

APPENDIX J

- 1) **Update Print Materials (e.g. System Map and Route Schedules)** – Since the Folsom Stage Line local and commuter services will be changing significantly when the RT light rail service to Folsom begins in October 2005, all printed route maps and schedules will need to be updated. It is recommended to include a system map that shows all the Folsom routes and where they connect with the RT light rail stations, along with the schedules for each route, as well as the light rail schedule, and other information about Folsom Stage Line services on one print piece.
- 2) **Update Web Site** – Folsom Stage Line’s section on the City of Folsom’s web site should be updated with the new service information that will be implemented when the light rail service begins. The web-based transit information should be maintained regularly and updated when service changes occur. It is also recommended to maintain the direct link to “Transit Services” from the “Services” menu option on the City’s home page.
- 3) **Monthly Pass Valid for both RT and Folsom Stage Line** – Once RT light rail service begins, offer a joint monthly pass valid on Folsom Stage Line and RT. This will make transferring seamless for commuters and will encourage them to take Folsom Stage Line local feeder buses from near their home to the nearest Folsom light rail station. This will be particularly important for the neighborhoods surrounding the new light rail stations, since parking at the light rail stations will be limited.
- 4) **Joint Promotions with RT** – A key marketing advantage of Folsom Stage Line is the integration of Folsom Stage Line bus service with RT’s light rail service. When RT light rail service is introduced and new local fixed routes are implemented, is an opportunity for the City to conduct a “splash” of marketing events and incentives to draw new transit riders. This “splash” could include ribbon-cutting, free rides during the first week of new services, and an insert in the local newspaper with the new bus routes and schedules. The Folsom Stage Line should capitalize on this advantage by coordinating these marketing and outreach efforts with RT, as well as having RT include Folsom Stage Line’s bus service schedules in the RT Bus and Light Rail Timetable Book.
- 5) **Community/Employer Outreach** -- Folsom Stage Line staff should make regular presentations to local potential transit user groups, such as senior centers, senior retirement communities, disabled groups, schools, civic clubs, major employers, apartment complexes, condominium associations. As part of these presentations, members of these groups should be educated with regard to how to use the service and the destinations available through the service, and they should be provided with a free round-trip ride coupon. A slide or video presentation can be an effective part of this program. Preferably, this program would include an actual ride on the service. In addition to increasing awareness of Folsom Stage Line’s services, this marketing element can effectively reduce or eliminate residents’ uncertainties regarding the use of public transit services (especially any anxiety from the elderly/disabled passengers concerning the use of wheelchair lifts and tie-downs and uncertainty of reaching their destinations safely. For the commuter market, presentations should be made to major employers in Folsom, as well as to the appropriate Transportation Management Associations.
- 6) **School Outreach (FCUSD and Folsom Lake College)** – Work with the Folsom Cordova Unified School District (FCUSD) and Folsom Lake College (FLC) to promote Folsom Stage Line’s local bus service to students and staff. As part of the Los Rios Community College District (LRCCD), all FLC students receive a free transit pass to ride RT buses and light rail, and free transfers between RT and Folsom Stage Line buses. This program was developed in 2004 by RT and is partially funded through the LRCCD student activity fees.
- 7) **Summer Youth Pass Program** – Offer a joint summer youth pass good for travel on both Folsom Stage Line and RT. The pass would be sold for a flat rate and be valid from the time school lets out in June to the time it begins in late August or early September.
- 8) **In-Kind Merchant Advertising Program** – Folsom Stage Line could develop ways to involve local merchants in promoting transit. For instance, in many communities it is fairly common practice for local

businesses to offer transit passes for sale to the public. The merchants often assist with advertising the program as well. Another approach is known as a “Park and Shop” or “Bus and Shop” program where, with a qualifying purchase from participating merchants, customers are given a voucher for a free bus ride any time. The participating businesses then reimburse the transit agency for each voucher redeemed. Another way is for the merchant to offer a discount on merchandise to transit pass holders in exchange for Folsom Stage Line’s publicizing the discount at low or no cost to the retailer. The benefit to the retailer is low-cost advertising to a targeted market; the benefit to Folsom Stage Line is that merchant discounts to pass holders increase the potential value of the pass to the customer. Participating merchants could include retailers, restaurants, fitness centers, sports events, and the Folsom Zoo.

- 9) **Media Selection** – Folsom’s location as part of the greater Sacramento media market results in very limited radio and television marketing opportunities focused on the Folsom communities. The majority of local residents rely on Sacramento stations for radio and television. As a result, print media is a particularly important and cost-effective marketing opportunity for local transit services. A modest but continuing presence in local newspapers, detailing the services available to the specific readership area, should be focused upon. In the Folsom Stage Line service area, these papers include: Folsom Telegraph, Folsom Life and the Sacramento Bee’s Folsom Bureau. Schedules and route maps provided in these placements should clearly outline the connections that can be made (especially with RT light rail service) and the convenience of the transit services. In addition, these print advertisements should clearly communicate that Folsom Stage Line services are available to all types of passengers, rather than solely the elderly or disabled. This strategy is particularly important in assuring ridership for new services.
- 10) **Inserts in City Mailings** – As a City department, Folsom Stage Line has the ability to include marketing materials in existing city mailings (e.g. city utility bills). Utility bill inserts should be done several times annually.
- 11) **White Pages Listing** – Include a listing for Folsom Stage Line in the “white pages” of the phone book under “Bus” and “Transportation.”
- 12) **Transit Displays** – Develop a transportation display, including information about Folsom Stage Line and other transportation services, in conjunction with the Chamber of Commerce and arrange to locate it at their offices.
- 13) **Internal Marketing/Customer Service Training** – As with any service organization, a transit provider’s “front line” of marketing is comprised of employees who directly interact with the customer (i.e., passenger). While the Folsom Stage Line’s drivers and office personnel by and large provide a good impression of the organization, it is important to continually strive to provide better personal interaction with the passengers. Marketing the benefits of the service internally to employees allows them to pass along to the passengers the various attributes of the service, as well as to pass along a positive image of the organization. This “internal marketing” program would include determining employee attitudes, conveying to them the importance of their work, obtaining their ideas and suggestions for improvement, and making them feel involved in the delivery of the service.
- 14) **Evaluation of Marketing Efforts** – The most essential, and most often overlooked, element of a marketing program is an evaluation effort. Evaluation should be performed in terms of the stated marketing objectives. This process should provide the data and process by which the success of the marketing program can be determined. In addition to statistical data (e.g. ridership) collected over the year, an annual customer survey should be conducted to determine customer satisfaction and areas that need improvement. A general public survey should also be conducted periodically to determine the level of public awareness and image regarding the service. This evaluation process is crucial, as it helps guide future marketing objectives, strategies and tactics to be refined.