

ATTACHMENT B

Line 501 NoHo to Pasadena

Dec 2016 Marketing + Outreach Plan

Objective:

- To remind new and current riders of the benefits of Line 501, express non-stop service from North Hollywood

Target Audience:

- New Metro riders, existing Metro Riders, Metro Red & Gold Line Commuters, Commuters of Pasadena Transit, and Commuters of Line 549 looking for alternate service.

New Messages

- Take advantage of our promotional fare of \$1.75 for the next 6 months
- Greater connectivity from North Hollywood to Pasadena
- More options to make your commute easier

Strategies

- Reach non-riders through print, web and outdoor advertising
- Reach current riders via onboard materials
- Partner with local businesses and to promote destination based events in Los Angeles
- Partner with Colleges/Universities to promote daily commute

Tactics (December launch with new promotional fare)

Printed Materials (60-day period) <i>(Section C)</i>	QTY	Cost
Take One Brochure <i>(system drop)</i>	2 drops	\$3500
Car Card <i>(entire fleet)</i>	3250	\$3000
Rail Poster <i>(Red, Orange & Gold)</i>	2500	\$3000
Newspaper Ads 50+ major publications		\$40K

Outdoor Advertising <i>(Section C)</i>		
Bus Shelters	20	\$23k
Jr. Posters	30	\$15K
Bus Benches	30	\$11K
Updated Bus Wraps	10	\$29K
King Ads on selected lines <i>(NoHo & Pas Bus Div's)</i>	200 (\$60 ea)	\$12K
Digital Assets <i>(Section B,C)</i>		
Web Banners Paid Media	12 weeks	\$35K
Social Media Promotion	2 months	\$15K
Digital Billboards	6	\$13k
15-sec spot Pandora/Spotify	8 weeks	\$8K
Radio <i>(Section B, C)</i>		
15-sec spot major stations	2 weeks	\$30K
Audio Announcements on Board Bus/Rail <i>(Section B, C)</i>		
Red Line, Orange Line, Gold Line, Line 501	4	\$600
Wayfinding <i>(Section D)</i>		
System Map	170	\$17K
System Map (Cartography)	-	\$1000
NoHo Connections Map	6	\$600
NoHo Connection Map (Cartography)	-	\$1975
Central Pasadena Connections Map	8	\$800
Central Pasadena Connections Map (Cartography)	-	\$1975
Installation of Maps (covered by advertising contract)	-	-
NoHo Bus Shelter Ads at Bus Bays	2	\$260
NoHo Bus Shelter Ads at Bus Bays (Production)	-	\$100
Stanchion Directional signage	2	\$50

Avalon Del Mar Station Ad Space	TBD	TDB
Station Screen notice (TPIS Ad)	93	0
Other B-TAP promotion (Section B)		
Business outreach (100 locations) over 6 months	5 people	Labor hours
3-month promotional Employer Pass Program (Discount 50%)	-	-
U-Pass Promo (CSUN, APU, Citrus, Pierce, Mission, PCC)	-	-
PR Initiatives (Section B)		
Issue Go Metro to UCLA Games at the Rose Bowl	1	0
Conduct press event to promote 501 bus Line to Pasadena for UCLA Games at Rose Bowl	1	\$5k
Produce YouTube video on benefits of Line 501 (add paid promotion placement)	1	\$1k
Draft news Source posts on new destinations available along Line 501	3	0
Tournament of Roses Promotion on NoHo to Pasadena Express	1	\$5k
Total		\$275,360