

Line 177 FY '09 Marketing Campaign



David Hershenson, Community Relations Manager
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Line 177 Marketing Planning

- **Before creating campaign, Metro Marketing and SGV Sector staff met with Rideshare Coordinators from JPL and Caltech to get their input and suggestions**
- **As the marketing campaign was developed, we worked closely with JPL and Caltech to ensure we were communicating the proper message**

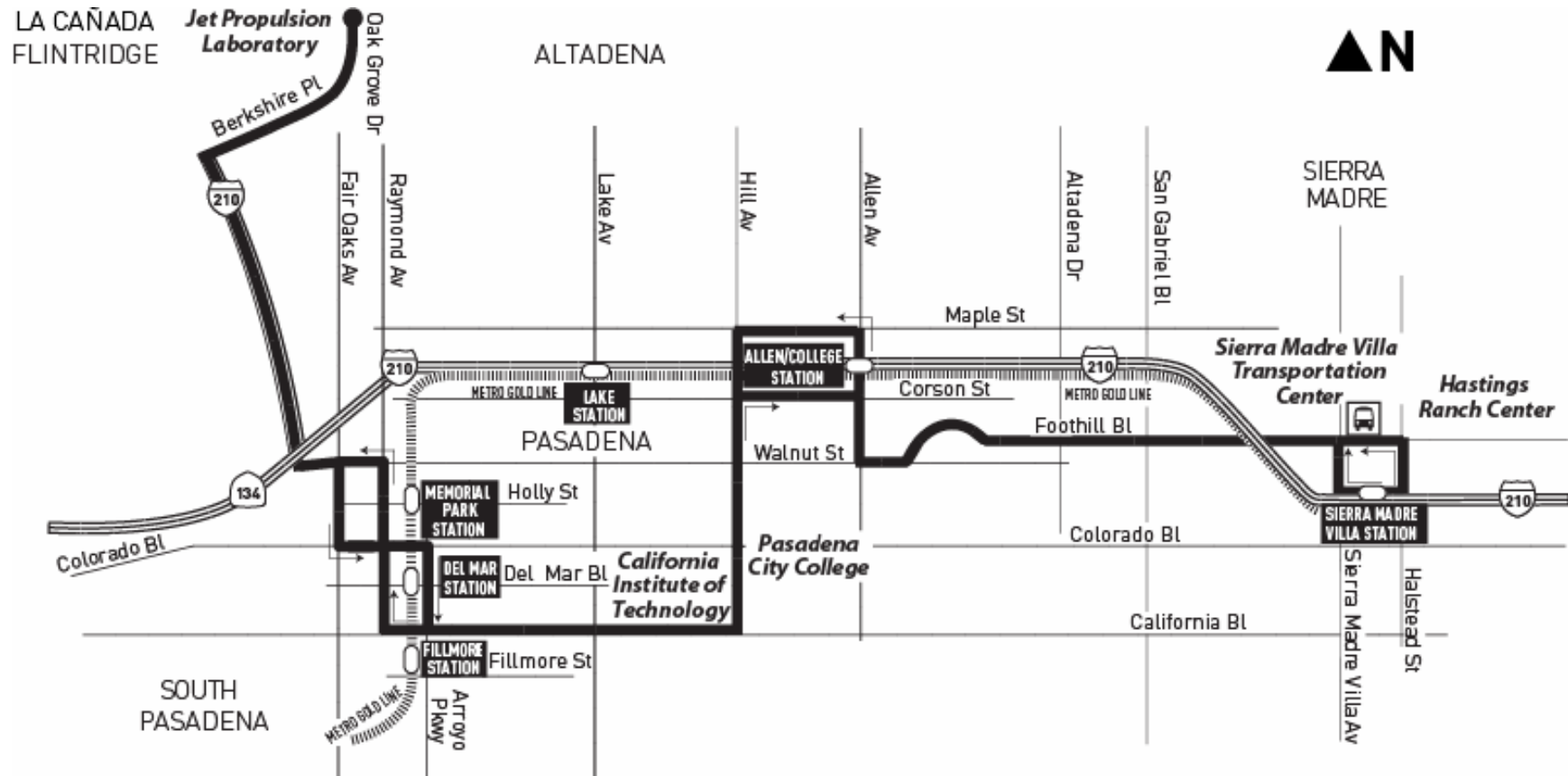


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Line 177 Route Adjustment

- **Before the marketing campaign was finalized, route was proposed for modification based on input received from JPL and Caltech**
- **The new routing was included as part of the marketing plan**

Line 177 New Route



Line 177 New Route Frequency

- **Old and new Peak/Off Peak Schedules**
- **Change in Revenue Service Hours**

SGV FY '09 177 Route Promotion

Line 177 Route Promotion Elements

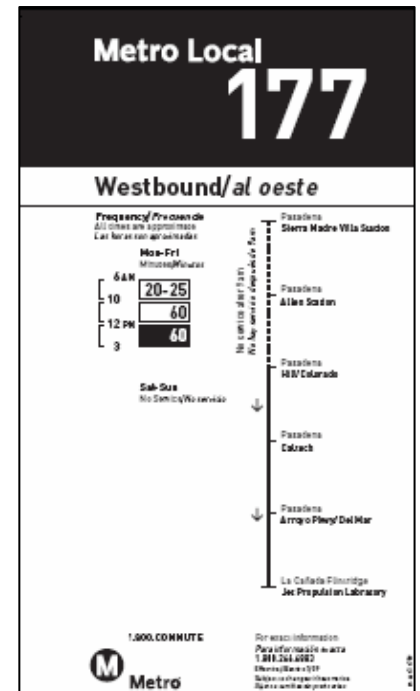
- Electronic marketing piece being developed for employee/student distribution. Electronic document will include information on, and hyperlinks to:
 - Metro Trip Planner
 - Timetables for 177 and connecting lines (including Metro Gold Line)
 - Caltech/JPL Pocket Guide
 - PCC Pocket Guide
 - Gold Line Destination Guide



SGV FY '09 177 Marketing Elements

Line 177 Route Promotion Elements

- Newspaper Advertising for route
- Bus Cube Inserts
- Press Release on route adjustment
- Promoted as a Metro connection during Paseo Colorado visit as part of Shopping Route Promotion



SGV FY '09 177 Route Promotion

- Electronic marketing piece for employee/student distribution with info on and hyperlinks to:
 - Metro Trip Planner
 - Timetables for 177 and connecting lines
 - Caltech/JPL & PCC Pocket Guides
 - Gold Line Destination Guide



Here. There.
Almost everywhere.



Go Metro Local Line 177

Metro Local Line 177 has Pasadena covered, making it easy to get around and save time during your rush hour commute. Let Line 177 be your connection to:

- Metro Gold Line
- [Caltech/JPL](#)
- [Pasadena City College](#)
- Old Pasadena
- Hastings Ranch Shopping Center

The following guides contain maps, bus and rail schedule information, and highlight attractions for Line 177 and connecting service.

[Caltech/JPL Pocket Guide](#)

Contains Metro bus and rail route map, plus local hotspots near Caltech and JPL.

[PCC Pocket Guide](#)

Contains Metro bus and rail route map, plus local hotspots near PCC.

[Gold Line Destination Guide](#)

Contains Metro Gold Line map with local attractions at each station.

Timetables

Timetables show when a bus will arrive at major stops along the route. Click on a link below to view detailed timetable information.

[Metro Local Line 177](#)

La Cañada – Sierra Madre Villa via I-210 & California Bl & Walnut St

[Metro Local Line 181](#)

Pasadena – Hollywood via Colorado Bl & Hollywood Bl

[Metro Local Line 256](#)

Commerce – Altadena via Eastern Av & Hill Av

[Metro Local Line 267](#)

El Monte via Temple City Bl & Lincoln Av

[Metro Local Line 268](#)

La Cañada – El Monte via Baldwin Av & Washington Bl

[Metro Rapid 780](#)

Pasadena – West Los Angeles via Colorado Bl & Hollywood Bl

[Metro Gold Line](#)

To plan the trip that's best for you, visit [metro.net](#).



SGV FY '09 Route Promotions (Cont.)

Newspaper Advertising for Line 177 Promotion –

- Pasadena Star News
- San Gabriel Valley News Group
- Eastern Group
- Pasadena Weekly
- Chinese Daily News
- Sing Tao Daily
- Beacon Media Group (includes Arcadia Weekly, Monrovia Weekly, Sierra Madre Weekly, Pasadena Independent)
- Mid Valley News



metro.net

**Aquí. Allá.
Casi en todo lugar.**
Línea 177 de
Metro Local

La Línea 177 de Metro Local cubre a Pasadena, ayudándole a ahorrar tiempo durante las horas pico de viaje al trabajo. Deje que la Línea 177 sea su conexión a:

- > Metro Gold Line
- > Caltech/JPL
- > Pasadena City College
- > Old Pasadena
- > Hastings Shopping Center

Map showing the route of Metro Local Line 177, connecting Pasadena to various destinations including JPL, Caltech, Pasadena City College, and Hastings Shopping Center. The map also shows connections to the Metro Gold Line and Metro Red Line.

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Para planificar el viaje que es mejor para usted, visite metro.net.

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