SUMMARY STATEMENT

ITEM NO.                  SUBJECT: Maximizing PATCO Marketing through Cooperative Efforts

COMMITTEE:               Operations & Maintenance

COMMITTEE MEETING DATE:  March 16, 2011

BOARD ACTION DATE:       April 20, 2011

PROPOSAL: That the Board authorizes staff to promote PATCO ridership through co-promotions with various community organizations and venues through provisions of advertising space and low cost programs.

Amount: No more than $1,500/campaign

PURPOSE: To maximize opportunities for co-promotions while minimizing costs to PATCO.

BACKGROUND: Over the past several years, PATCO has allowed various organizations to use unsold advertising space at no charge to promote their event/initiative. These arrangements were limited to those situations which were also in PATCO’s interest in terms of attracting ridership, particularly during off-peak times.

One example of such an arrangement was the display of posters promoting the Collingswood Farmer’s Market, which is held on Saturday mornings adjacent to PATCO. The Collingswood community organization promoting this weekly event paid for production of the posters. The posters were posted in unsold spaces on PATCO facilities. The cost to PATCO was less than $50 for in-kind staff support services and the benefit was ridership on Saturday mornings to the Collingswood Station.

Another example of co-promotions is the sponsorship of events through which PATCO was able to purchase a portion of radio ads. PATCO has worked with both Haddonfield and Collingswood and received on-air radio promotion at a fraction of the cost that would otherwise be incurred. Costs were considered marketing expenses.

In other situations, PATCO has received free exhibit space in return for advertising space or use of our facilities. One such example would be the annual Haddonfield Art and Craft Festival, which has used the parking lot at Haddonfield Station as a staging area very early on a
Saturday morning for its vendors to line up for set-up on Kings Highway. In-kind support services are no more than $200 to ensure appropriate indemnity and insurance. PATCO has an opportunity to interface with hundreds of event attendees, promoting future ridership.

Co-promotions are very low cost marketing tools which are common in the transit industry.

It is recommended that the Board authorize PATCO to continue to work with community organizations and venues to promote PATCO ridership through co-promotions.

SUMMARY:

<table>
<thead>
<tr>
<th>Amount:</th>
<th>Not to exceed $1500/marketing campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source of Funds:</td>
<td>Operating Budget</td>
</tr>
<tr>
<td>Capital Project #:</td>
<td>N.A.</td>
</tr>
<tr>
<td>Operating Budget:</td>
<td>1000  291</td>
</tr>
<tr>
<td>Master Plan Status:</td>
<td>N/A</td>
</tr>
<tr>
<td>Other Fund Sources:</td>
<td>N/A</td>
</tr>
<tr>
<td>Duration of Contract:</td>
<td>N/A</td>
</tr>
<tr>
<td>Other Parties Involved:</td>
<td>N/A</td>
</tr>
</tbody>
</table>
RESOLUTION

RESOLVED: That the Board authorizes PATCO to continue to work with other organizations through co-promotions.

SUMMARY:  
Amount: Not to exceed $1500/marketing campaign  
Source of Funds: Operating Budget  
Capital Project #: N.A.  
Operating Budget: 1000 291  
Master Plan Status: N/A  
Other Fund Sources: N/A  
Duration of Contract: N/A  
Other Parties Involved: N/A

RAB  
PATCO