

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
15	11/9/09	Open	Information	10/23/09

Subject: Pilot Park-Pay-and-Ride Program Marketing and Outreach Plan

ISSUE

Update on Pilot Park-Pay-and-Ride program.

RECOMMENDED ACTION

None. For information only.

FISCAL IMPACT

None. For information only.

DISCUSSION

Effective Friday, January 1, 2010, RT will impose a \$1 parking fee at the Watt/I-80, Watt/I-80 West and Roseville Road light rail stations as part of its pilot program. RT Marketing staff presents this update to the Board explaining the planned marketing efforts prior to implementation of the parking fees.

In order for the implementation of the program to go smoothly, RT park-and-ride customers need to be informed of the change and educated on the procedures so that they experience minimal disruptions. Therefore, RT's marketing staff has planned a marketing and outreach campaign to inform park-and-ride customers about the January 1, 2010, implementation date, educate park-and-ride customers on how to use the new pay machines, encourage regular customers to purchase monthly parking passes and inform customers about the penalties if they fail to pay.

The Watt/I-80, Watt/I-80 West and Roseville Road lots have been designated as the pilot "Park-Pay-and-Ride" lots as a way to distinguish them from the other RT park-and-ride lots. The marketing and outreach efforts began November 1, 2009, and are systemwide, as well as targeted directly to customers utilizing the three designated Park-Pay-and-Ride lots. The breakdown of activities, listed by date, is as follows:

November

Print

- Article in the November Next Stop News passenger newsletter
- Informational flyers placed on cars parked in the three future Park-Pay-and-Ride lots

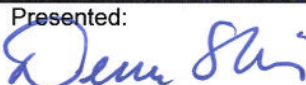
Electronic/Social Media

- Information posted on the RT Web site
- Create a YouTube video to show step-by-step instructions on how to use pay machines

Approved:


General Manager/CEO

Presented:



Marketing and Communications Specialist

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Outreach

- Presentations to Transportation Management Associations

December

Print

- Article in the December Next Stop News passenger newsletter
- Informational flyers placed on cars parked in the three future Park-Pay-and-Ride lots
- Place poster in the RT Customer Service and Sales Center (monthly passes sold here)
- Mini Posters displayed in both bus and light rail vehicles

Electronic/Social Media

- Include the Park-Pay-and-Ride parking program as a topic during "Transit Talk with the General Manager" (monthly online chat)
- Post YouTube video (RT Web site, YouTube and Facebook)
- Facebook posting
- E-mail PDF of flyer to Employee Transportation Coordinators

Signage

- Large notification banners placed at the three Park-Pay-and-Ride stations
- Electronic Variable Message Signs placed at the entrance of stations to announce changes
- A-frames placed at Watt/I-80, Watt/I-80 West and Roseville Road light rail stations

Outreach

- Implement the Customer Assistance Program (December 14 - 17 from 6 a.m. to 9 a.m.). Staff to demonstrate parking machines, answer questions, sell monthly passes and urge passengers to purchase their monthly parking passes online

January: Park-Pay-and-Ride Program Goes Live

Print

- Include an article about the paid parking pilot program in the Next Stop News
- Mini Posters displayed in both bus and light rail vehicles
- Informational flyers placed on cars parked in the three future Park-Pay-and-Ride lots

Electronic/Social Media

- Facebook posting

Signage

- Mini Posters displayed in both bus and light rail vehicles

Outreach

- Implement the Customer Assistance Program (January 4 - 7 from 6 a.m. to 9 a.m.). Staff to demonstrate parking machines, answer questions, sell monthly passes and urge passengers to purchase their monthly parking passes online



Park-Pay-and-Ride

Marketing and Outreach Plan

**Presented by Kristi Brangle
November 9, 2009**



Park-Pay-and-Ride

- **Program Implementation**
Friday, January 1, 2010
- **Stations** – Watt/I-80, Watt/I-80 West,
Roseville Road
- **Number of Spaces** – 1,578
- **Cost** – \$1 per day or \$15 per month



Park-Pay-and-Ride

Park





Park-Pay-and-Ride

Daily Pass: \$1

Payment Methods

- Parking Machine Kiosk
- Pay by Cell Phone

Pay





Park-Pay-and-Ride

Pay

Monthly Pass: \$15

Payment Methods

- Online
- RT Customer Service and Sales Center
- Key RT Sales Outlets





Park-Pay-and-Ride

Ride





Park-Pay-and-Ride

Print Materials

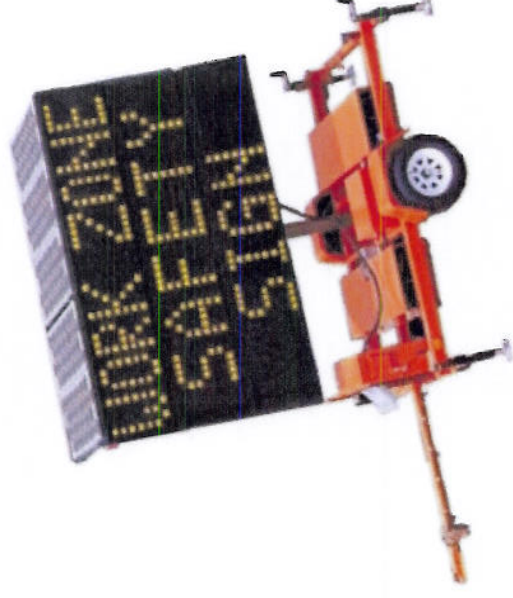
- **Next Stop News - Passenger Newsletter**
(November, December and January)
- **Mini Posters** (bus and light rail vehicles)
- **Informational Flyers**



Park-Pay-and-Ride

Signage

- **Banners**
- **A-Frame Posters**
- **Electronic Variable Message Sign**





Park-Pay-and-Ride

Outreach

Customer Assistance Program

- December 14 - 17 (6 a.m. to 9 a.m.)
- January 4 - 7 (6 a.m. to 9 a.m.)





Park-Pay-and-Ride

Friday, January 1, 2010