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TO: MTA Board of Directors
THROUGH: Franklin E. White
FROM: Barry Engelberg *BE*
SUBJECT: MTA Ridership Promotion Activities

ISSUE

Report on MTA's Ridership Awareness Campaign.

BACKGROUND

In an effort to reduce the gradual yet continuous decline in our ridership, the MTA has undertaken a Ridership Awareness Campaign to lure new riders to the system using attributes of public transit that market research has indicated are important to potential riders. Additionally, the campaign specifically targets our primary market to ensure maximized ridership retention of existing riders by reinforcing the positive elements of Metro system services. The promotional marketing program is outlined below.

Objectives

The marketing objectives of the Ridership Awareness Campaign are:

- 1) To reach and attract Los Angeles county residents to ride MTA transit products (buses, Red Line, Blue Line) while educating potential and current riders about MTA's benefits.
- 2) To generate new and/or repeat ridership gain and retain existing riders.
- 3) To position the MTA as a leader in promoting clean air and mobility by reducing solo occupancy vehicle use and promoting public transit.
- 4) To promote accessibility of MTA service.

Target Audience

The target audience is primarily adults (18-49 years of age), consistent with ethnic and gender characteristics of the service area.

Media Options, Strategy and Mix

The media mix incorporates combinations of traffic radio and local/community newspapers. The traffic radio list includes formatted stations representing the Spanish, Spanish adult contemporary, urban, new rock and Asian communities. Our station list includes three stations ranked in the top 10 performing radio stations in the market for adults 18-49. Radio is the frequency vehicle in the mix. The newspapers will reach local minority and lower-income household readers in our target audience, just like the radio. The selected newspapers cover the breadth of the county on a local level.

Newspapers:

Asian Journal, Chinese Daily News, Daily News, Downtown News, Herald Dispatch, Korea Daily News, L.A. Sentinel, L.A. Watts Times, La Opinion, Long Beach Press Telegram, Los Angeles Times - City Times Edition, Marina News, News Pilot, The Outlook, Rafu Shimpo, Tu Mundo, Vida Nueva, West Hollywood Weekly

Group Newspaper Publications:

Eastern Group Publications

Eastside Sun, Northeast Sun, Mexican-American Sun, City Terrace Comet, Montebello Comet, Monterey Park Comet, East L.A. Brooklyn-Belvedere Comet, Wyvernwood Chronicle, Commerce Comet

First Line Publishers

Sun Journal, Palmdale News

Long Beach Gazette Newspapers

Downtown Long Beach Gazette, Grunion Gazette

Rapid Publishing Inc.

Compton Bulletin, Wilmington Beacon, Lynwood Journal, Inglewood Tribune, Carson Bulletin

Wave Newspapers

Central/Star Journal Wave, Compton/Carson Wave, Culver City Star, Westchester Star, Inglewood/Hawthorne Wave, Lynwood Press Sun/Tropics Wave, Mesa/Tribune Wave

Radio Stations

Ten Second Radio Sponsorships - Shadow Traffic Network

KROQ-FM, KKBT-FM, KLVE-FM, KTNQ-AM, KWKW-AM, KMQA-FM, KGFJ-AM, KBLA-AM

Sixty Second Radio Ads

KJLH, KKHJ/KBUE, KBLA

The campaign period is from May 15 to June 30. The number of ad units by media vehicle are: traffic radio - 1,395 announcements, approximately 80 per station; local newspapers 117 total ads, ¼ page at approximately 7 per weekly newspaper.