

Marketing the *Experience*

Maryland Transit Administration

Presentation to the 8th Annual
UPR-MIT Conference
on Tren Urbano



9 January 2002
San Juan, Puerto Rico

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- **The Role of Marketing**
 - Sell, sell, sell !!!!!!!!!!!!!
 - but what, what, what ????????????
- **Marketing the *Experience***
 - the various transit modes
 - the various services offered

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- **Marketing the Transit Modes**
 - Bus
 - Metro
 - Light Rail
 - MARC - Commuter Rail
 - Long-Distance Commuter Bus

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- **Marketing the Services**
 - Commuter Choice
 - Service Expansion
 - Commuter Bus
 - Expanded MARC Rail Line
 - Light Rail Sports Trains
 - New Sunday METRO
 - Web-Based Trip Planner
 - Information Call Center

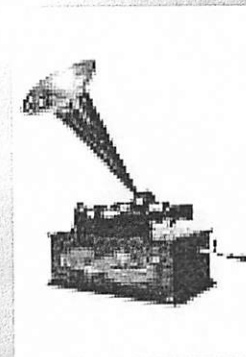
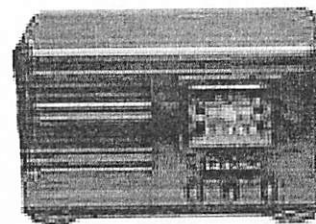
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How Do We Market the *Experience*?

#1

Radio advertising in selected markets around the state and in the Washington and Baltimore regions





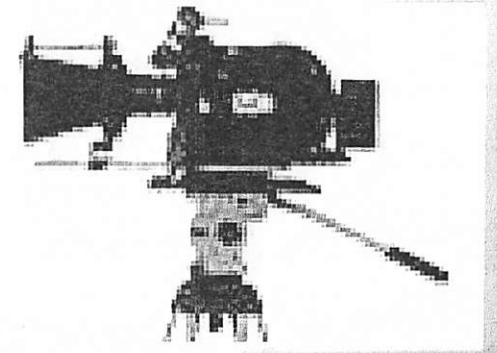
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How Do We Market the *Experience*?

#2

Television ads in the Baltimore and Washington, D.C. market areas

(D.C. market cost is 2 times the cost of the Baltimore market)





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How Do We Market the *Experience*?

- Posters
- Flyers
- Outdoor advertising
- Internal car cards on vehicles
- External announcements on vehicles
- CD ROMs



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How Do We Market the *Experience*?

Good Things

- Exceptional marketing firms to choose from (currently using The Campbell Group)
- In-house Graphics Department
- In-house Marketing Department
- In-house Communications Department
- In-house Media Production Team

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How Do We Market the *Experience*?



- *Difficulties*

- *Varied systems*
- *Different ridership base*
- *Different needs*
- *Wide cost differential*
- *Rural & urban*
- *Varying levels of county involvement*



Tri-County Council for Southern Maryland

Working Together to Build One of America's Great Communities



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How Do We Market the *Experience*?

Concern Areas

- Elected officials
- Commercial vendor competition
- Politically correct advertisements
 - *Perception, perception, perception*
- Neighborhoods and riders

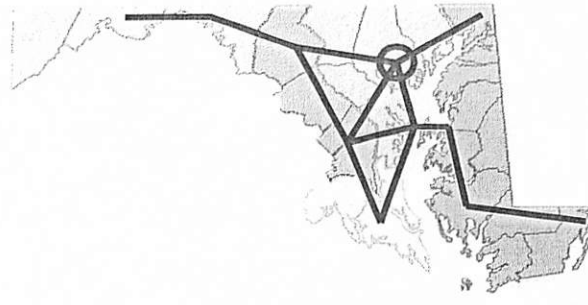
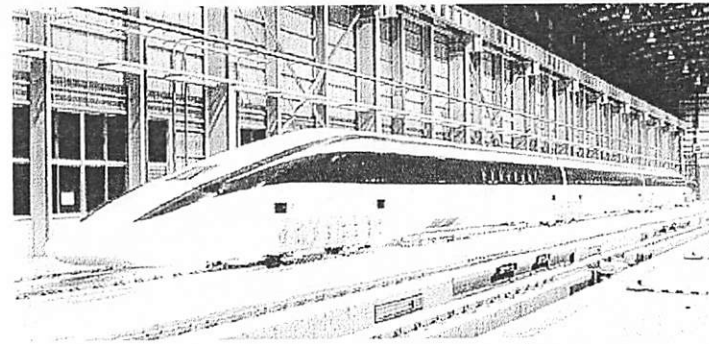
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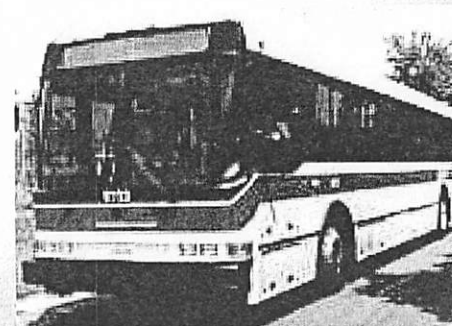
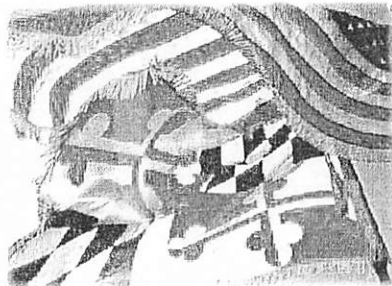
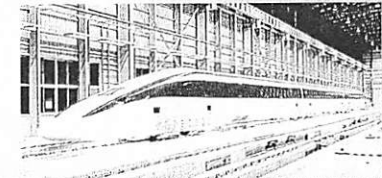
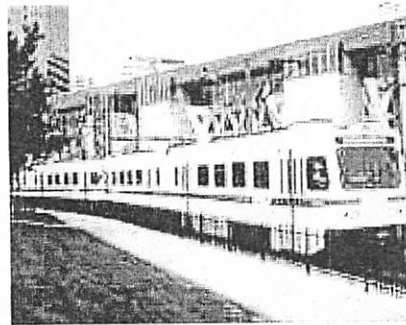
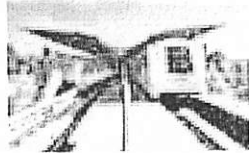
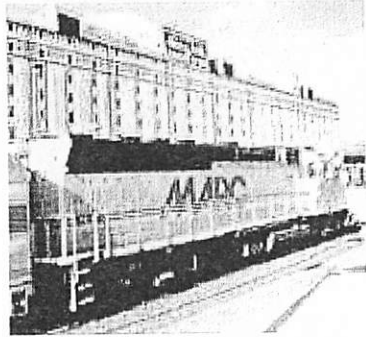
How Do We Market the *Experience*?

Future Plans

- *MagLev*
- *SkyTrain*
- *Rail Vision*
- *Connecting the State*



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Experiencing Public Transportation in the San Juan Metropolitan Area
 Wednesday, January 9, 2002

Group 1 Bayamón-Río Piedras-SJ		Group 2 Bayamón-Cataño-SJ	Group 3 Bayamón-Santurce-SJ
1.	Migdalia Batista	1.	Johanna González
2.	Jaime Laracuente	2.	Héctor Ortiz
3.	Arelys Matias	3.	María Rodríguez
4.	Cybele Chang	4.	Elizabeth Bent
5.	Esther Lee	5.	George Proakis
6.	Erik Wile	6.	Alvaro Covarrubias
7.	Matthew Sholer	7.	Carlos Virella
8.	Jossie Correa	8.	Fracnes Switkes
9.	Michale Pulichino	9.	Selman Altun
		10.	Austin Horowitz

Note: Faculty and others not listed please see Lydia to be assigned to a group.

This trip is an opportunity to experience public transportation, as it exists today in the San Juan Metropolitan Area. Please be attentive to the way the transportation mode functions including the vehicle, the driver, how fare is collected, waiting areas, the route traveled, the neighborhoods & areas served, the ease of transfer, other passengers. How will Tren Urbano affect this mode of transportation? What could be done in order to create a more effective public transportation network for SJMA? Make mental and/or written notes on the experience.

Inform your facilitator if you decide to go off on your own. If you get lost or need assistance, call Lydia at 787-360-3837 or at 787-765-0927 ext. 203.

When you arrive in San Juan go to the *Centro de Información Turística* on the water's edge.

If you want to go back to the hotel, there will be a van at the Tourism Information Center to take you back starting at 5:00 PM. If you wish to join the walking tour of Old San Juan, it will last approximately one hour and depart at 5 PM. Vans will also be available to take you back to the hotel after the walking tour. Students who wish to stay in San Juan may do so and make their own arrangements to return to the hotel.

continue map 65

Bayamón - 1

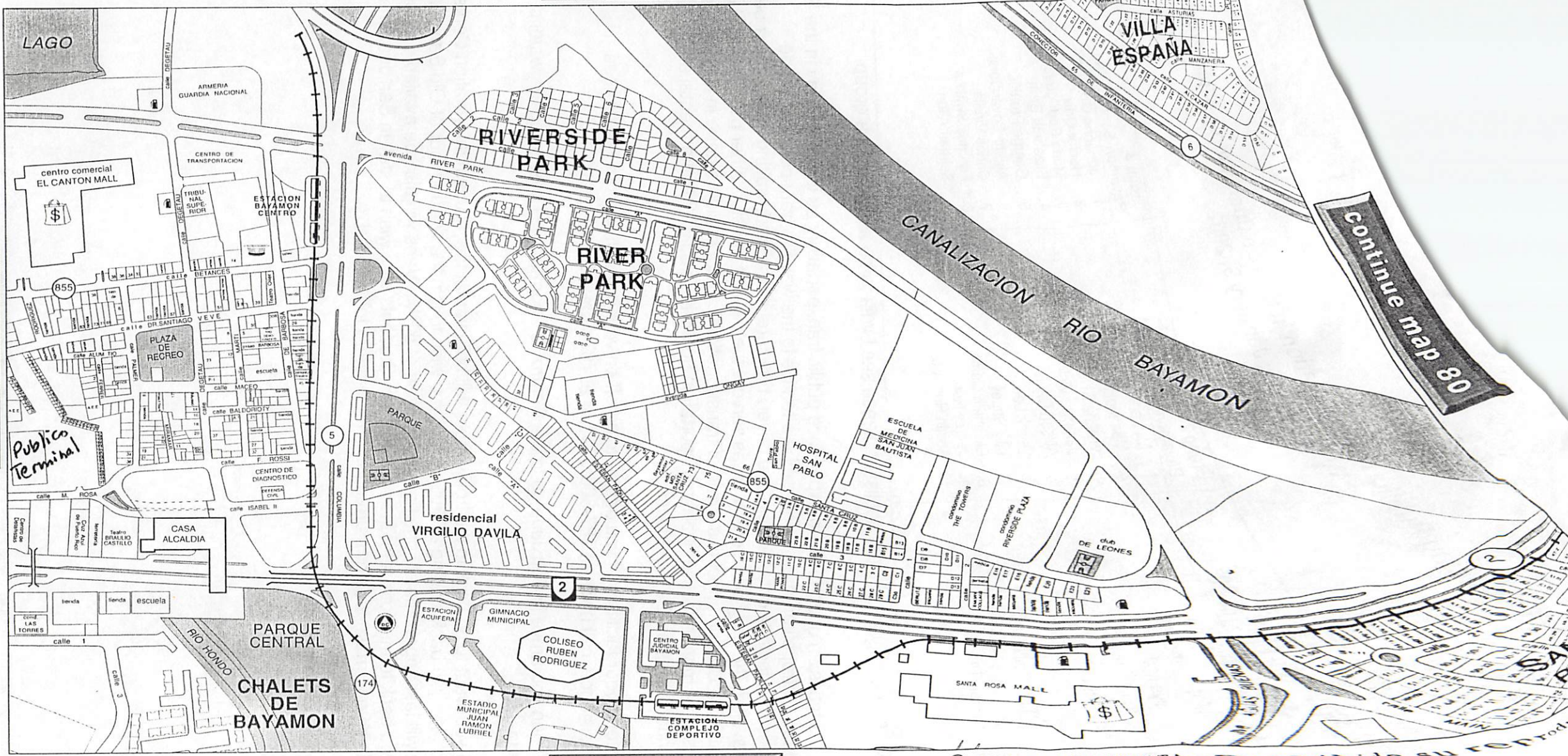
Key Map

continue map 78

continue map 80

continue map 93

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**Experiencing Public Transportation in the San Juan Metropolitan Area
Wednesday, January 9, 2002**

Group 1 Bayamón-Río Piedras-SJ	Group 2 Bayamón-Cataño-SJ	Group 3 Bayamón-Santurce-SJ
<ol style="list-style-type: none"> 1. Migdalia Batista 2. Jaime Laracuenta 3. Arelys Matias 4. Cybele Chang 5. Esther Lee 6. Erik Wile 7. Matthew Sholer 8. Jossie Correa 9. Michale Pulichino 	<ol style="list-style-type: none"> 1. Michael Santos 2. Marianela Santiago 3. Viviana Rivera 4. Jammile Victorio 5. Allison Davis 6. Derek Lee 7. Lilly Shuey 8. Elizabeth Curtis 9. Jeffrey Robles 10. Austin Horowitz 	<ol style="list-style-type: none"> 1. Johanna González 2. Héctor Ortiz 3. María Rodríguez 4. Elizabeth Bent 5. George Proakis 6. Alvaro Covarrubias 7. Carlos Virella 8. Fracnes Switkes 9. Selman Altun

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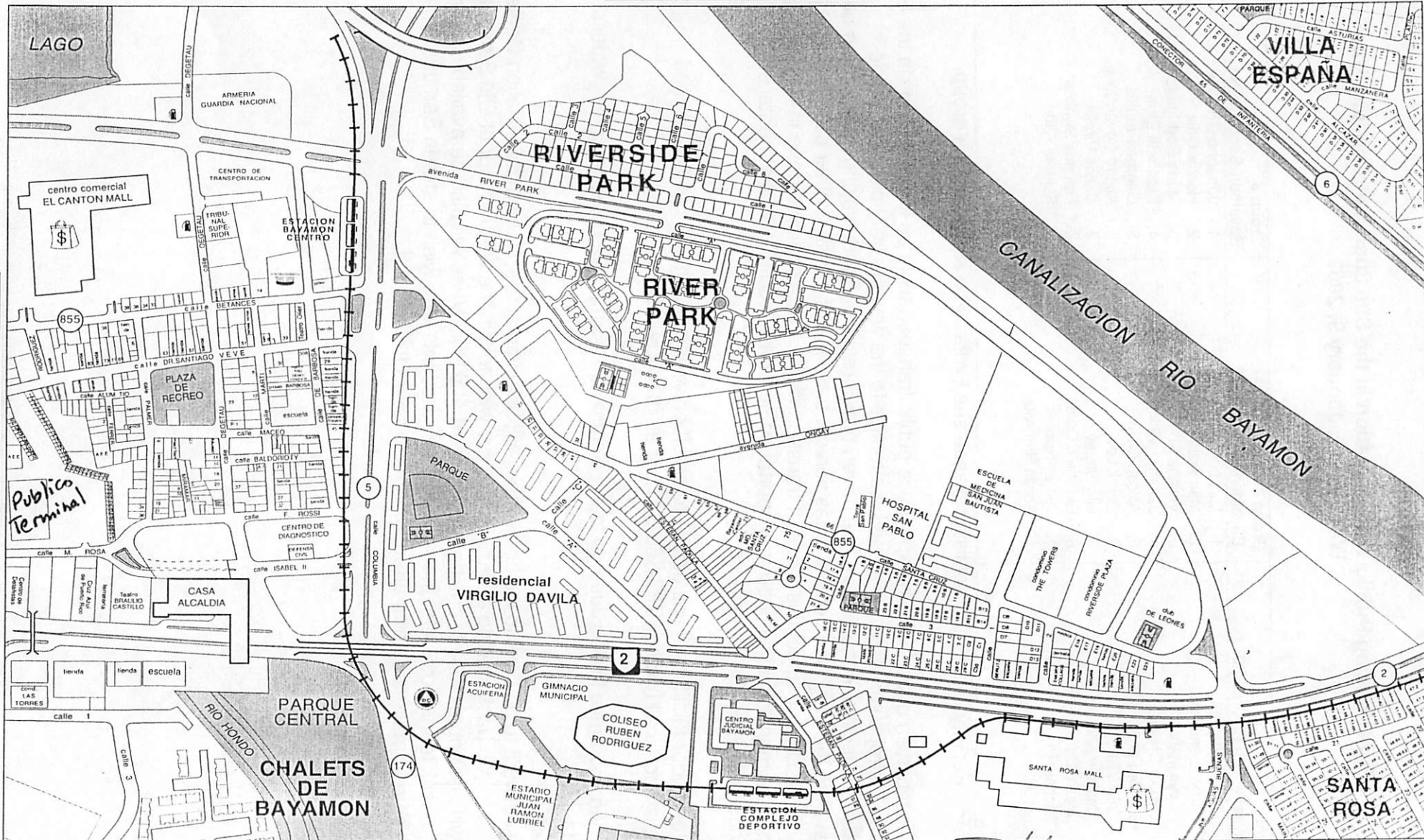
Bayamón - 1

Key Map

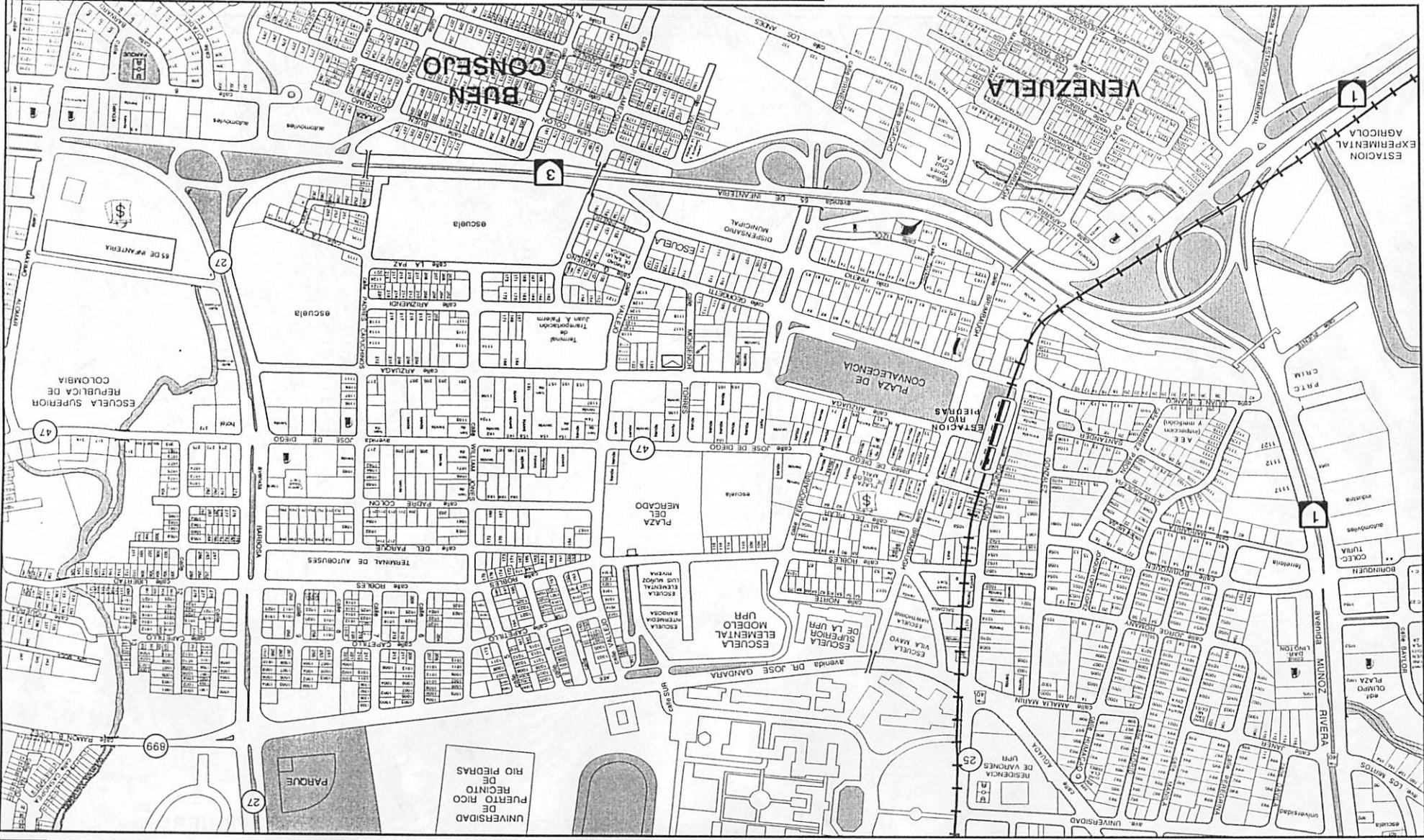


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continue map 93



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Rio Piedras - 2

Key Map



continue map 84


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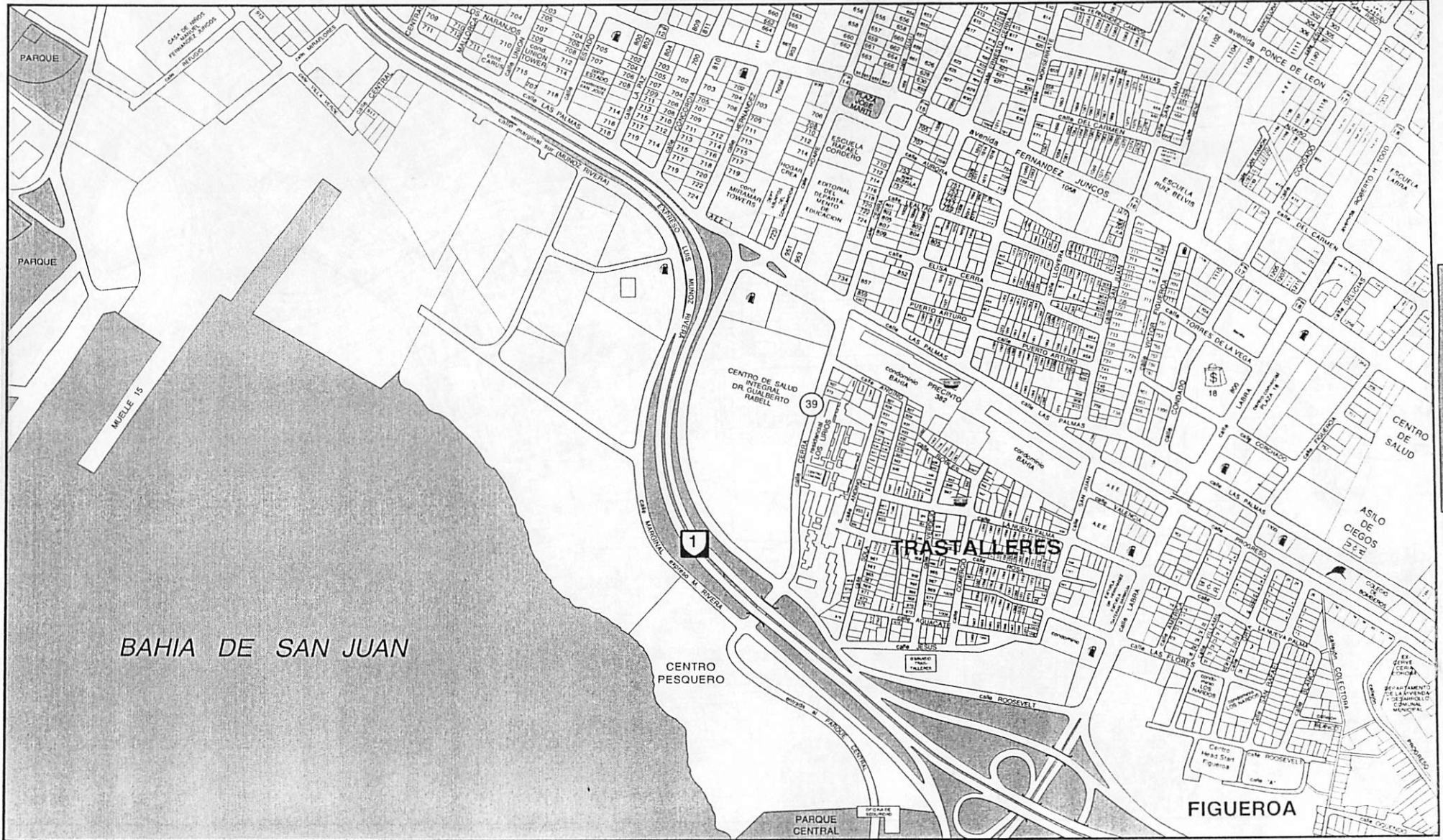
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Santurce - 3

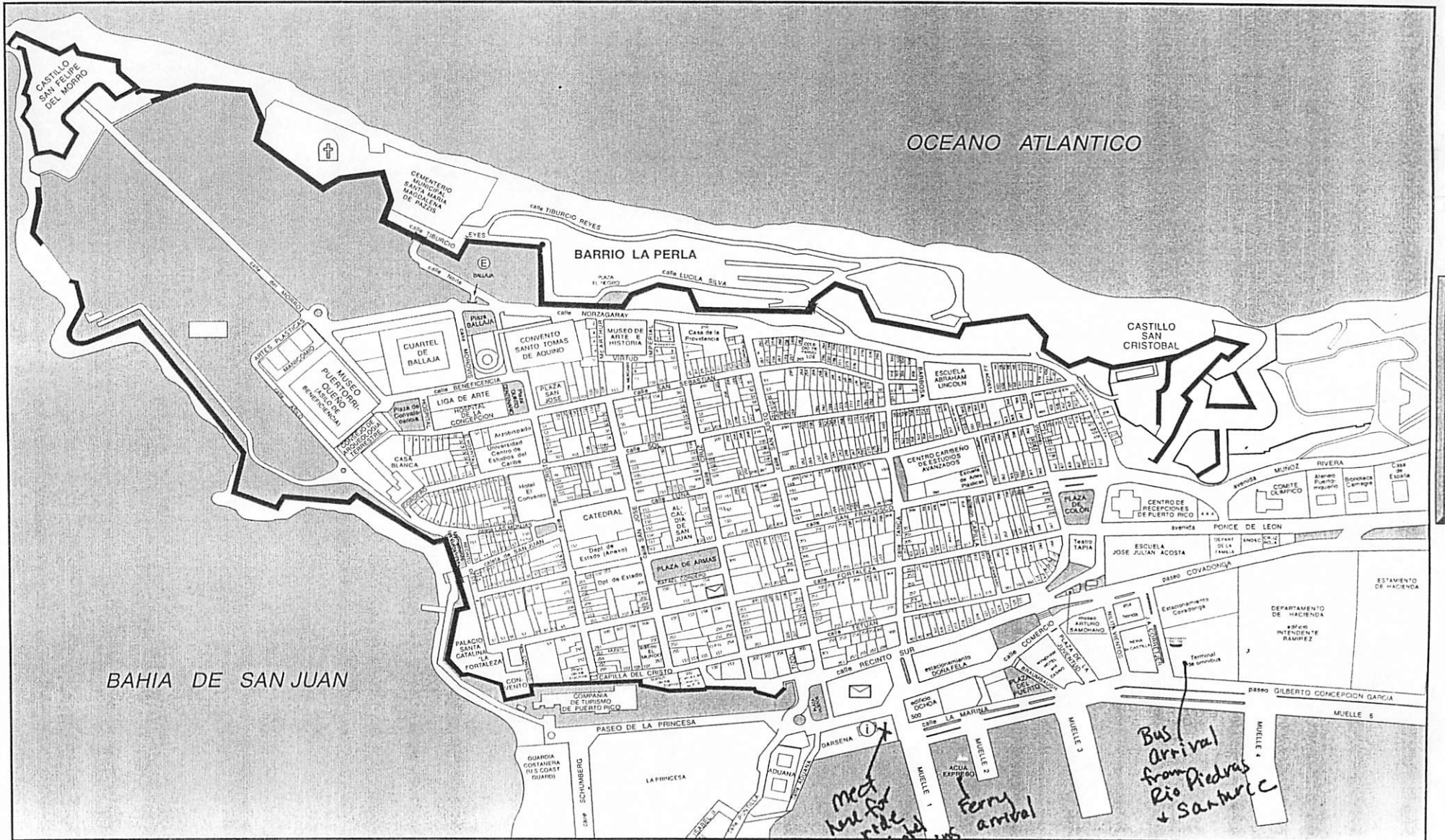
Key Map 

continue map 17

continue map 19



continue map 29



continue map 3

continue map 7

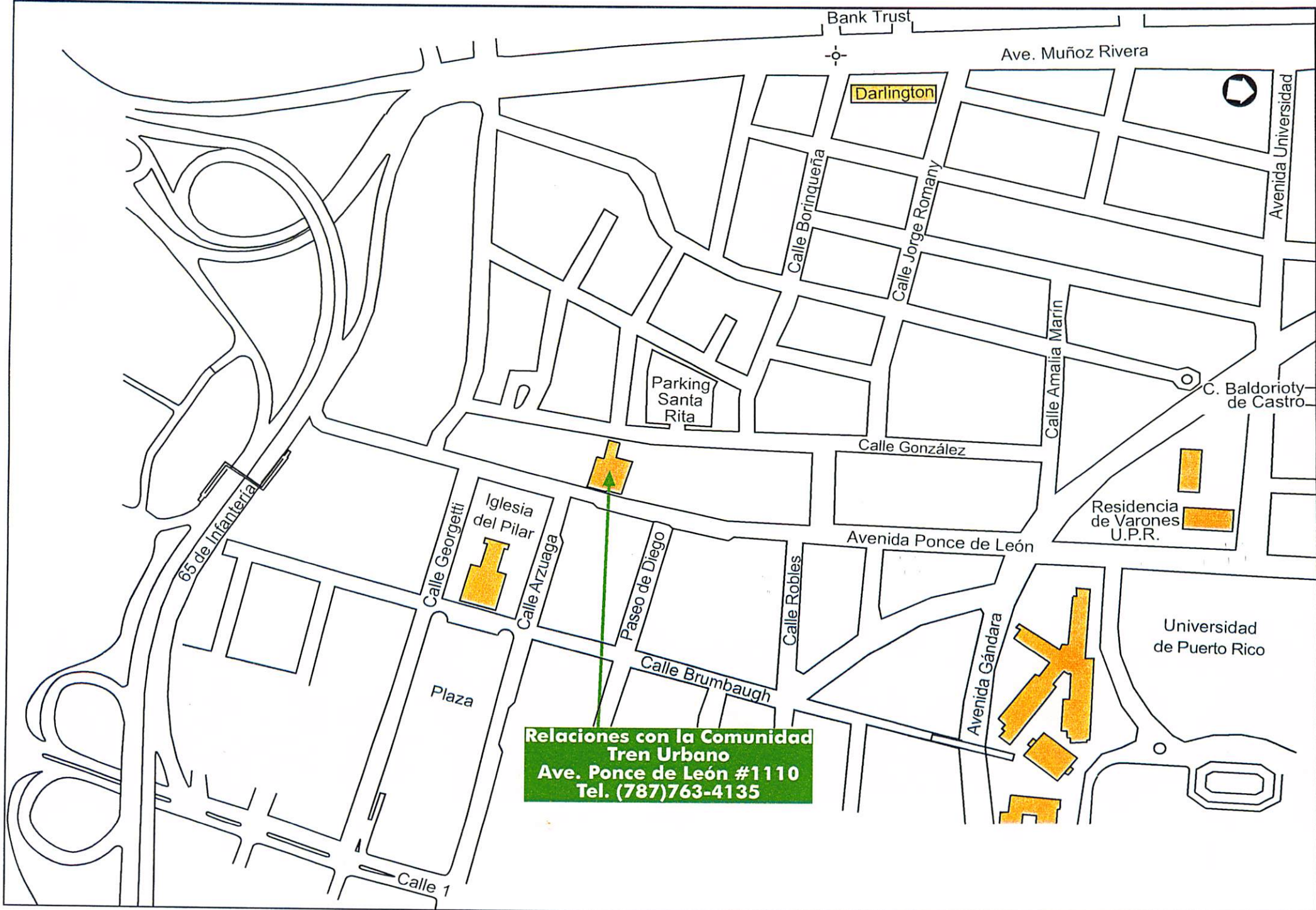
Meet here for ride to hotel or walking tour

Ferry arrival

Bus Arrival from Rio Piedras + Santurce



OFICINA DE RELACIONES CON LA COMUNIDAD, RÍO PIEDRAS



**Relaciones con la Comunidad
Tren Urbano
Ave. Ponce de León #1110
Tel. (787)763-4135**

