

Introduction Your team has been hired to develop a marketing campaign and materials for a new monorail transportation system in Los Angeles, California. The campaign and marketing materials will include: a name for the monorail system, a paragraph that promotes the monorail through vivid language that will attract riders, materials for riders to read while waiting at monorail stations, any music or sounds that will be playing in stations while waiting for the monorail to arrive or while riding, and exhibits or displays that will attract people to ride.

Instructions It is recommended you complete the [Design Los Angeles Monorail System Routes](#) Activity before conducting this activity.

1. Go to the [Transportation Youth Academy](#) website. Click on the [Marketing the Los Angeles Monorail System link](#).
2. Let's begin by learning how LA Metro changed the way people think about public transportation in Los Angeles. Watch the video, **LA Metro: Promoting Mass Transit**. As you watch the video, take notes on all the methods LA Metro used to market transit ridership. See how the Chief Communications Officer for LA Metro put together a group, known as Creative Services, with the goal of making "public transportation cool".
3. Below are more links to videos, websites, and examples of transportation marketing tips, resources, and materials. Watch the videos, review the materials, conduct marketing research of your own. Also, watch the **SMT Rail Greenest Smart Mass Transit on the planet video** located in the [Design Los Angeles Monorail System Routes](#) activity to familiarize yourself with how a monorail system works, it's key features, and more. As you watch the videos and review research materials:
 - a. Make a list of descriptive words that are being used.
 - b. Write down ideas you think are creative or would be popular with potential riders of the monorail system.
 - c. Write down what you think may be some compelling reasons for people to use the monorail system?
 - d. Keep all your notes because you will be using them to develop the marketing materials.
4. Compare your notes from step 2 and 3 with your classmates/team. Afterwards, circle the works, ideas, reasons, etc. you think are the most important to use in the marketing campaign and materials. You can use your classmates/teams responses as a clue as to which ones may be good to use.
5. Remember, the goal for this project is to encourage and excite people to use the monorail system, keeping with LA Metro's goal to make transportation cool.
6. First, come up with a name for the monorail system.
7. Next, develop a catchy, sentence that would encourage people to use of the monorail system. There are several examples in the materials below and the videos you have watched. This sentence will become the "theme" of your marketing campaign.
8. Write a paragraph that describes the monorail system using strong, descriptive, and vivid words and that also builds on the theme from step #7.
9. Lastly, create materials (posters, exhibits, displays, sounds, etc.) for riders to enjoy while arriving at the monorail station and waiting for the monorail to arrive and depart. Several examples are shown in the **LA Metro: Promoting Mass Transit** video and are also provided in the materials/resources below.
10. Review and evaluate your marketing materials using the following assessment. If there are any areas where you do not think you score high, consider making changes so the score is higher. Your goal should be to score 90 or higher.

Monorail Marketing Campaign Self-Assessment

0	2	4	6	8	10	You select a unique name for the monorail system.
0	2	4	6	8	10	You develop a catchy, sentence that would encourage people to use of the system and that is used as a theme for the marketing campaign.
0	2	4	6	8	10	You write a descriptive paragraph that describes the monorail system using vivid language.
0	2	4	6	8	10	Your descriptive paragraph describes the monorail in a manner that will attract customers and is free from spelling and grammar errors.
0	2	4	6	8	10	You create marketing materials to attract customers to the monorail. Your materials use rich, descriptive language that paints a mental picture of the experience the monorail provides.
0	2	4	6	8	10	You create supplemental materials (posters, exhibits, displays, sounds, etc.) for your customers to enjoy while arriving at the monorail station and waiting for the monorail to arrive and depart. These materials are directly related to the theme or your ride and the supply chain.
0	2	4	6	8	10	You create appropriate ambience materials to allow your customers to feel like they are part of a “cool” transportation system.
0	2	4	6	8	10	All of your materials are free from spelling and grammar errors.
0	2	4	6	8	10	Your materials are neat, easy to read, and demonstrate an appropriate level of effort and creativity.
0	2	4	6	8	10	Each member of your group contributes equally to the final product.
TOTAL:						/100 points

Online Resources:

- The Benefits of Public Transportation. <https://www.youtube.com/watch?v=mS-YXJuafx0>. In this video, interesting facts about the U.S. public transportation are provided and reasons why transportation systems positively shape the communities we live in.
- Why Should You Be a Voice For Public Transit? https://www.youtube.com/watch?v=srNk_lc4cvY In this video, compelling reasons for using public transit are discussed.
- An Epic Commercial From Denmark Makes Riding The Bus Look Awesome <http://www.businessinsider.com/midtrafik-commercial-makes-the-bus-cool-2012-9> This video is an example of a creative advertising campaign that increased ridership in Denmark.
- SEWT Meet Chuck. <https://www.youtube.com/watch?v=xxnIjmsF0a8> Southeast Wisconsin Transit Systems video promoting the benefits of riding transportation.
- Guerrilla Marketing in Transit <http://sparksheet.com/guerrilla-marketing-in-transit/> This article, and embedded video, provides examples of how marketing campaigns target people in public and transient spaces, including train stations. Capturing the consumer’s attention at a moment when they aren’t looking to grab their is fundamental to the campaign’s success.
- Transit Agencies Need to Invest in Marketing: A Lesson from Los Angeles <http://thecityfix.com/blog/transit-agencies-need-to-invest-in-marketing-a-lesson-from-los->

[angeles/](#). This article shows how LA Metro markets its products and services to increase ridership, thus reducing traffic, cleaning the air, and making people's commutes in this auto-clogged city a bit less stressful.

- 50 Ways of Introducing New Transit Systems
http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_50-b.pdf This document provides 50 of ways transportation agencies across the U.S. introduced/marketed their new transit systems.
- From Here to There
<http://www.wrirosscities.org/sites/default/files/From-Here-to-There-EMBARQ.pdf>
A creative guide for creating marketing campaigns that make public transportation the way to go.
- Where Public Transportation Goes, Community Grows
<http://www.publictransportation.org/Pages/default.aspx> The purpose of this website is to promote public transportation. There are resources here that are useful for marketing ridership and the benefits of public transportation including:
 - On the Transit Benefits page, [Grows Communities](#) information is provided on how communities grow when public transportation is thriving and [Public Transit Lifestyle](#) has information on how public transportation is a part of the growing American multi-modal American lifestyle.
 - Click on the [InfoGraphics](#) link to get interesting transportation facts, presented in a vivid graphic.
 - On the Resources page, there is useful information and examples of current and past [Events & Campaigns](#). And by clicking on [Transit Facts](#) you will discover some quick facts about public transportation.

