



## **2018 Spring Break Trolley and Park & Ride Service (Clearwater) Marketing Plan DRAFT**

### **Background**

- The City of Clearwater and Clearwater Beach face a massive influx in traffic during the annual Spring Break season.
- In the attempt to offset some of the congestion, PSTA, Jolley Trolley, the City of Clearwater, the Clearwater Regional Chamber, and the Clearwater Beach Chamber are partnering to provide and promote public transit services in and around the downtown Clearwater area
- PSTA's Clearwater Beach Transit Center is scheduled to be open in time to use it for this service

### **Key Messaging**

- Park free, Ride free
- Clearwater Ferry an option

### **Service Details**

- Extending North Coastal to serve CBTC effective 2/18/18 = one seat ride to beach
- Two park and ride locations: Clearwater City Hall and Harborview Center Lot
  - City also owns lot next to city hall, Joelle to see if it can be used as overflow
- 5 trolleys per hour will serve the park and ride — will advertise service as every 15 minutes
  - Service runs 9 a.m. to 10 p.m. Sunday through Thursday, and until midnight on Friday and Saturday
- Marina stop for return service (temporary for spring break only for now)

### **Promotion Details**

- Park free, ride the trolley free
- All riders boarding at one of the two lots get a free day pass for all day travel
- February 19 through April 29, 2018

### **Promotional Elements**

- Press Release – joint PSTA with city, Chambers
- Park & Ride yard signs
- Rack card for distribution throughout downtown and off beach hotels
  - Include alternate return modes
  - Include Clearwater Ferry
- City of Clearwater utility bill insert (city) – maybe Dunedin too?
- Park & Ride lot signage including maps, times, frequency, park at your own risk, alternative ways back to the lot, photos of the vehicles
- Park & Ride sandwich boards (city owned) were saved and can be redeployed
- Specialty stop signage indicating where to board on return trip
- CBTC specialty signage: include walk times to return stop, arrows @ Marina and CBTC
- Variable message signs (city)
- Sidewalk decals/stencil usage
- Kickoff event to open the beach for Spring Break, Feb 20<sup>th</sup> at 11:00 a.m.
- PSTA webpage

- Social media
- City will have event promoters list bus and trolley service in materials — provide palm card copies too

**Items PSTA needs city support/assistance with:**

1. Permission to install ground level way-finding signs (yard signs) — approved in concept, pending approval of a sign deployment plan, approval pending at 1/29 work session
2. Creative ideas for how to install similar signage at Cleveland & Ft. Harrison (no grassy areas at intersection corners) — A-frame signs
3. Suspension of parking meters at city hall — city staff seeking approval at 1/29 work session
4. Variable message signs on the approaches to downtown
5. Any city press release regarding Spring Break to include Park N Ride language

**Other relevant notes**

- Signalized crosswalk at E Shore Dr being installed
- NO Digital ads = initial partner discussion concurred that on-site promotion is more effective than any digital expenditure

**Sign Deployment Plan – DRAFT**

1. Spring Break service runs 2/19 through 4/29/18
2. Wayfinding and lot marker signs to be deployed as follows:
  - a. Yard signs (wayfinders) installed in locations indicated on deployment map
    - i. 2/19/18 by PSTA *public engagement staff (Juan and Nicole)*
  - b. Signage provided to city of Clearwater for attachment on A-Frame signs by 2/1/18
    - i. A-frame signs (wayfinding and lot markers) installed on 2/19/18 by city of Clearwater staff
3. Sign locations checked twice weekly to ensure they are in good repair and in correct locations
  - a. PSTA *transportation supervisors* to check every Monday morning and Thursday afternoon and replace as needed
4. All signs picked up by PSTA (yard signs) and city of Clearwater (a-frames) early in the morning on 4/30/18

