

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
15	9/13/10	Open	Information	8/10/10

Subject: Park-Pay-and-Ride Program Marketing and Outreach Plan for Phase 2

ISSUE

Provide update and presentation on the Park-Pay-and-Ride program.

RECOMMENDED ACTION

None. For information only.

FISCAL IMPACT

None. For information only.

DISCUSSION

Effective Friday, October 1, 2010, RT will impose a \$1 parking fee at the Meadowview, Florin, and Power Inn light rail stations as part of the expansion of the Park-Pay-and-Ride program.

In order for the implementation of the program to go smoothly, RT park-and-ride customers need to be informed of this 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 October 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 citation process if they fail to pay.

The marketing and outreach efforts began August 1, 2010. These efforts 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, are as follows:

August

Print Media

- Article about the paid parking program in the August *Next Stop News* passenger newsletter
- Informational flyers placed on cars parked in the three affected park-pay-and-ride lots

Electronic/Social Media

- Post information on the RT website
- E-mail flyer to the Transportation Management Associations

Outreach

- Present information during Transportation Management Association (TMA) meetings

Approved:

Presented:

FINAL 09/07/10

General Manager/CEO

Marketing and Communications Specialist

C:\Temp\BCL Technologies\NitroPDF6\@BCL@AC0D65C2\@BCL@AC0D65C2.doc

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
15	9/13/10	Open	Information	8/10/10

Subject: Park-Pay-and-Ride Program Marketing and Outreach Plan for Phase 2

September

Print Media

- Article about the paid parking program in the September *Next Stop News* passenger newsletter
- Informational flyers placed on cars parked in the three affected park-pay-and-ride lots
- Mini-posters
- Poster placed in the RT Customer Service and Sales Center

Electronic/Social Media

- Include the Park-Pay-and-Ride program as a topic during "Transit Talk with the General Manager" (monthly online chat)
- Facebook posting
- E-mail blast
- News release
- Post Headways (employee) bulletin

Signage

- Place large notification banners at three new park-pay-and-ride lots
- Electronic variable message signs placed at the entrance of the affected stations
- A-frame signs placed at Meadowview, Florin, and Power Inn light rail stations

Outreach

- Present information during the Sacramento TMA meeting
- Contact Employee Transportation Coordinators
- Implement the Customer Assistance Program at the Meadowview, Florin, and Power Inn light rail stations. Staff will demonstrate parking payment kiosks, answer questions, and sell monthly parking passes

October 1 – Parking Program Goes Live

Print Media

- Article about the paid parking program in the October *Next Stop News* passenger newsletter

Outreach

- Continue the Customer Assistance Program at the Meadowview, Florin, and Power Inn light rail stations. Staff will demonstrate parking payment kiosks, answer questions, and sell monthly parking passes

Note: Early next year, 47th Avenue, Swanston, and Marconi light rail stations will be added to the Park-Pay-and-Ride program.



Park-Pay-and-Ride

Marketing and Outreach Plan

Presented by Kristi Brangle
September 13, 2010



Park-Pay-and-Ride

- **Program Implementation** –
Friday, October 1, 2010
- **Stations** – Meadowview, Florin and Power Inn
- **Number of Spaces** – 2,065
- **Cost** – \$1 per day or \$15 per month



Park-Pay-and-Ride

Park





Park-Pay-and-Ride

Pay

Daily Pass: \$1

Payment Methods

- Parking Payment Kiosk
- Pay by Cell Phone





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**
(August, September and October)
- **Mini Posters**
(bus and light rail vehicles)
- **Informational Flyers**
(affected park-and-ride lots)

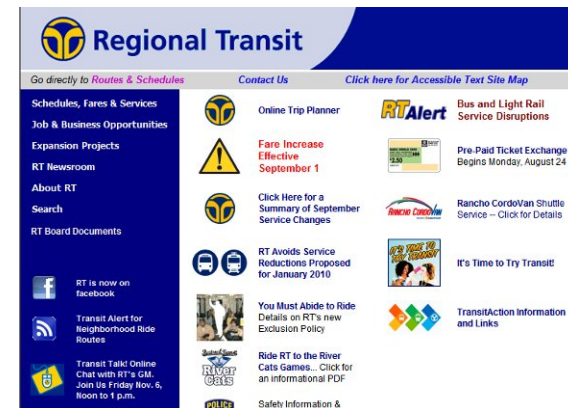


Park-Pay-and-Ride



Electronic/ Social Media

- RT Website
- Facebook Fan Page
- E-Mail Blast
- Transit Talk with the General Manager (GM Online Chat)





Park-Pay-and-Ride



Signage

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





Park-Pay-and-Ride

Outreach

Customer Assistance Program

- **September 21 – 23**
3:30 p.m. to 6 p.m.
- **September 28 – October 1**
6 a.m. to 9 a.m.
- **October 4**
6 a.m. to 9 a.m.





Park-Pay-and-Ride
Friday, October 1, 2010