

Marketing Efforts on Line 501

Physical Content

- **Take Ones** with line information and map of new route, system-drop distribution (*drop 1- mid-Feb, drop 2- mid-April*)
- **Car cards** promoting new connection from Pasadena to North Hollywood; Burbank Bus also assisted with the placement of car card on their buses (*1/25-4/25*)
- **Vinyl Banners** at selected locations to promote new *service (currently still at stations, posted in Feb)*
- **Timetable updates** created new timetable for print and online versions (*completed by planning group on Feb 15*)
- **Large Bus Wraps** promoting Line 501 were installed on entire fleet covering the both sides of the buses; buses are essentially mobile pieces of advertisement along the route. (Feb-present)

Digital Content

- **Digital Billboards** along corridor promoting new service (*2/1-4/24*)
- **E-blast** to all Employee Transportation Coordinators promoting new service (*Monthly Feb, Mar, Apr*)
- **Employee Transit Coordinator (ETC) Monthly Newsletter** post short blurb with information of new service (*Feb, Mar*)
- **Transit Passenger Information System (TPIS) AD** posted at selected Red, Orange and Gold Line Stations with connecting service to promote the new 501 service (*2/11- still running*)
- **Web Module** includes web banners on metro.net promoting new service and updated web page with Line 501 information (*2/15-4/1*)
- **Metro Briefs** with information on express service targeted for beginning (*Monthly Feb, Mar, Apr*)
- **Story** on *The Source* and *El Pasajero* with information about new service (*several stories done starting in Feb*)
- **Featured** on MyBurbank.com article (*4/23/16*)
- **NoHo To Pasadena Express was on KTTV Fox 11** "Car-less Commute." Link to story at: <http://www.foxla.com/news/local-news/142440668-story>. The 501 line is featured at approximately 1:48 minutes into the segment.

Social Media

- **Social Media** posts on Facebook, Instagram and Twitter promoting new line (*began March 2016*)

Paid Advertisement

- **Bus Shelters** along the bus route promoting new service (*2/1-4/24*)
- **Bus Benches** along the bus route promoting new service (*2/1-4/24*)
- **Newspaper Ads** targeted at cities where route travels (*2/11-3/20*)

Other Forms of Marketing

- **Partnership with Disney** to promote Line 501 to their Burbank campus as well as promote Metro's B-TAP Program. (May-June 2016)

- **Messages on Hold** promoting new service, began a week before service (*Ran all of Feb, March all month. Will start again end of April- we stagger these as we have limited space*)

Meetings and Presentation

- **Ongoing – Metro Staff** has continued to promote and distribute take-ones at:
 - SGV COG Governing Board
 - SGV Service Council
 - Transportation Forum hosted by Assembly member Nazarian
 - Transportation Forum at CSUN hosted by Senator Hertzberg
 - District office of Councilmember and Board Director Krekorian
 - Universal City – North Hollywood Chamber of Commerce
 - Encino Chamber of Commerce
- **Formal Presentations at:**
 - San Gabriel Valley and San Fernando Valley Service Councils
 - San Fernando Valley COG Transportation Committee
 - VICA Transportation Committee

Events

- **Media Event** - ribbon cutting event in Pasadena (March 2016)
- **Ride Along** with Krekorian, Najarian and Talamantes on 4/14/16
- **Line 501’s physical appearance** at “Burbank on Parade”; Ad space was also purchased on the Burbank Guide to promote this service (4/23/16)
- **“Metro in the Community”** - Metro Staff Set up information tables on launch week and again on 4/14/16
- **Promoted** at Assembly District 41 block party (7/30/16)

Future Advertisement

- **Will be prominently featured** at the North Hollywood Station Underpass ribbon cutting even (8/15/16)
- **Will be promoted** at a series of scheduled CSUN campus visits. (begin August 2016)