



August 21, 1995

Los Angeles County
Metropolitan
Transportation
Authority

TO: MTA BOARD OF DIRECTORS
FROM: LINDA BOHLINGER 
SUBJECT: MARKETING EFFORTS FOR LINE 305 - CITY CONNECTOR

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ISSUE

At the August 9, 1995, Planning and Programming Committee meeting, a question was raised by the public concerning the lack of information and schedules for the City Connector. The Committee asked for follow-up information.

BACKGROUND

The marketing effort for the City Connector, Line 305, is a joint MTA and ATE-Ryder concern. The ATE project manager has met with many of the Employee Transportation Coordinators (ETCs) of employers located at the westside of the route. ATE-Ryder has also printed all scheduling materials and distributed "Car Cards" to all of the divisions with lines that cross the path of the City Connector. These cards will be placed on those lines through MTA's contractor. The car cards, which display the route map and connecting lines, have also been distributed to customer service centers and businesses throughout the route. The MTA Customer Service Department also has the information on the City Connector and City Connector schedules available at all MTA outlets. Other marketing efforts include the creation of "take-one" brochures describing the service. These brochures have been distributed to service centers in black and white and will also be printed in color and placed aboard bus lines that connect with the 305. MTA South Bay Area Team staff has distributed the take-ones and car-cards to an expanded list of community centers, businesses and destinations along the route.

The City Connector buses themselves are a marketing device. The buses are painted a distinctive purple color highlighted by yellow decals that state the destinations the line serves. ATE-Ryder operators carry route maps and timetables and pass them out in response to public inquiries.

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