFORTS PRIMARILY FOCUS ON TALKS GIVEN BY SYSTEM MANAGERS OR POLICY BOARD MEMBERS TO VARIOUS CLUBS, GROUPS, AND ORGANIZATIONS. ON AN AVERAGE, ONE SUCH GROUP IS ADDRESSED

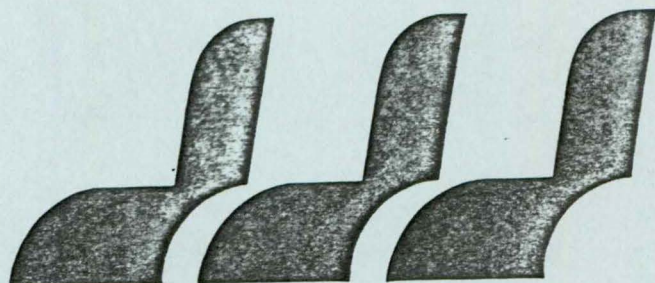
MONTHLY. PRESENTATIONS NORMALLY DISCUSS SERVICES WHICH ARE AVAILABLE, HOW TO SCHEDULE A RIDE, GENERAL POLICIES, AND COSTS.

OTHER MEASURES UTILIZED INCLUDE OPEN PUBLIC DISCUSSION PERIODS HELD AS PART OF EACH COUNTY SYSTEM'S REGULARLY SCHEDULED POLICY BOARD MEETING AGENDA, NEWSPAPER ARTICLES, AND TELEVISION/RADIO COVERAGE ON A SPORADIC BASIS.

SUMMARY

BECAUSE THE COUNTY SYSTEMS WHICH COMPRISE EAST CENTRAL TRANSIT WERE DEVELOPED TO PROVIDE DEMAND-RESPONSE SERVICE, MARKETING/ADVERTISING EFFORTS HAVE GENERALLY LAGGED BEHIND OPERATIONS. SINCE PERSONS NEED ONLY CALL AND SCHEDULE RIDES, THERE SEEMED TO BE LITTLE IMPETUS INITIALLY TO DEVELOP A MARKETING MIX. THE RIDERS, THROUGH SCHEDULING, DICTATED VEHICLE MOVEMENT AND AREA COVERED IN ANY GIVEN DAY. WHEREAS, FIXED ROUTING WOULD NECESSITATE A MORE CONCERTED EFFORT TO EDUCATE USERS ABOUT THE SERVICES DEVELOPED TO MEET THEIR SPECIFIC NEEDS.

WHAT PROMOTION OF SERVICE THAT IS PRESENTLY DONE, PRIMARILY PROVIDES GENERAL SERVICE INFORMATION. ABSENT, IS THE UTILIZATION OF CREATIVE ADVERTISING METHODS DIRECTED AT GENERATING NEW RIDERS. IT IS THE CREATIVE ASPECT OF MARKETING WHICH NEEDS GREATER ATTENTION AS THE COUNTY SYSTEMS EXPAND THEIR SERVICES TO INCLUDE THE GENERAL PUBLIC.



3•ANALYSIS

SECTION 3. MARKET ANALYSIS

RIDERSHIP SEGMENTS. PRESENTLY, TRANSIT SERVICES IS SPREAD AMONG FOUR MAJOR CLIENT GROUPS--ADULT (GENERAL PUBLIC), ELDERLY, HANDICAPPED, AND SCHOOL CHILDREN. TABLE III-1 SHOWS THE AMOUNT OF SERVICE UTILIZED BY EACH OF THE GROUPS FOR THE FY1981 PERIOD FROM JULY 1, 1980 THROUGH JUNE 30, 1981. CLEARLY THE ELDERLY AND HANDICAPPED GROUPS DOMINATE WITH STUDENTS MADE UP OF HEAD START PROGRAM CLIENTS CONSUMING THE BULK OF SERVICE PRESENTLY PROVIDED BY EACH OF THE SIX COUNTY TRANSIT OPERATIONS. LESS THAN 5 PERCENT OF THE SERVICE PROVIDED IS UTILIZED BY THE GENERAL PUBLIC.

AS WAS MENTIONED IN SECTION 2, APPROXIMATELY 70 PERCENT OF THE SERVICE PROVIDED RESULTS FROM CONTRACT ARRANGEMENTS AND SOCIAL SERVICE AGENCY CONSOLIDATIONS. THE MAJORITY OF SERVICES PROVIDED UNDER CONTRACTS TAKE PLACE BETWEEN THE FOLLOWING TIME PERIODS ON A DAILY BASIS.

<u>TIME PERIOD</u>	<u>CLIENTELE</u>
7:00 - 9:00 A.M.	HANDICAPPED SHELTERED WORK SHOP CLIENTS - HEAD START
11:00 A.M. - 1 P.M.	CONGREGATE MEALS
1:00 - 3:00 P.M.	HEAD START
3:00 - 5:00 P.M.	HANDICAPPED WORK SHOP CLIENTS

EVEN WITH THESE SERVICE COMMITMENTS, THERE STILL EXISTS UNDER-UTILIZED SPACE ON VEHICLES WHICH COULD BE OCCUPIED BY JOB COMMUTERS OR ANYONE ELSE WHO MAY HAVE A NEED FOR TRANSPORTATION DURING THESE TIME PERIODS.

NON-CONTRACT RIDERSHIP CONSTITUTES THE MOST TROUBLESOME SERVICE ELEMENT TO DEAL WITH ON A DAILY BASIS. UNLIKE CONTRACT RIDERS WHO RIDE DAILY AND WHOSE FARE IS PREPAID, NON-CONTRACT RIDERS TEND TO UTILIZE SERVICES IRREGULARLY, BUT WITHIN PREDICTABLE WEEKLY AND DAILY PATTERNS. FURTHERMORE, FARE REVENUE GENERATED FROM NON-CONTRACT RIDERS IS SUBJECT TO CONSIDERABLE FLUCTUATION WHICH ADDS TO THE PROBLEMS OF OPERATING A RURAL COUNTY TRANSIT SYSTEM.

WHAT HAS OCCURRED OVER TIME WITHIN EACH COUNTY HAS BEEN THE ESTABLISHMENT OF TWO CORE RIDERSHIP GROUPS. THE FIRST GROUP, THE CONTRACT RIDERS, IS A VERY STABLE BODY WHICH CHANGES VERY LITTLE FROM DAY-TO-DAY. THIS GROUP CONSUMES THE LARGEST SHARE OF SERVICE. DEPENDING ON THE COUNTY, THE SIZE OF THIS GROUP RANGES FROM 40-100 PERSONS.

TABLE III-1
FY1981 RIDERSHIP DISTRIBUTION

COUNTY	GENERAL PUBLIC	%	ELDERLY	%	HANDICAPPED	%	HEADSTART/ STUDENT	%	TOTAL
BENTON			11,913	100					11,913
IOWA	4		9,556	87.3	1,386	12.7			10,946
JOHNSON	20	.1	11,438	53.9	9,434	44.5	308	1.5	21,200
JONES			5,335	62.7	26	.3	3,149	37.0	8,510
LINN	12,585	7.3	56,526	32.8	76,715	44.5	26,730	15.4	172,556
WASHINGTON	1,848	6.1	17,946	58.8	7,630	25.0	3,119	10.1	30,543
REGIONAL TOTALS	14,457	5.7	112,714	44.1	95,191	37.2	33,306	13.0	225,668

III-2

NON-CONTRACT RIDERS MAKE UP THE SECOND CORE RIDERSHIP GROUP. THIS IS A MUCH SMALLER GROUP, PROBABLY AVERAGING BETWEEN 30-75 PERSONS. UNLIKE THE CONTRACT RIDER WHO AVERAGE BETWEEN 6-10 RIDERS PER WEEK, THE CORE NON-CONTRACT RIDER PROBABLY USES THE SERVICES FOR NO MORE THAN 4 RIDES PER WEEK OR LESS.

CONTRACT RIDERSHIP CANNOT BE EXPECTED TO EXPAND MUCH BEYOND FISCAL YEAR 1981, AS MOST OF THE CONSOLIDATION PROCESS WILL HAVE BEEN COMPLETED BY THAT TIME. IT IS THE NON-CONTRACT RIDERSHIP THAT FUTURE MARKETING EFFORTS SHOULD BE DIRECTED TOWARD. MARKET-ING EFFORTS NEED TO BE DESIGNED TO CULTIVATE POTENTIAL RIDERS TO UTILIZE THE VARIOUS COUNTY SYSTEMS' SERVICES DURING THE OFF-PEAK PERIODS, AS WELL AS FILL UP SEATS DURING THE PEAK CONTRACT SERVICE PERIODS.

POTENTIAL RIDERSHIP MARKETS

FUTURE MARKETING DIRECTION FOR THE SIX COUNTY TRANSIT SYSTEMS SHOULD ADDRESS THE OFF-PEAK SERVICE PERIODS AND CONCENTRATE ON DEVELOPING A MUCH BROADER GENERAL RIDERSHIP BASE. TO DO THIS WILL ENTAIL A MORE IN-DEPTH ASSESSMENT OF VARIOUS MARKET SEGMENTS WHICH REQUIRE FURTHER UNDERSTANDING BEFORE DESIGNING SPECIFIC MARKETING STRATEGIES. THIS REQUIRES THAT THE FOLLOWING VARIABLES BE STUDIED IN MORE DETAIL:

- AUTOMOBILE AVAILABILITY
- AGE GROUP MARKETS
- DISABLED/ HANDICAPPED MARKET
- PERSONS IN POVERTY
- TELEPHONE AVAILABILITY

AT THE OUTSET OF THIS PLAN, IT WAS STATED THAT THE AUTOMOBILE REMAINS THE PREDOMINANT MODE OF TRANSPORTATION IN THIS COUNTRY. ACCORDING TO TABLE III-2 LESS THAN 10 PERCENT OF THE HOUSEHOLDS IN THE EAST CENTRAL SERVICE AREA DO NOT HAVE AT LEAST ONE AUTOMOBILE. A GREATER PERCENTAGE OF URBAN HOUSEHOLDS (14.6%) AS COMPARED WITH RURAL HOUSEHOLDS (8.1%) ARE WITHOUT AT LEAST ONE AUTOMOBILE. THE MAJORITY OF HOUSEHOLDS IN THE REGION HAVE AT LEAST ONE (1) AUTOMOBILE AVAILABLE, WHILE LESS THAN A THIRD HAVE TWO OR MORE AUTOMOBILES AVAILABLE.

ACCORDING TO RESPONSES RECEIVED FROM A SURVEY DONE IN CONJUNCTION WITH THE FY82-86 REGIONAL TRANSIT DEVELOPMENT PLAN, OVER 70 PERCENT OF THE RESPONDENTS INDICATED THAT THEY USED THEIR AUTOMOBILE TO TRAVEL TO AND FROM WORK DAILY. IN LIGHT OF THE INFORMATION PRESENTED IN TABLE III-2. A CONSIDERABLE NUMBER OF HOUSEHOLDS IN THE REGION ARE WITHOUT PRIVATE TRANSPORTATION MEANS DURING THE SAME PERIOD OF THE DAY THAT EACH OF THE 6 COUNTY SYSTEMS PROVIDE SERVICE. THIS REPRESENTS A SIZEABLE MARKET WHICH REMAINS VIRTUALLY UNTAPPED AT THIS TIME.

TABLE III-2

AUTOMOBILE AVAILABILITY (OCCUPIED HOUSEHOLDS)

County	URBAN		RURAL		TOTAL	
	Percent With 1 Auto	Percent Without Auto	Percent With 1 Auto	Percent Without Auto	Percent With 1 Auto	Percent Without Auto
Benton	54.2%	15.5%	57.8%	7.6%	56.5%	10.6%
Iowa			54.1%	11.9%	54.1%	11.9%
Johnson*			55.8%	6.5%	55.8%	6.5%
Jones	50.8%	15%	55.1%	9.0%	53.4%	11.4%
Linn**	55.7%	17.4%	52.8%	5.9%	53.1%	6.8%
Washington	60.6%	12.1%	58.1%	10.2%	59%	10.9%
Region	55.1%	14.6%	55.2%	8.1%	55.2%	9.5%

*Excludes Iowa City-Coralville

**Excludes Cedar Rapids-Marion Urbanized Area

Source: 1970 U.S. Census

TABLE III-3 IS AN OUTGROWTH OF TABLE III-2 IN THAT IT PROJECTS THE POTENTIAL MARKET BY AGE GROUPS (18-59 AND 60+) THAT ARE WITHOUT AN AVAILABLE AUTOMOBILE DURING REGULAR TRANSIT SERVICE HOURS IN EACH OF THE SIX COUNTIES. THE DISTINGUISHING CHARACTERISTICS ABOUT THIS POTENTIAL MARKET IS THAT APPROXIMATELY 70 PERCENT OF THE PERSONS RESIDE IN RURAL AREAS AS OPPOSED TO URBAN PLACES (2,500 PERSONS). FURTHERMORE, DEPENDING UPON THE AVERAGE FARE AMOUNT COLLECTED PER TRIP, THIS MARKET HAS THE POTENTIAL TO GENERATE ANYWHERE FROM \$2000,000-\$400,000 IN FARE-BOX REVENUE. THIS POTENTIAL REVENUE SHOULD BE SUFFICIENT TO OFFSET OPERATING COSTS FOR PROVIDING SERVICE OVER WIDESPREAD RURAL AREA ROUTINGS.

ALTHOUGH 40 PERCENT OF PRESENT SERVICE DELIVERY GOES TO THE HANDICAPPED, IT IS PRIMARILY FOR CLIENT TRANSPORTATION TO AND FROM SHELTERED WORKSHOPS. THIS PROBABLY INFERS THAT ONLY A SMALL PERCENTAGE OF HANDICAPPED PERSONS IN EACH COUNTY ARE PRESENTLY UTILIZING SERVICES. THE SMALL GROUP NOW BEING SERVED CAN BE CLASSIFIED AS DEVELOPMENTALLY HANDICAPPED AS COMPARED WITH THOSE PERSONS WITH PHYSICAL HANDICAPS.

AN ESTIMATED DISABLED/HANDICAPPED POPULATION IS PRESENTED IN TABLE III-4. THIS MARKET GROUP REPRESENTS ONLY ABOUT 5 PERCENT OF THE TOTAL REGIONAL SERVICE AREA POPULATION. IT IS ESTIMATED THAT LESS THAN 15 PERCENT OF THIS POPULATION GROUP IS WITHOUT AN AVAILABLE AUTOMOBILE FOR TRANSPORTATION. FURTHERMORE, THAT ONLY A SMALL PORTION OF THIS GROUP WOULD REQUIRE THE SERVICES OF A WHEELCHAIR-EQUIPPED VEHICLE. DATA FROM THE 1980 CENSUS, WHEN MADE AVAILABLE, SHOULD HELP TO GIVE US A BETTER UNDERSTANDING ABOUT THE SIZE AND EXTENT OF THE DISABLED/HANDICAPPED POPULATION IN THE REGION AND THEIR GENERAL TRANSPORTATION NEEDS.

TO SCHEDULE A RIDE WITH ANY OF THE SIX COUNTY TRANSIT SYSTEMS REQUIRES THAT THE POTENTIAL USER UTILIZE A TELEPHONE. HOWEVER, AS TABLE III-5 SHOWS, ABOUT 6 PERCENT OF THE HOUSEHOLDS IN THE REGION ARE WITHOUT TELEPHONES. THIS IMPLIES THAT A NUMBER OF POTENTIAL RIDERS ARE UNABLE TO SCHEDULE RIDES BECAUSE THEY ARE UNABLE TO CONTACT THE TRANSIT SYSTEM FROM THEIR HOMES. ALTHOUGH THIS PROBABLY EFFECTS LESS THAN 5,000 PERSONS, STILL A NUMBER OF THESE PERSONS WOULD PROBABLY UTILIZE AVAILABLE TRANSIT SERVICES IF AN ALTERNATIVE METHOD OF SCHEDULING A RIDE WERE AVAILABLE.

MARKETING CONCLUSIONS

PRESENTLY, EAST CENTRAL COUNTY TRANSIT SYSTEMS PROVIDE A HIGH PERCENTAGE OF CONTRACTED SERVICES PRIMARILY FOR THE ELDERLY AND HANDICAPPED, WHILE LESS THAN A THIRD OF THE SERVICE PROVIDED MEETS THE NEEDS OF GENERAL RIDERSHIP PATRONAGE. AN ASSESSMENT OF THE

TABLE III-3

NON-CONTRACT GENERAL RIDERSHIP POTENTIAL
BASED UPON PERSONS WITHOUT AUTOMOBILES

County	Age Groups 18-59		Age Group 60+		Total		Combined Total	Service Potential***
	Urban	Rural	Urban	Rural	Urban	Rural		
Benton	546	534	211	206	757	740	1,497	77,844
Iowa		844		331		1,175	1,175	61,100
Johnson*		608		155		763	763	39,676
Jones	569	516	197	179	766	695	1,461	75,972
Linn**	259	819	70	219	329	1,038	1,367	71,084
Washington	343	578	157	265	500	843	1,343	69,836
Region	1,717	3,899	635	1,355	2,352	5,254	7,606	395,512

*Excludes Iowa City-Coralville from service area.

**Excludes Cedar Rapids-Marion urbanized area from service area.

***Service potential based upon each automobileless person averaging 1 ride per week or 52 rides on an annual basis.

TABLE III-4
 DISABLED/HANDICAPPED AND POVERTY CHARACTERISTICS

County	Estimated Disabled/Handicapped Population	Persons With Poverty Incomes	Estimated Transportation Disadvantaged Disabled/ Handicapped Persons
Benton	1,237	2,366	154
Iowa	586	2,087	159
Johnson*	728	2,030	81
Jones	1,134	2,422	179
Linn**	1,331	2,691	118
Washington	1,024	1,718	122
Region	6,040	13,314	813

*Excludes Iowa City-Coralville

**Excludes Cedar Rapids-Marion Urbanized Area

III-7

TABLE III-5
TELEPHONE AVAILABILITY (OCCUPIED HOUSEHOLDS)

COUNTY	PERCENT URBAN HOUSEHOLDS WITHOUT TELEPHONE	PERCENT RURAL HOUSEHOLD WITHOUT TELEPHONE	PERCENT TOTAL HOUSEHOLDS WITHOUT TELEPHONE
Benton	9.7%	4.2%	6.3%
Iowa		5.4%	5.4%
Johnson*		5.8%	5.8%
Jones	7.5%	8.4%	8.1%
Linn**	4.2%	5.8%	5.7%
Washington	3.5%	9.3%	7.1%
Region	6.9%	6.2%	6.3%

*Excludes Iowa City-Coralville

**Excludes Cedar Rapids-Marion Urbanized Area

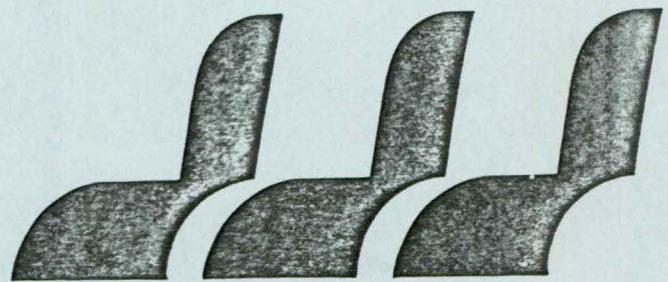
Source: 1970 U.S. Census

111-2

POTENTIAL MARKET CONDITIONS FOR TRANSIT SERVICE SUGGESTS THE FOLLOWING:

- THE MAJORITY OF HOUSEHOLDS IN THE REGION HAVE AT LEAST ONE AUTOMOBILE AVAILABLE. IN OVER 70 PERCENT OF THESE ONE CAR HOUSEHOLDS, VEHICLES ARE PRIMARILY USED FOR THE DAILY TRIP TO AND FROM WORK. WITH THE AVERAGE HOUSEHOLD COMPRISED OF 3 PERSONS, THIS IMPLIES THAT ONE, POSSIBLY TWO, HOUSEHOLD MEMBERS ARE LIMITED IN THEIR MOVEMENT TO AND FROM DAILY ACTIVITIES THAT IMPACT UPON THEIR LIVES.
- A SIZEABLE NUMBER OF PERSONS IN THE REGION, POSSIBLY AMOUNTING TO 5 PERCENT OF THE POPULATION, CAN BE CLASSIFIED AS HANDICAPPED. HOWEVER, BECAUSE MANY HANDICAPS DO NOT LIMIT AN INDIVIDUAL'S MOBILITY, ONLY A RELATIVELY SMALL NUMBER OF HANDICAPPED PERSONS WOULD REQUIRE SPECIALIZED TRANSPORTATION SERVICES BECAUSE OF THEIR INABILITY TO MOVE ABOUT INDEPENDENTLY TO ACCOMPLISH NECESSARY DAILY FUNCTIONS. ALTHOUGH ALMOST 40 PERCENT OF SYSTEMWIDE RIDERSHIP COMES FROM THE HANDICAPPED POPULATION SUBGROUP, IT IS CONSUMED BY ONLY A SMALL GROUP OF SHELTERED WORKSHOP CLIENTS.
- THE ELDERLY REPRESENT A SIZEABLE POPULATION SUBGROUP WITHIN THE REGION. PRESENTLY, ONLY A SMALL PORTION OF THIS GROUP IS ACTUALLY TAKING ADVANTAGE OF AVAILABLE SERVICES EVEN IN SPITE OF THE FACT THAT THEY COMPRISE THE LARGEST USER GROUP. MANY MORE ELDERLY COULD BE USING AVAILABLE SERVICES IF THEY WERE:
 - (1) AWARE SERVICES ARE AVAILABLE,
 - (2) CLEARLY UNDERSTOOD HOW TO USE THE SYSTEM, AND
 - (3) UNDERSTOOD THAT TRANSIT SERVICES OFFERED ARE NOT A FORM OF WELFARE, BUT RATHER A PUBLIC SERVICE AVAILABLE TO ANYONE.
- A SIGNIFICANT NUMBER OF HOUSEHOLDS IN THE REGION ARE WITHOUT AT LEAST ONE AVAILABLE AUTOMOBILE OR A TELEPHONE. IT CAN PROBABLY BE ASSUMED THAT THERE IS A STRONG CORRELATION BETWEEN THESE TWO VARIABLES; AND, THE FACT THAT FEW PERSONS FROM THESE "ISOLATED HOUSEHOLDS" HAVE UTILIZED AVAILABLE TRANSIT SERVICES.

FROM A MARKETING STANDPOINT, THEN, A SIZEABLE AND READILY AVAILABLE SOURCE OF POTENTIAL RIDERS EXISTS WITHIN EACH OF THE SIX COUNTIES. TO DATE, MORE TIME HAS BEEN SPENT DEVELOPING AN OPERATIONAL FOUNDATION, RATHER THAN COUNTERBALANCING WITH MARKETING STRATEGIES DIRECTED AT BUILDING A FIRM RIDERSHIP BASE. IT IS THE EXPANSION OF THE SMALL RIDERSHIP CORES (CONTRACT AND NON-CONTRACT BUT THE LATTER IN PARTICULAR) WHICH THE MARKETING PROGRAM MUST ADDRESS OVER THE NEXT FIVE YEAR PERIOD.



4•PLANNING

SECTION 4. MARKETING PROGRAM

MARKETING DIRECTION. THERE ARE ANY NUMBER OF FACTORS WHICH AFFECT AND INFLUENCE THE MARKETING OF A PRODUCT OR SERVICE. THE TWO PRINCIPAL ELEMENTS OF THE MARKETING PROGRAM UNDER CONSIDERATION, AT THIS TIME, ARE THE OBJECTIVES WHICH UNDERLIE THE NEED FOR SUCH A PROGRAM AND THE COSTS AFFILIATED WITH ITS IMPLEMENTATION.

MARKETING PROGRAM OBJECTIVES ARE TWOFOLD. FIRST, TO BROADEN THE PUBLIC'S UNDERSTANDING AND APPRECIATION FOR TRANSPORTATION SERVICES DESIGNED TO MEET THE NEEDS OF PERSONS WHO FACE MOBILITY LIMITATIONS FOR WHATEVER REASON. THIS CAN RANGE FROM THE HOUSEWIFE WITHOUT AN AUTOMOBILE DURING THE DAY TO AN ELDERLY PERSON CONFINED TO A WHEELCHAIR BECAUSE OF MEDICAL CIRCUMSTANCES BROUGHT ABOUT THROUGH THE AGING PROCESS.

SECONDLY, WITH THE IMPENDING ELIMINATION OF VARIOUS TRANSPORTATION FUNDING SUBSIDIES, AND POSSIBLE REDUCTIONS IN LOCAL OR COUNTY GOVERNMENT SUPPORT BECAUSE OF BUDGET RESTRAINTS, TRANSIT SYSTEMS MUST TURN TO THE USER FOR GREATER FINANCIAL SUPPORT. IT IS A WELL-KNOWN FACT THAT TRANSIT USERS HAVE BEEN GETTING A GOOD DEAL FOR THEIR TRANSPORTATION DOLLAR. USERS WITHIN THE EAST CENTRAL REGION ORDINARILY CONTRIBUTE BETWEEN 5-30 PERCENT TOWARD THE COST FOR THEIR RIDE ON ANY ONE OF THE SIX COUNTY TRANSIT SYSTEMS.

ON THE OTHER SIDE OF THE FINANCIAL LEDGER IS THE FACT THAT IT TAKES MONEY TO OPERATE THE VEHICLES, WHICH IN TURN TRANSPORT PERSONS TO THEIR DESIRED DESTINATIONS. IN THE SAME VAIN, IT IS VITALLY IMPORTANT THAT POTENTIAL RIDERS BE REACHED THROUGH MARKETING COMMUNICATIONS. THIS TOO TAKES FINANCIAL RESOURCES WHICH THE SIX COUNTY SYSTEMS HAVE NOT HAD TO ALLOCATE MUCH TOWARD MARKETING THEIR TRANSIT PRODUCT--SERVICE.

THEREFORE, A THIRD CRITICAL PURPOSE IS THAT OF DETERMINING HOW MUCH LIMITED FINANCIAL RESOURCES CAN BE DIRECTED TOWARD MARKETING COMMUNICATIONS AND WHAT TECHNIQUES WILL BE EMPLOYED TO BRING ABOUT DESIRED PAYOFFS--INCREASED RIDERSHIP AND FAREBOX REVENUE.

MARKETING STRATEGY. THERE ARE COMMONLY THREE MAJOR APPROACHES TO MARKETING: (1) UNDIFFERENTIATED MARKETING, (2) DIFFERENTIATED MARKETING, AND (3) CONCENTRATED MARKETING.

INITIAL PROGRAM EFFORTS SHOULD BE APPROACHED FROM AN UNDIFFERENTIATED STRATEGY WHICH ATTEMPTS TO MARKET THE PRODUCT (TRANSIT SERVICES) IN SUCH A MANNER THAT IT WILL APPEAL TO THE ENTIRE MARKET. THIS STRATEGY WILL WORK MOST EFFECTIVELY WITHIN THE

PUBLIC INFORMATION AND PUBLIC RELATIONS ELEMENTS OF THE PROGRAM. THEREFORE, THE PROGRAM WOULD BE DESIGNED ALONG EDUCATIONAL LINES RATHER THAN ADVERTISING DIRECTED AT SPECIFIC RIDERSHIP MARKETS.

ONCE THE PROGRAM HAS TAKEN HOLD, THE STRATEGY SHOULD THEN BE REORIENTED TO THE DIFFERENTIATED APPROACH, POSSIBLY AFTER 6 MONTHS, BUT MORE LIKELY AFTER ONE YEAR. THE DIFFERENTIATED MARKETING STRATEGY ATTEMPTS TO MARKET THE SAME PRODUCT, BUT TO DIFFERENT POPULATION SEGMENTS WHICH REQUIRE DIFFERING METHODS OF APPEAL. THIS APPROACH WILL REQUIRE A GREATER EMPHASIS ON ADVERTISING, AND MARKET ANALYSIS, WITH A DEEMPHASIZING OF PUBLIC INFORMATION AND PUBLIC RELATIONS TECHNIQUES. THESE LATTER TWO ELEMENTS WILL HAVE ALREADY BEEN FIRMLY ESTABLISHED UNDER THE UNDIFFERENTIATED PROGRAM STRATEGY.

FINALLY, AFTER 2 OR 3 YEARS INTO THE PROGRAM, CONCENTRATED MARKETING STRATEGIES CAN BE EMPLOYED. THESE WOULD ENCOMPASS MORE SOPHISTICATED ADVERTISING AND MARKETING ANALYSIS METHODS DIRECTED AT ONE OR MORE SPECIFIC TARGET RIDER GROUPS. AN EXAMPLE WOULD BE THAT OF FOCUSING IN ON DEVELOPING A RIDERSHIP AMONG ONE CAR FAMILIES. THE SYSTEM CAN PRESENT ITSELF AS THE FAMILY'S "SECOND CAR."

THE PROPOSED PROGRAM CONTAINED ON THE FOLLOWING CHART IS AN ATTEMPT, WITHIN FINANCIAL RESTRAINTS, TO MARKET SPECIALIZED TRANSIT SERVICES WITHIN REGION 10; ADHERING TO THE ABOVE DESIGNED MARKETING PROGRAM APPROACH.

FINANCIAL IMPLICATIONS OF THE MARKETING PROGRAM

OBVIOUSLY, MARKETING A TRANSIT SYSTEM COSTS DOLLARS, HOWEVER, A LOT CAN BE DONE WITH A SMALL MARKETING BUDGET. A TRANSIT SYSTEM SHOULD DEVOTE BETWEEN 2-5 PERCENT OF ITS FINANCIAL RESOURCES FOR MARKETING, MORE SPECIFICALLY ADVERTISING ANNUALLY.

IF EACH COUNTY TRANSIT OPERATION HAD APPLIED 2-5 PERCENT OF THEIR FY81 OPERATING BUDGET TO ADVERTISING, THE FOLLOWING BUDGETS WOULD HAVE RESULTED.

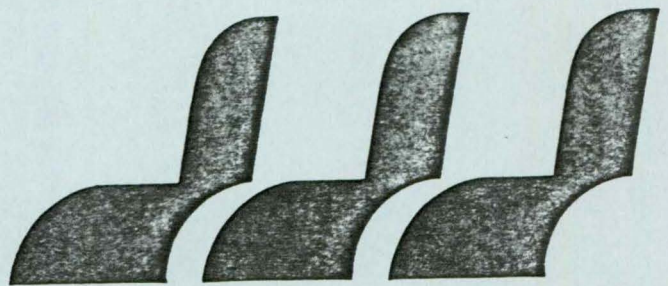
	<u>MARKETING BUDGET RANGE 2-5%</u>
BENTON	\$ 450-\$ 1,100
IOWA	350- 900
JOHNSON	2,400- 6,000
JONES	550- 1,300
LINN	3,400- 8,400
WASHINGTON	<u>1,500- 3,800</u>
TOTAL	\$8,600-\$21,500

FIGURE IV-1
FY 1982-1986 MARKETING PROGRAM

OBJECTIVES	DESIRED RESULTS	MARKETING SOURCES/METHODS	MEASURING IMPACT
To update market segment data by June 30, 1982.	Determine size and distribution of ridership markets and assess in relationship to present service levels being performed for each market group.	1980 U.S. Census Data, sampling results, UDMS Reports, Rider Questionnaires, Public Surveys	Review Daily Logs to determine core rider market segments
To produce advertising materials for each county transit system by June 30, 1982.	Provide the public with information about services, costs, how to use transit services, etc. directed at increasing present utilization levels by riders as well as generating new riders.	Information Brochures/Posters System telephone number listed in telephone directories, handbills and direct mail, newspaper ads, radio ads, public displays, service schedules/route maps, special promotions, ride-by-mail cards, personal contact	Dispatcher to record how each new rider learned about the service. Determine which methods are most effective and eliminate those showing little or no impact.
To increase non-contract ridership by 25 percent by June 30, 1986.	Reduce dependency upon contracts to generate riders. Broaden ridership base beyond the elderly and handicapped to include job commuters and the 18-59 age group.	Develop advertising which focuses on the needs of specific market groups.	Comparison of ridership figures using FY1981 as the base year.
To increase farebox revenues by 25 percent by June 30, 1986.	Non-elderly riders should pay a larger portion of the total cost for a ride as compared with the contract rider or transportation disadvantaged.	Establish standard fares for non-elderly which undercut the cost of private automobile travel.	Comparison of farebox revenue using FY81 as the base year.
To create a transit consciousness among the region's populace by June 30, 1986.	Develop two-way communications channel with the general public-- <u>telling</u> the public about transit, but also <u>listening</u> to what the public wants from public transit services.	Transit employee relations, customer relations, governmental relations, press releases, general public relations.	Frequency of: news releases, public speaking appearances, customer complaints
To establish transit as a viable institutional service within the East Central region by June 30, 1986.	Create a unique identity for transit. Reduce or eliminate stigmas frequently associated with transit systems. Elevate transit to a position of prominence among essential public services.	Marketing <u>Logo</u> , courteous employees, clean, well-maintained and smartly marked vehicles, advertise the system as being operated like the rider keeps his home.	Frequency of service break-downs, on-time service, vehicle cleanliness, ridership increases by market groups and use frequency.

IF THE INDIVIDUAL SYSTEMS HAD SPENT THESE BUDGETED AMOUNTS ON ADVERTISING THE COST PER PASSENGER WOULD HAVE BEEN BETWEEN \$.03 TO \$.08 DURING FY1981. THIS AMOUNT MAY HAVE BEEN EVEN LOWER HAD AN ADVERTISING CAMPAIGN BEEN UNDERTAKEN RESULTING IN AN INCREASE IN RIDERSHIP.

FROM A BUDGET STANDPOINT, SEVERAL HUNDRED TO SEVERAL THOUSAND DOLLARS SPENT ANNUALLY UTILIZING THE RIGHT MARKETING MEDIUM SHOULD RESULT IN INCREASED RIDERSHIP AND FAREBOX REVENUE. AT A MINIMUM EACH TRANSIT SYSTEM SHOULD BUDGET ANNUALLY AT LEAST \$300 TO \$1,000 FOR MARKETING EFFORTS DURING THE FY82-86 PERIOD.



5 • PROMOTION

SECTION 5. MARKETING PROMOTION METHODS

PROMOTION THROUGH USE OF THE MARKETING MIX. THE PROMOTIONAL ASPECT OF THE MARKETING MIX AS WAS MENTIONED IN SECTION 1, CONTAINS THREE MAJOR ELEMENTS. FIRST IS ADVERTISING THROUGH THE USE OF THE MEDIA, RANGING FROM RADIO AND NEWSPAPERS TO CIRCULARS AND HANDBILLS. SECOND IS PUBLIC INFORMATION, WHICH INCLUDES SUCH ITEMS AS MAPS, SCHEDULES, SIGNS, AND OTHER FORMS OF INFORMATION ON THE SERVICE AVAILABLE AND HOW IT MAY BE USED. FINALLY, PUBLIC RELATIONS IS THE PROCESS OF BOTH MEETING THE PUBLIC AND KEEPING THE PUBLIC INFORMED OF THE ACTIVITIES OF THE TRANSIT SYSTEM. IT IS A TWO-WAY CHANNEL OF COMMUNICATION AND PROMOTION, IN THAT PUBLIC RELATIONS PROCESSES ALSO INVOLVE FINDING OUT WHAT PUBLIC TRANSIT NEEDS ARE SO THAT SYSTEM MANAGEMENT CAN ACT UPON THEM.

FOLLOWING IS A DISCUSSION OF RELEVANT PROMOTIONAL ACTIVITIES WITHIN EACH OF THESE THREE ELEMENTS.

ADVERTISING PROGRAM. ADVERTISING IS ANY PAID FORM OF NONPERSONAL PRESENTATION AND PROMOTION OF IDEAS, GOODS, OR SERVICES BY A SPONSOR SUCH AS A TRANSIT SYSTEM. FOR THE MOST PART, IT IS A ONE-WAY FORM OF COMMUNICATION DIRECTED AT THE CULTIVATION OF DEMAND FOR A PRODUCT, SERVICES, ETC.

ADVERTISING BY TRANSIT SYSTEMS SHOULD ADDRESS THE FOLLOWING OBJECTIVES:

1. EXPOSE THE PUBLIC TO THE SYSTEM AND MAINTAIN THE PUBLIC'S AWARENESS OF THE SYSTEM.
2. ATTRACT RIDERS BY STIMULATING A DESIRE TO SATISFY TRANSPORTATION NEEDS THROUGH TRANSIT SERVICES OFFERED.
3. DEVELOP AND PROJECT A FAVORABLE IMAGE OF THE TRANSIT SYSTEM TO THE PUBLIC.

THE MANY OCCASIONS FOR THE USE OF ADVERTISING MAKES IT ESSENTIAL THAT TRANSIT SYSTEMS DEVELOP OBJECTIVES WHICH CLEARLY DEFINE WHAT IT WANTS TO ACCOMPLISH THROUGH ITS ADVERTISING EFFORTS. THREE BASIC CRITERIA SHOULD BE FOLLOWED WHEN ESTABLISHING ADVERTISING GOALS AND OBJECTIVES: (1) THE CONDITION OF THE ADVERTISING PROGRAM, (2) WHAT EFFECT THE ADVERTISING IS INTENDED TO HAVE, AND (3) THE DESIRED RESULT.

ADVERTISING IS ESSENTIAL TO TRANSIT SYSTEMS IF THEY ARE TO GAIN AND MAINTAIN THE RIDERSHIP NECESSARY TO SUSTAIN ITSELF AS A USEFUL PUBLIC SERVICE. ADVERTISING IS THE KEY TO CONSUMER AWARENESS, AS WELL AS HAVING THE POWER TO DECREASE OR ELIMINATE NEGATIVE PSYCHOLOGICAL ASSOCIATIONS AND TO STRENGTHEN THE POSITIVE IMAGE OF THE OPERATION. ADVERTISING TRANSIT SUCCESSFULLY MEANS ATTACKING THE DIFFICULT TASK OF GAINING THE GREATEST POSSIBLE RETURN FROM LIMITED INVESTMENT RESOURCES.

THE BASIC QUESTION WHICH CONFRONTS THE SMALL TRANSIT SYSTEM IS JUST HOW MUCH SHOULD BE SPENT ON AN ADVERTISING PROGRAM. PROBABLY, THE BEST METHOD INVOLVES DETERMINING WHAT OBJECTIVES ARE TO BE ACCOMPLISHED, AND THEN BUDGET SUFFICIENT FUNDING TO ACHIEVE THE OBJECTIVES. SINCE SMALL TRANSIT SYSTEMS COMMONLY OPERATE ON LIMITED RESOURCES, THE AMOUNT OF FUNDING AVAILABLE FOR AN ADVERTISING PROGRAM WILL BE MINIMAL AT BEST. WITH THIS CONSTRAINT IN MIND, IT MUST BE DECIDED AS TO WHICH OBJECTIVES CAN BE EFFECTIVELY ADDRESSED THROUGH ADVERTISING.

ADVERTISING EFFECTIVENESS IS A FUNCTION NOT ONLY OF THE SIZE OF THE BUDGET BUT ALSO OF WHAT IS SAID, HOW IT IS SAID, AND WHERE IT IS SAID. THE CONTENT AND DESIGN OF ADVERTISING MESSAGES MUST BE BASED ON THE IMAGE THAT THE TRANSIT SYSTEM WANTS TO PROJECT. THE STARTING POINT IN DETERMINING THE CONTENT OF ADVERTISING MESSAGES IS AN ANALYSIS OF ITS INTENDED AUDIENCE COMPRISED OF ONE OR MORE MARKET SEGMENTS. THE PURPOSE OF SEGMENTING THE MARKET IS TO ARRIVE AT SOME CONCLUSIONS CONCERNING THE REACTIONS OF VARIOUS CONSUMER GROUPS TO DIFFERENT MARKETING MIX STRATEGIES.

THE ADVERTISEMENT MESSAGE MUST BE DESIGNED TO GAIN THE ATTENTION OF THE INTENDED AUDIENCE. THE MESSAGE SHOULD BE SIMPLE, DIRECT AND DESIGNED WITH A SPECIFIC AUDIENCE IN MIND. FURTHERMORE, THE MESSAGE MUST RELATE TO THE EXPERIENCES AND CHARACTERISTICS OF THE POTENTIAL RIDER.

TRANSIT PERSONNEL ARE QUITE KNOWLEDGEABLE ABOUT OPERATING THE SYSTEM, BUT ADVERTISING SHOULD BE LEFT TO PROFESSIONALS. A NUMBER OF POTENTIAL SOURCES OF ADVERTISING EXPERTISE ARE AVAILABLE TO TRANSIT SYSTEMS AT VARYING COSTS. THEY INCLUDE:

1. PROFESSIONAL ADVERTISING AGENCIES.
2. LOCAL COLLEGE OR UNIVERSITY.
3. LOCAL MEDIA.

IMPORTANT TO ANY ADVERTISING PROGRAM IS THE SELECTION OF A MEDIUM TO INSURE THAT MESSAGES ARE RECEIVED IN THE INTENDED WAY BY THE INTENDED AUDIENCE IN AN EFFICIENT MANNER. TWO CRITERIA WHICH MUST BE ADDRESSED WHEN SELECTING MEDIA ARE: (1) THE MEDIUM SHOULD BE A SUITABLE VEHICLE FOR THE INTENDED MESSAGE, AND (2) THE COVERAGE OF THE MEDIUM SHOULD BE AS EXTENSIVE AS POSSIBLE, WITHOUT WASTING COVERAGE. FURTHERMORE, IN CHOOSING A PARTICULAR MEDIUM, THE COSTS SHOULD BE TAKEN INTO ACCOUNT AS WELL AS EFFECTIVENESS.

MEDIA THAT TRADITIONALLY HAVE BEEN MOST EFFECTIVE FOR TRANSIT SYSTEMS INCLUDE NEWSPAPERS, RADIO, BILLBOARD AND BUS CARDS, DIRECT MAIL, CIRCULARS, AND YELLOW PAGE ADS. TELEVISION IS GENERALLY CONSIDERED TOO EXPENSIVE FOR ADVERTISING, BUT CAN EFFECTIVELY BE USED FOR PUBLIC RELATIONS PURPOSES.

ADVERTISEMENTS BY THEMSELVES DO NOT PRODUCE IMMEDIATE RESULTS. NORMALLY THERE IS A PERIOD BETWEEN THE TIME AN ADVERTISEMENT IS RUN UNTIL THE ANTICIPATED OR DESIRED RESULTS TAKE HOLD. ADVERTISING MUST BE DONE ON A REGULAR BASIS, OTHERWISE IT LOSES ITS EFFECTIVENESS. IT THEN IS THE ELEMENT OF THE MARKETING THAT REQUIRES A LOT OF CAREFUL PLANNING, PERIODIC EVALUATION, AND INNOVATIVENESS AND FRESH IDEAS TO STIMULATE DEMAND.

PUBLIC INFORMATION PROGRAM

PUBLIC INFORMATION IS DIRECTED AT HELPING THE PUBLIC USE TRANSIT SERVICES. FAILURE TO PROVIDE ADEQUATE PUBLIC INFORMATION IS A CONTRIBUTORY FACTOR WHICH CAN PARTIALLY EXPLAIN WHY SERVICES ARE UNDERUTILIZED, REGARDLESS OF HOW GOOD THEY MAY BE. POTENTIAL RIDERS NEED TO BE COAXED, THEN EDUCATED BEFORE THEY WILL USE TRANSIT.

PUBLIC INFORMATION SHOULD BE ABLE TO ANSWER THE PUBLIC'S QUESTIONS CONCERNING SIX MAJOR ELEMENTS OF TRANSIT SERVICE, INCLUDING:

<u>QUESTION</u>	<u>ANSWER SOURCE</u>
1. WHAT KIND OF SERVICE IS OFFERED?	INFORMATION ON REGULAR ROUTE SERVICE, SPECIAL SERVICE.
2. WHERE DOES IT GO?	MAPS
3. WHEN CAN I USE IT?	SCHEDULES
4. WHERE CAN I CATCH THE VAN?	DOOR-TO-DOOR SERVICE
5. HOW MUCH DOES IT COST?	FROM SCHEDULES AND PROMOTIONS
6. HOW CAN I USE IT?	SCHEDULES, MAPS, PROMOTION MATERIALS

OTHER INFORMATION CAN BE MADE AVAILABLE THROUGH BROCHURES OR A TELEPHONE INFORMATION SYSTEM.

IN CONVEYING INFORMATION TO THE PUBLIC, CERTAIN GUIDELINES SHOULD BE ADHERED TO:

- (1) ALL INFORMATION SHOULD BE SIMPLE BOTH IN DESIGN AND PRESENTATION.
- (2) TRANSIT INFORMATION SHOULD STAND OUT AND BE INSTANTLY IDENTIFIABLE BY THE PUBLIC, BY USE OF A SYSTEM LOGO, COLOR SCHEME, AND OTHER MEANS.
- (3) A SUFFICIENT AMOUNT OF INFORMATION SHOULD BE PRESENTED SO THAT THE PUBLIC IS ADEQUATELY INFORMED.
- (4) COST SHOULD BE KEPT TO A MINIMUM BY USING INEXPENSIVE TECHNIQUES AND MATERIALS, COST SHARING, AND AVOIDING UNNECESSARY COVERAGE.

COMMON MEANS OF CONVEYING PUBLIC INFORMATION

SCHEDULES - PRINTED SCHEDULES SHOULD BE AVAILABLE TO RIDERS. THE SCHEDULE SHOULD BE SIMPLE IN DESIGN, EASY TO READ AND LEAVE NO DOUBT IN THE RIDER'S MIND AS TO WHEN SERVICE IS AVAILABLE. IT IS ADVISABLE THAT SCHEDULES FOR EACH ROUTE BE PREPARED SEPARATELY AND PRINTED ON A CARD OR MADE INTO A FOLDER SMALL ENOUGH TO BE PLACED IN A POCKET OR PURSE.

MAPS - MAPS SHOULD BE CLEAR, EASY TO READ, AND SHOULD USE GOOD GRAPHIC TECHNIQUES. SIMPLE LINE DRAWINGS SHOULD BE USED TO CONVEY INFORMATION ON ROUTE LOCATIONS AND CAN BE INCLUDED WITH THE ROUTE SCHEDULE.

A FULL TRANSIT SYSTEM MAP SHOULD ALSO BE AVAILABLE. THE COST OF PRODUCING SYSTEM MAPS SHOULD BE DONE IN CONJUNCTION WITH LOCAL GOVERNMENTS, CHAMBERS OF COMMERCE, OR SIMILAR ORGANIZATIONS. IT IS ALSO POSSIBLE TO HAVE SYSTEM MAPS PRINTED IN THE YELLOW PAGES SECTION OF LOCAL TELEPHONE DIRECTORIES. THE TELEPHONE COMPANY WILL USUALLY PROVIDE THIS SERVICE AT NO CHARGE.

TELEPHONE - THE TELEPHONE INFORMATION SYSTEM IS A NECESSARY PART OF ANY PUBLIC INFORMATION PROGRAM. THE TELEPHONE NUMBER TO CALL FOR INFORMATION OR TO SCHEDULE A RIDE SHOULD BE DISPLAYED CONSPICUOUSLY ON ALL MAPS, SCHEDULES, AND VEHICLES, AS WELL AS ON THE ADVERTISING COPY USED BY THE TRANSIT SYSTEM. PERSONS HANDLING TELEPHONE CALLERS SHOULD BE KNOWLEDGEABLE AND CHEERFUL AND CAPABLE OF RESOLVING SPECIFIC TRANSPORTATION NEEDS OF INDIVIDUAL CALLERS.

HANDBILLS AND DIRECT MAIL - THIS IS A VALUABLE MEANS OF DISTRIBUTING INFORMATION AT A LOW COST. HANDBILLS CAN BE EASILY DISTRIBUTED WITHIN THE MARKET AREA OF A GIVEN ROUTE, WHEREAS IT IS MORE COSTLY TO DO SO BY DIRECT MAIL. BOTH MEANS CAN BE UTILIZED MOST EFFECTIVELY WHEN ESTABLISHING SERVICE OR MAKING SERVICE IMPROVEMENTS IN A GIVEN ROUTE AREA.

PERSONAL CONTACT - THIS PRIMARILY ENCOMPASSES INFORMATION GIVEN OUT BY DRIVERS TO RIDERS, BUT CAN ALSO INCLUDE INFORMATION PRESENTED BEFORE CLUBS, ORGANIZATIONS, AND GOVERNMENT OFFICIALS.

NEWSPAPER/RADIO ADVERTISING - PUBLIC INFORMATION CAN BE INCORPORATED INTO A REGULAR NEWSPAPER/RADIO ADVERTISING CAMPAIGN. NEWSPAPER/RADIO ADS PRESENT AN EXCELLENT OPPORTUNITY TO DISTRIBUTE INFORMATION TO A BROAD BASED MARKET. ADVERTISING CAN FOCUS ON NEW SERVICES, SPECIFIC ROUTES, SPECIAL SERVICES, AND GENERAL SYSTEM INFORMATION.

PUBLIC DISPLAYS - BROCHURES, SCHEDULES, AND MAPS SHOULD BE DISPLAYED IN PUBLIC BUILDINGS, BUSINESSES, RESIDENTIAL BUILDINGS, SCHOOLS, HOSPITALS, AND OTHER PLACES WHERE INFORMATION MATERIALS ARE AVAILABLE.

COMMUNITY SERVICES - SOCIAL AND WELFARE AGENCIES ARE OTHER PLACES WHERE INFORMATION MAY BE DISSEMINATED. THE WELCOME WAGON AND OTHER NEWCOMER GREETING SERVICES ARE A CONVENIENT WAY OF EDUCATING NEW RESIDENTS ABOUT TRANSIT SERVICES. ANOTHER PLACE TO DISTRIBUTE PUBLIC INFORMATION IS ON THE VANS, IN THE FORM OF "TAKE ONE" SCHEDULES AND MAPS.

SPECIAL PROMOTIONS - INNOVATIVE METHODS DEVELOPED TO DISSEMINATE INFORMATION TO THE PUBLIC, ATTRACT NEW RIDERS, AND BUILD GOODWILL.

PUBLIC RELATIONS PROGRAM - PUBLIC RELATIONS MAY BE DEFINED AS A PLANNED PROGRAM OF POLICIES AND CONDUCT THAT STRENGTHENS PUBLIC AWARENESS OF THE TRANSIT SYSTEM AND ITS BENEFITS. A GOOD PUBLIC RELATIONS PROGRAM IS A SYSTEM THAT PROVIDES A FLOW OF INFORMATION IN TWO DIRECTIONS, BRIDGING THE GAP BETWEEN THE TRANSIT SYSTEM AND THE COMMUNITY, IN A WAY THAT USUALLY CANNOT BE ACHIEVED THROUGH ADVERTISING AND PUBLIC INFORMATION. FAVORABLE RELATIONS WITH THE COMMUNITY AND PARTICULARLY WITH ITS VARIED ORGANIZATIONS AND GROUPS, IS AN ABSOLUTE MUST FOR ANY ORGANIZATION ENGAGED IN PROVIDING A PUBLIC SERVICE.

IN BUILDING PUBLIC CONFIDENCE AND UNDERSTANDING, PUBLIC RELATIONS WORKS PRIMARILY WITH PEOPLE'S ATTITUDES AND THE SYSTEM'S IMAGE. BY COMMUNICATIONS FLOWING BOTH WAYS, SYSTEM POLICY AND CONDUCT CAN BE GUIDED AND ADJUSTED TO THE DEVELOPING ATTITUDES AND DESIRES OF THE PUBLIC.

A TRANSIT SYSTEM'S SERVICE AREA IS COMPOSED OF SEVERAL PUBLICS, WHICH ARE DISTINGUISHABLE FROM ONE ANOTHER AND ACT AS THE FOUNDATION FOR AN EFFECTIVE PUBLIC RELATIONS PROGRAM. THESE VARIOUS SEGMENTS OF THE PUBLIC ARE GENERALLY CATEGORIZED AS TRANSIT EMPLOYEES, CUSTOMERS, THE GENERAL PUBLIC, GOVERNMENT OFFICIALS, AND THE MEDIA.

TRANSIT EMPLOYEE RELATIONS - GOOD PUBLIC RELATIONS BEGINS AT HOME, WITH THE ESTABLISHMENT OF GOOD EMPLOYEE RELATIONS WITH MANAGEMENT. EMPLOYEES SELL SERVICE--THEY DO SO BY THEIR ACTIONS AND WORD-OF-MOUTH. EMPLOYEES THEN CAN BE THE GREATEST PROMOTERS OF PUBLIC RELATIONS FOR THEY DEAL DIRECTLY WITH THE USER PUBLIC ON A DAILY BASIS. ENSURING THAT EMPLOYEES ARE KNOWLEDGEABLE ABOUT THE TRANSIT SYSTEM, SERVICES, POLICIES, ETC., CAN BE EASILY TAKEN FOR GRANTED. THIS PROBLEM CAN BE OVERCOME THROUGH INFORMATION, TRAINING, AND TWO-WAY INTERNAL COMMUNICATIONS.

EMPLOYEES THAT FEEL AS THOUGH THEY HAVE A VESTED INTEREST IN THE TRANSIT SYSTEM WILL SIGNIFICANTLY INCREASE THEIR VALUE AS GOODWILL AMBASSADORS TO THE PUBLIC.

CUSTOMER RELATIONS - BECAUSE OF THE AUTOMOBILE'S PREEMINENT POSITION AMONG TRANSPORTATION MODES, THOSE WHO CHOOSE TO USE TRANSIT MUST BE CONTINUALLY REASSURED THAT THEIR DECISION TO OPT FOR TRANSIT OVER THE AUTOMOBILE IS A SOUND ONE. A POSITIVE APPROACH TO PUBLIC RELATIONS WILL DO MUCH TO BUILD CONFIDENCE AND UNDERSTANDING BY USERS AND NONUSERS ALIKE. IT IS IMPERATIVE THAT THE PUBLIC BE INFORMED OF THE POSITIVE BENEFITS WHICH ACCRUE FROM USING TRANSIT SERVICES, AND OF THE EFFORTS BEING MADE BY THE SYSTEM TO PROVIDE BETTER PERSONAL SERVICE FOR EACH PATRON. WAYS TO ENHANCE CUSTOMER RELATIONS INCLUDE:

1. EMPLOYEE COURTESY
2. CLEAN, DEPENDABLE EQUIPMENT
3. COMPLETE AND ACCURATE COVERAGE ABOUT TRANSIT AND THE TRANSIT SYSTEM THROUGH APPROPRIATE MEDIA
4. COURTEOUS TELEPHONE COMMUNICATIONS
5. HANDLING COMPLAINTS IN A POSITIVE AND CONSTRUCTIVE MANNER
6. SCHEDULES AND MAPS AVAILABLE FROM A NUMBER OF SOURCES

GENERAL PUBLIC RELATIONS - THE PRIMARY OBJECTIVE FOR A TRANSIT SYSTEM TO ACHIEVE THROUGH PUBLIC RELATIONS IS TO BE IDENTIFIED AS A FRIEND, A PROMOTER, BUT MOST OF ALL AN ESSENTIAL ELEMENT OF A POLITICAL JURISDICTION--AN INSTITUTION. AN ACTIVE EFFORT TO BE A LEADER WITHIN THE SERVICE AREA MUST BE UNDERTAKEN BY ALL WHO ARE A PART OF THE TRANSIT SYSTEM. LEADERS WITHIN THE SERVICE AREA--POLITICIANS, PRESS, UNION LEADERS, EDUCATORS, AND BUSINESSMEN ARE MUCH MORE LIKELY TO SUPPORT THE TRANSIT SYSTEM IF THEY HAVE A BASIC KNOWLEDGE AND UNDERSTANDING ABOUT THE SYSTEM, AND ITS ROLE TO THE PUBLIC.

GOVERNMENT RELATIONS - A GOOD RELATIONSHIP SHOULD BE DEVELOPED WITH ALL LEVELS OF GOVERNMENT IN THE TRANSIT SYSTEM'S SERVICE AREA. ALL REASONABLE STEPS SHOULD BE TAKEN TO ENHANCE THE STATUS OF TRANSIT IN THE EYES OF PUBLIC OFFICIALS. AS MANY CONTACTS AS POSSIBLE WITH PUBLIC OFFICIALS--EITHER PERSONAL OR INDIRECT--SHOULD BE DEVELOPED. AT A MINIMUM THE FOLLOWING ITEMS SHOULD BE COMMUNICATED TO PUBLIC OFFICIALS.

1. PROVIDE BRIEFINGS ON ALL IMPORTANT TRANSIT ACTIONS BEING PROPOSED OR ABOUT TO BE INITIATED
2. MAIL PROOFS OF IMPORTANT ADS, SPEECHES, ARTICLES, ETC.
3. FORWARD ANNUAL OPERATING BUDGET, AS WELL AS MONTHLY FINANCIAL AND NON-FINANCIAL REPORTS
4. INVITE OFFICIALS TO PARTICIPATE AT SYSTEM AFFAIRS
5. SPONSORING SERVICE PROJECTS.
6. PARTICIPATING IN LOCAL ACTIVITIES

ONE CARDINAL RULE WHICH MUST BE ADHERED TO STRICTLY IS NOT TO BECOME EMBROILED IN PARTISAN POLITICS.

MEDIA RELATIONS - AS WITH SERVICE AREA LEADERS, THE MEDIA (RADIO, TELEVISION, NEWSPAPERS) ARE MORE LIKELY TO SUPPORT THE TRANSIT SYSTEM IF TRANSIT-RELATED EVENTS ARE MADE KNOWN TO THEM IN ADVANCE, IN AN HONEST, OPEN AND CONVINCING MANNER. TWO RULES SHOULD ALWAYS BE FOLLOWED WHEN DEALING WITH THE MEDIA:

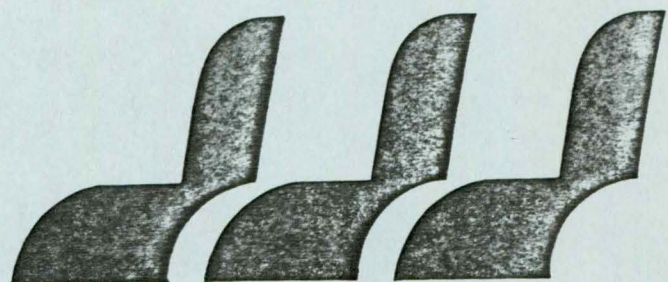
- (1) BE FRANK IN ALL DISCUSSIONS
- (2) PLAY FAIR AT ALL TIMES

IF THESE RULES ARE OBSERVED FAITHFULLY, THE MEDIA WILL NEVER HAVE A LEGITIMATE COMPLAINT AGAINST THE TRANSIT SYSTEM, AND IN TURN THE SYSTEM WILL HAVE THE FULL SUPPORT AND COOPERATION OF THE MEDIA.

THE PRICE FOR PROMOTION. THROUGH ADVERTISING, PUBLIC INFORMATION, AND PUBLIC RELATIONS TRANSIT SYSTEMS ARE ABLE TO DO THE FOLLOWING:

- (1) COMPETE WITH THE AUTOMOBILE THROUGH EFFECTIVE COMMUNICATION TECHNIQUES AIMED AT STIMULATING DEMAND.
- (2) CREATE TWO-WAY COMMUNICATIONS WITH THE PUBLIC.
- (3) EDUCATE THE PUBLIC ABOUT TRANSIT AND HOW TO USE IT.
- (4) DEVELOP A POSITIVE, PIVOTAL ROLE FOR TRANSIT IN THE SERVICE AREA.

MARKETING COSTS MONEY, BUT FOR THE PUBLIC TO GET AN ACCURATE PICTURE ABOUT THE TRANSIT SYSTEM, THOSE FACTS MUST COME FROM THE SYSTEM. OUR SYSTEMS CANNOT CONTINUE TO RELY UPON WORD-OF-MOUTH DISSEMINATION OF INFORMATION. INSTEAD, EACH SYSTEM MUST ESTABLISH MARKETING OBJECTIVES, DETERMINE THEIR COSTS, AND IMPLEMENT A PROGRAM WHICH REGULARLY COMMUNICATES WITH THE PUBLIC. SOME TECHNIQUES EMPLOYED WILL BE COSTLY, WHILE OTHERS WILL BE FREE. THE KEY TO SUCCESSFULLY SUSTAINING OUR SYSTEMS DURING THIS ERA OF FISCAL RESTRAINT, LIES WITHIN OUR ABILITY TO STIMULATE USER DEMAND THROUGH EFFECTIVE MARKETING COMMUNICATIONS WITH THE PUBLIC.



6 • APPENDICIES

APPENDICES

SAMPLE SYSTEM INFORMATION BROCHURE

SAMPLE SERVICE/FARE SCHEDULE

SAMPLE ROUTE SCHEDULE

SAMPLE ADVERTISING POSTER

SAMPLE MAIL-A-RIDE CARD

YOUR NAME, ADDRESS AND TELEPHONE NUMBER YOU CAN BE REACHED AT, WHERE YOU WANT TO GO AND TIME YOU WANT TO BE THERE.

WHEN YOU WANT TO BE PICKED UP FOR THE RETURN TRIP HOME, WHETHER YOU REQUIRE A WHEELCHAIR LIFT, AND ANY OTHER INFORMATION YOU CAN PROVIDE TO HELP US MAKE YOUR TRIP COMFORTABLE.

4. THE DISPATCHER WILL EITHER CONFIRM YOUR RIDE AT THE TIME YOU CALL, OR WILL CALL YOU WITH CONFIRMATION LATER IN THE AFTERNOON. OCCASIONALLY, BECAUSE OF SCHEDULE CONFLICTS, WE MAY ASK YOU TO CHANGE YOUR TRIP TIME SO THAT THOSE RIDING ON THE VAN WITH YOU CAN ALSO REACH THEIR DESTINATIONS.

5. PERSONS WITHOUT TELEPHONES MAY REGISTER TO RIDE BY SENDING IN A MAIL-A-RIDE CARD. THE CARD SHOULD BE MAILED AT LEAST 5 DAYS PRIOR TO DATE THE RIDE IS DESIRED. A CARD CONFIRMING THE RIDE WILL BE MAILED BACK AT LEAST TWO DAYS PRIOR TO THE RIDE DATE.

HOW OFTEN IS SERVICE AVAILABLE?

1. COUNTY TRANSIT OPERATES MONDAY THROUGH FRIDAY FROM 8:00 AM TO 5:00 PM.
2. OUT-OF-COUNTY TRIPS ARE SCHEDULED FOR THE SECOND THROUGH FOURTH FRIDAYS OF EACH MONTH. VANS LEAVE THE COUNTY BY 9:00 AM AND RETURN BETWEEN 4-6:00 PM.

LOST AND FOUND ARTICLES

IF YOU BELIEVE YOU HAVE LOST AN ARTICLE ON THE VAN, CONTACT COUNTY TRANSIT INFORMATION: 344-4568.

PASSENGER SAFETY AND CONVENIENCE

FOR YOUR SAFETY PLEASE:

- BOARD THE VAN AS DIRECTED BY THE DRIVER
- REMAIN SEATED AT ALL TIMES AND USE THE SEATBELT PROVIDED
- DO NOT SMOKE OR LITTER ON THE VAN
- DO NOT STAND NEXT TO OR AHEAD OF THE DRIVER
- DO NOT PUT YOUR HEAD OR ARMS OUT THE VAN WINDOW

TIME

DRIVERS MAKE EVERY EFFORT TO OPERATE ON SCHEDULE; HOWEVER, SLIGHT VARIATIONS MAY OCCUR. PLEASE BE READY TO BOARD THE VAN AT LEAST 10 MINUTES BEFORE IT IS SCHEDULED TO PICK YOU UP.

THIS IS YOUR TRANSIT SYSTEM

A TRANSIT SYSTEM IS A PUBLIC SERVICE WHICH MEANS THAT YOU THE RIDER ALSO HAVE A VESTED INTEREST IN THE SERVICE. THE BEST WAY TO PROTECT YOUR INTEREST IS TO FOLLOW THE DRIVERS' INSTRUCTIONS AND OBSERVE COUNTY TRANSIT RULES AND REGULATIONS. ALSO, PLEASE REPORT ANY VANDALISM OR THEFT THAT YOU SEE ON OUR VANS. IF THERE IS ANYTHING ABOUT OUR SERVICES WHICH SEEM INEFFICIENT OR INEFFECTIVE, PLEASE LET US KNOW ABOUT THEM AND HOW WE MIGHT IMPROVE UPON THEM.



**WHO WE ARE
AND
WHY YOU SHOULD
GET TO KNOW
US BETTER**

**county transit
999 main street
nowhere, state 12345**

information 344-4568

WHAT IS COUNTY TRANSIT?

COUNTY TRANSIT IS AN INTEGRATED PUBLIC TRANSPORTATION SYSTEM SERVING ALL SMITH COUNTY RESIDENTS.

WHO MAY USE COUNTY TRANSIT?

ANY PERSON WHO EITHER RESIDES OR WORKS IN SMITH COUNTY MAY RIDE ON COUNTY TRANSIT VEHICLES. HOWEVER, RIDES ARE SCHEDULED ON A PRIORITY BASIS, AS OPPOSED TO FIRST COME FIRST SERVED.

WHAT ARE THE RIDER PRIORITIES?

PERSONS 60 YEARS OF AGE AND OVER AND PERSONS WITH A HANDICAP OR DISABILITY ARE GIVEN FIRST SEATING PRIORITY ON COUNTY TRANSIT VEHICLES. PERSONS WHOSE RIDES ARE PREPAID, SUCH AS HEAD START CHILDREN AND HANDICAPPED SHELTERED WORKSHOP CLIENTS, HAVE SEATING PRIORITY DURING SPECIFIC PERIODS OF THE DAY. ALL OTHER PERSONS REQUIRING A RIDE WILL BE SEATED ON A SPACE AVAILABLE BASIS.

WHY SHOULD I USE COUNTY TRANSIT?

1. YOU WILL BE HELPING TO CONSERVE ENERGY, REDUCE TRAFFIC CONGESTION, AND KEEP OUR ENVIRONMENT CLEAN.
2. THE COST TO RIDE IS INEXPENSIVE WHEN COMPARED WITH OPERATING A PRIVATE AUTOMOBILE TO TRAVEL TO AND FROM YOUR DESIRED DESTINATION.
3. PUBLIC TRANSIT ENABLES PERSONS WITHOUT PRIVATE AUTOMOBILES TO HAVE ACCESS TO ADEQUATE TRANSPORTATION AT A REASONABLE COST.

WHAT SERVICES ARE OFFERED BY COUNTY TRANSIT?

1. DOOR-TO-DOOR SERVICE IS PROVIDED ANYWHERE WITHIN SMITH COUNTY ON A 24-HOUR ADVANCED REGISTRATION BASIS. IN ORDER FOR YOU TO RIDE TODAY, IT WAS NECESSARY FOR YOU TO HAVE REGISTERED NOT LATER THAN YESTERDAY BETWEEN 8:00 AM AND 5:00 PM.
2. FIXED ROUTE SERVICE IS RUN ON MONDAY, TUESDAY, AND THURSDAY. ROUTE SCHEDULES ARE AVAILABLE ON ALL COUNTY TRANSIT VEHICLES AND BUSINESS ESTABLISHMENTS THROUGHOUT SMITH COUNTY.
3. OUT-OF-COUNTY SERVICE TO DAYTON, CEDAR, AND IOWA TOWN ARE SCHEDULED FOR THE SECOND, THIRD, AND FOURTH FRIDAYS OF EACH MONTH. PLEASE CONTACT COUNTY TRANSIT INFORMATION FOR MORE DETAILS.
4. CHARTER SERVICE IS AVAILABLE. TRIPS MUST BE ARRANGED WITH THE COUNTY TRANSIT MANAGER AT LEAST TWO WEEKS PRIOR TO THE DATE SERVICE IS REQUIRED.

HOW IS COUNTY TRANSIT FUNDED?

COUNTY TRANSIT IS A PRIVATE NON-PROFIT ORGANIZATION WHICH IS AUTHORIZED BY THE SMITH COUNTY BOARD OF SUPERVISORS TO PROVIDE PUBLIC TRANSPORTATION SERVICE. COUNTY TRANSIT RECEIVES FUNDS FROM FEDERAL, STATE, COUNTY AND LOCAL GOVERNMENT SOURCES, CONTRACT FEES, FAREBOX RECEIPTS, AND CONTRIBUTIONS FROM INDIVIDUALS.

ATIONS FROM INDIVIDUALS.

HOW MUCH WILL IT COST ME TO RIDE ON COUNTY TRANSIT?

1. PERSONS 60 YEARS OF AGE AND OVER A CONTRIBUTION FOR THE RIDE IS SUGGESTED. IF YOU ARE NOT ABLE TO CONTRIBUTE THE SUGGESTED AMOUNT, YOU ARE ENCOURAGED TO GIVE WHAT YOU FEEL THE VALUE OF THE RIDE IS WORTH TO YOU. YOU MAY RIDE EVEN IF YOU ARE UNABLE TO MAKE A CONTRIBUTION.
2. ALL OTHER RIDERS MUST PAY THE STANDARD FARE. FARES VARY ACCORDING TO TRIP DISTANCE, WITH THE MINIMUM FARE BEING \$.50 AND THE MAXIMUM \$2.00. THESE ARE ONE-WAY AMOUNTS. CONSULT EITHER THE TRANSIT SERVICES AND FARES BROCHURE OR THE INDIVIDUAL ROUTE SCHEDULES FOR EXACT FARE AMOUNTS.

HOW DO I REGISTER FOR A RIDE?

1. CALL OUR DISPATCHER AT LEAST ONE DAY BEFORE YOU WANT TO RIDE. CALL 344-4568 BETWEEN 8:00 AM AND 5:00 PM, MONDAY THROUGH FRIDAY TO RESERVE YOUR SEAT.
2. IT MAY BE POSSIBLE TO REGISTER TO RIDE ON THE SAME DAY THAT YOU WANT TO RIDE. HOWEVER, YOU MUST CALL BEFORE 9:00 AM, AND SEATING WILL BE ON A SPACE AVAILABLE BASIS ONLY. PRIORITY SCHEDULING DOES NOT APPLY WHEN REQUESTING SAME DAY SERVICE.
3. THE DISPATCHER WILL ASK YOU FOR THE FOLLOWING INFORMATION:

FIGURE A-1, CONTINUED.

FARES

ELDERLY - PERSONS 60 YEARS OF AGE AND OVER. PLEASE NOTE THESE ARE SUGGESTED FARE CONTRIBUTIONS ONLY. YOU WILL NOT BE TURNED AWAY IF YOU ARE UNABLE TO MAKE A CONTRIBUTION.

SMITH CITY ONLY \$1.00 ONE-WAY

WITHIN SMITH COUNTY \$1.50 ONE-WAY

CONGREGATE MEALS \$.25 ONE-WAY

OUTSIDE SMITH COUNTY \$3.00 ONE-WAY

ROUND TRIP FARE CONTRIBUTIONS ARE TWICE THE AMOUNTS SHOWN

GENERAL PUBLIC

SMITH CITY ONLY \$1.00 ONE-WAY

WITHIN SMITH COUNTY \$1.50 ONE-WAY

ROUTE 16, 18 AND 20
FROM CITIES ON ROUTE TO
SMITH CITY FARE RANGES FROM
\$1.50 TO \$1.75 ONE-WAY
BETWEEN CITIES ON THE ROUTE
FARE IS \$.75 ONE-WAY

OUT-OF-COUNTY
DAYTON \$6.00 ROUND TRIP
CEDAR \$6.50 ROUND TRIP
IOWA TOWN \$7.00 ROUND TRIP

CHARTER

GROUPS ARE CHARGED AT THE RATE OF \$.60 PER MILE PLUS THE DRIVERS' SALARY.

TRANSIT INFORMATION - FOR FURTHER DETAILS ABOUT COUNTY TRANSIT CALL US AT 344-4568.



**TRANSIT SERVICES
AND FARES**

county transit
information

344-5568

effective
July 1, 1985

FIGURE B-1. SAMPLE SERVICE/FARE SCHEDULE

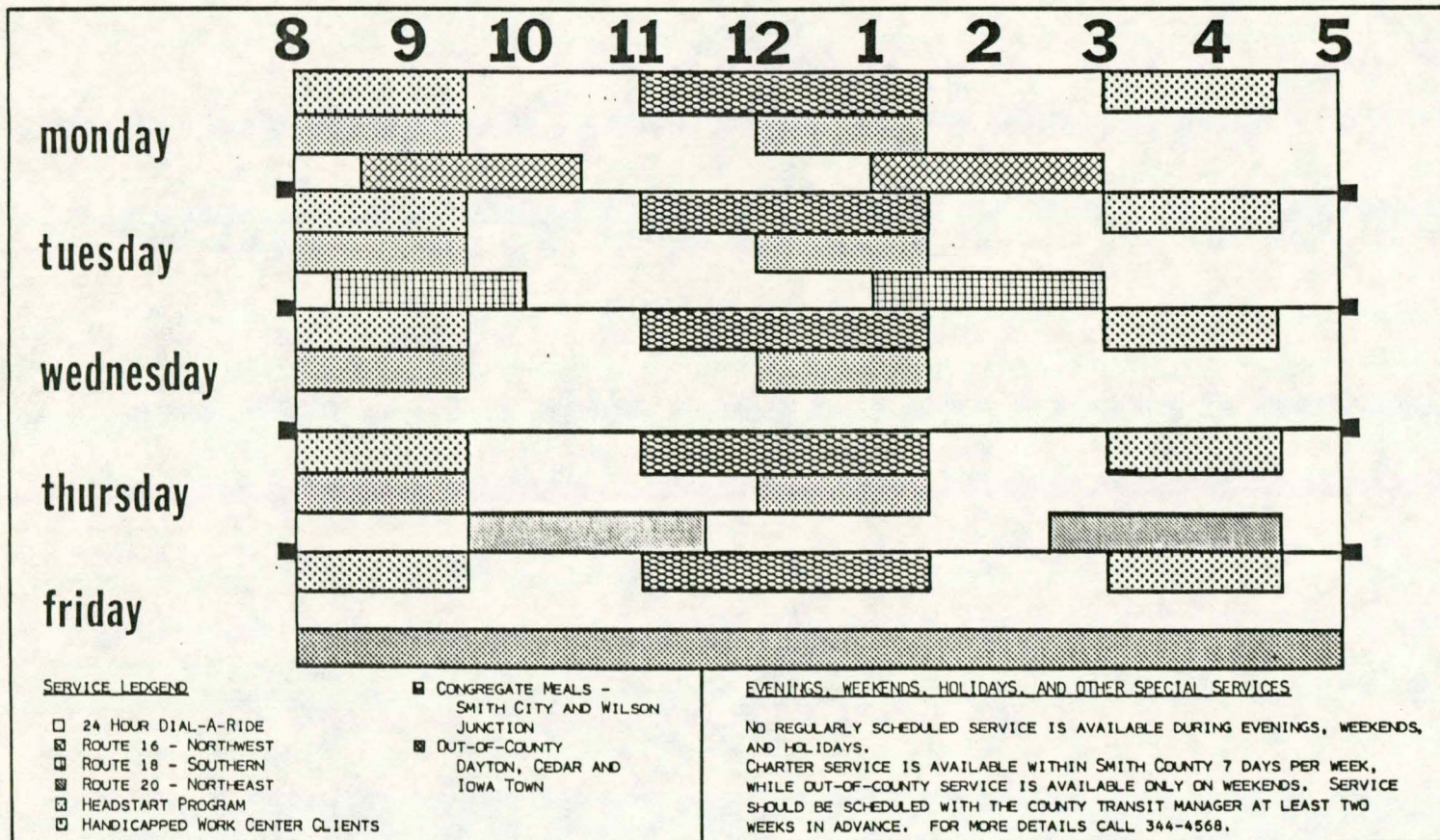


FIGURE B-1, CONTINUED.

route 16

northwest smith county/
smith city

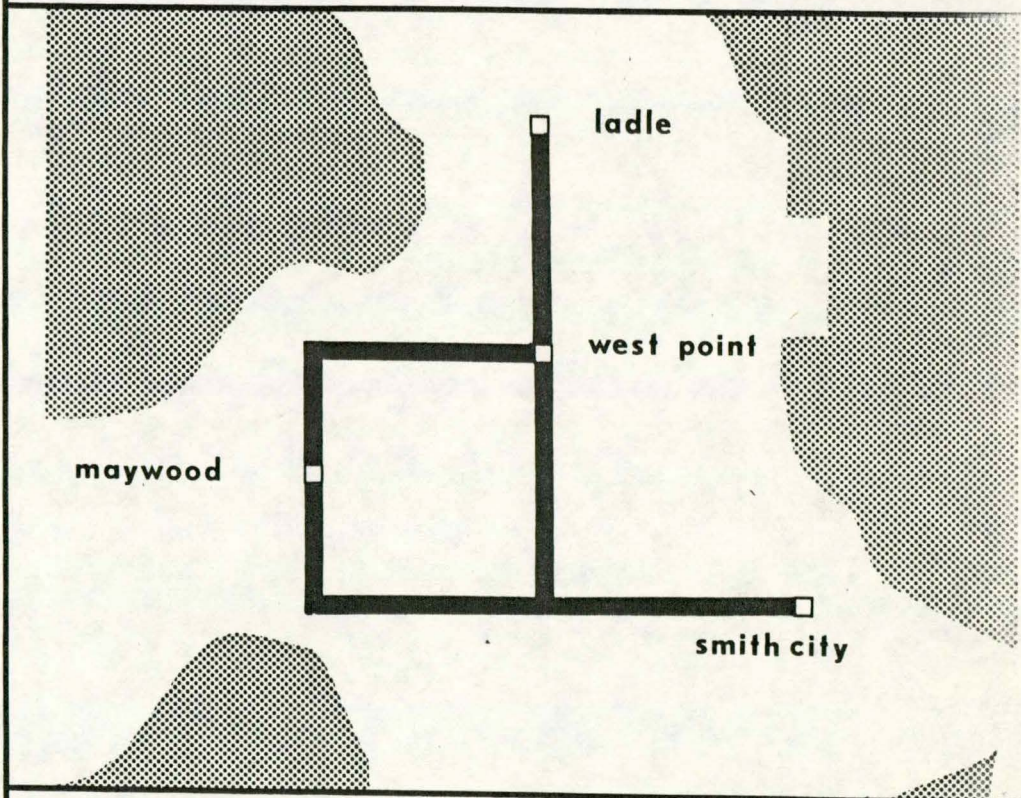


FIGURE C-1. SAMPLE ROUTE SCHEDULE



COUNTY TRANSIT
INFORMATION
344-4568

Effective
July 1, 1897

TUESDAY From Smith City to West Point, Ladle,
Maywood, and Smith City and Return Trip

Morning

8:15 Depart Smith City
8:40 West Point
9:00 Ladle
9:40 Maywood
10:15 Smith City

Afternoon

1:00 Depart Smith City
1:35 Maywood
1:50 West Point
2:10 Ladle
3:00 Smith City

These are approximate times when the van will be arriving or departing each community along the route.

FARES

Elderly - Persons 60 years of age and over
Please note these are suggested fare contributions only. You will not be turned away if you are unable to make a contribution.

Smith City Only \$1.00 One-Way
Within Smith County \$1.50 One-Way
Congregate Meals \$.25 One-Way
Outside Smith County \$3.00 One-Way

Round trip fares are twice the amounts shown

General Public

Smith City to West Point \$1.50 One-Way
to Ladle \$1.75 One-Way
to Maywood \$1.50 One-Way

Between West Point, Ladle,
and Maywood \$.75 One-Way

Round trip fares are twice the amounts shown

FIGURE C-1, CONTINUED.



**Going Somewhere?
Let Us Take You!**

CALL COUNTY TRANSIT

344-4568

To Reserve Your Seat!

COUNTY TRANSIT
MAIL-A-RIDE REGISTRATION

Name _____

Address you want to be picked-up at:

Telephone Number you can be reached at _____

Where do you want to go (address):

Time you need to arrive at your destination _____

Time you need to be picked-up for the return trip
home _____

Where do you want to be picked-up for the return
trip home (address):

Do you require a Wheel Chair Lift? () Yes () No

Describe any other service or assistance you may
require.

Information 344-4568

FROM: _____
(Rider)

TO: MAIL-A-RIDE
County Transit
999 Main Street
Anywhere, State 12345

FIGURE E-1. SAMPLE MAIL-A-RIDE CARD

COUNTY TRANSIT
MAIL-A-RIDE CONFIRMATION

Dear _____:

This will confirm your trip with County Transit
on _____ (Date).

You will be picked-up at _____ (Address)

_____ at _____ (Time),

and delivered to _____ (Destination Address)

_____ arriving by

_____ (Time).

You will be picked-up at _____ (Address)

_____ at _____ (Time) for the

return trip home

The (suggested fare) (fare) for you trip is:

One-Way \$ _____

Round Trip \$ _____

Other service requested by you are listed below.

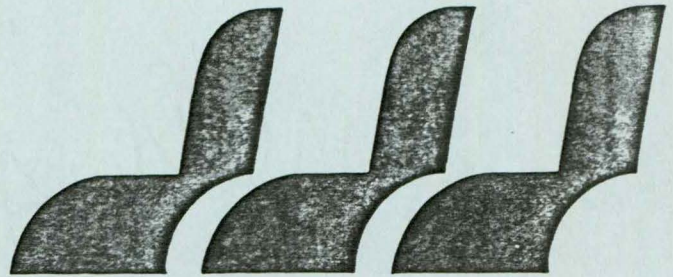
Thank You for Using County Transit, please let
us serve you again soon.

FROM: MAIL-A-RIDE
County Transit
999 Main Street
Anywhere, State 12345

TO:

(Rider)

FIGURE E-1, CONTINUED.



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