

SUMMARY STATEMENT

ITEM NO.: PATCO-16-036

SUBJECT: PATCO Marketing through Promotional Efforts with Local Organizations, Venues, and Sport Franchises in 2017

COMMITTEE:

Operations & Maintenance

COMMITTEE MEETING DATE:

November 1, 2016

BOARD ACTION DATE:

November 16, 2016

PROPOSAL: That the Board authorizes staff to promote PATCO ridership through co-promotions and marketing with various community organizations, venues, and local sport franchises through use of DRPA/PATCO facilities in 2017.

PURPOSE: To maximize opportunities for co-promotions with local community organizations, venues, and sports franchises in support of their events and to increase ridership on PATCO.

BACKGROUND: Co-promoting and marketing local events, venues, and sport franchises is a low cost marketing tool and encourages passengers to ride the train to access these events.

Promotion of Community Events

PATCO would promote community events through social media, non-print messaging in stations, and seat dropping flyers on trains. Such efforts encourage off-peak ridership on PATCO and draw attendees to various community events including Collingswood's May Fair, Haddonfield's Arts and Crafts Festival and many others. It is to our mutual benefit to promote ridership on PATCO to and from such events, which are held on weekends.

The cost to PATCO per event would be minimal, involving distribution of event-organizer's flyers and preparation of messaging on social media and LED and/or LCD signage. PATCO's promotion of such community events would be contingent upon PATCO approval of the messaging on the flyers and on such events being located in areas accessible by riding PATCO.

PATCO participation in community events gives PATCO the opportunity to speak with many potential and current riders and build good will with the community.

Access to PATCO Stations

PATCO would co-promote with local pro-sport franchises, colleges/universities, theaters, concert venues, museums, and community events. PATCO would allow employees and/or mascot(s) to utilize our stations to distribute flyers/pamphlets to attend local events. Specific language and details promoting the use of PATCO to get to the event would be provided by the venue as a condition of approval to use DRPA/PATCO facilities. Joining forces with other venues for co-promotions is a particularly efficient way to promote ridership on PATCO.

In each case, an appropriate Right of Entry Agreement including proof of insurance coverage and indemnification of the Authority will be required.

It is recommended that the Board authorize PATCO to support such initiatives for the 2017 calendar year as described above.

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| SUMMARY: | Amount: | \$0 |
| | Source of Funds: | N/A |
| | Capital Project #: | N/A |
| | Operating Budget: | N/A |
| | Master Plan Status: | N/A |
| | Other Fund Sources: | N/A |
| | Duration of Contract: | N/A |
| | Other Parties Involved: | N/A |

PATCO-16-036
Operations & Maintenance: November 1, 2016
Board Date: November 16, 2016
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RESOLUTION

RESOLVED: That the Board authorizes PATCO to promote ridership through co-marketing and promotion with local community groups, venues, and sport franchises in 2017.

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