

Massachusetts Bay Transportation Authority

Argeo Paul Cellucci
Governor

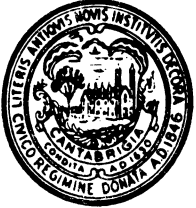
Patrick J. Moynihan
Secretary & MBTA Chairman

Robert H. Prince, Jr.
General Manager

Marketing Efforts Annual Service Plan Changes Summer 1998

(current as of: May 29, 1998)

- 1) place pre-recorded message on T and SmarTraveler phone lines (up June 1).
- 2) place message on these electronic signs (up June 1).
 - inside T stations; and
 - inside South Station bus terminal.
- 3) post 1,450 carcards (28" x 11" and 22" x 21")--at least one inside every T bus and trackless trolley.
- 4) distribute 200,000 color-coded pamphlets:
 - available at front of every bus and trackless trolley;
 - Bus Operations managers will be out on system on first day of changes.
- 5) place ad about services changes on front cover of all 2.5 million Summer 1998 T bus schedules.
- 6) broadcast pre-recorded public address announcements inside T stations (systemwide).
- 7) place message on T Web site (<http://www.mbta.com>).
- 8) Issue news release to 75 media outlets (newspaper, radio and TV). Then target specific areas that have in the past shown great concern (e.g., Jamaica Plain, Quincy, Roxbury, and Somerville).
- 9) posted two billboard (March through May) promoting the T Web site--anticipating the upcoming changes.
- 10) issue 200,000 new T system maps (end of June).



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EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

June 22, 1998

To The Honorable, The City Council:

In response to Awaiting Report Item No. 20, regarding a report on how the new service on Broadway will be promoted, please be advised of the following:

The MBTA has taken a variety of steps to promote all their service changes. Their marketing efforts are listed on the attached document received from the MBTA. In addition, the City has sent out a press release and distributed MBTA brochures and is encouraging the MBTA to follow through on its proposed promotional event on Broadway.

Very truly yours,

Robert W. Healy
City Manager

RWH/mec
Attachment

Consent Agenda #7

4545

Relative to a report on
how the new service on Broadway
will be promoted.

In City Council June 22, 1998

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