



Regional Transit Authority
2019 APTA AdWheel Entry



Effectiveness Statement

Who was the target audience for this entry?

The target audience for this entry is RTA bus and streetcar riders who use social media to interact with us.

What was the situation/challenge that necessitated this entry?

In 2018, the City of New Orleans began a social media initiative around cleaning up litter. The city's digital strategy is built around a hashtag, #CleanUpNOLA. Local business and organizations have started using the hashtag to show what they are doing to keep the city clean. RTA is responsible for the cleanliness of transit stops and shelters. Therefore, we have developed a social media strategy around the different ways we are keeping shelters, buses, and streetcars clean for the citizens of New Orleans. Additionally, we have adapted the hashtag in order to participate in a communal discussion on the importance of clean, shared spaces in the city, how those spaces can stay clean, and how they are safer when they are kept clean.

What was the strategy/objective of this entry?

Our strategy is built around rider education. We realize that we are not in a position to reprimand individuals who litter. However, we have facts about what goes into cleaning up the litter, and have built a social media strategy around a call to action through the use of facts. The content strategy, described below, is for weekly posts.

Content Type 1: *Factual information about litter and how it impacts the socio-historical aspects of New Orleans*

Content Type 2: *Photos showing dirty bus shelters before and after they are cleaned. We made sure to photograph the shelters with the trashcan (at all shelters) in prominent view*

Content Type 3: *Factual information about how litter impacts transit in New Orleans*

The content is meant to be jarring, to inspire discussion which leads to action.

Effectiveness Statement (continued)

What results/impact did this entry have?

The strategy has inspired discussions among our riders about the impact of litter on their daily lives. Our aim is not to create revolutionary changes in behavior, but educate individuals, particularly our riders, on the widespread issue of litter in New Orleans and the actions that RTA takes to keep transit-related spaces clean and safe. From this, there is a deeper respect for local efforts to keep shared spaces free of litter through the #CleanUpNOLA campaign.

Please tell the judges why this entry was submitted and why it should win the AdWheel Award.

This entry should win the AdWheel Award because it shows how RTA, as an agency that services the New Orleans region, is participating with local communities, organizations, and businesses to overcome an immense hurdle: the challenge of public cleanliness and safety. It is task that, to be successful, must have many groups working together. This applies regionally, but also internally at the RTA. In order for this strategy to be successful, Marketing team has worked with the Maintenance team and cleaning crews to develop factual and visually-interesting digital content. Thus, by participating in the #CleanUpNOLA initiative, we have shown that different groups with different tasks can come together, agree on what actions need to be taken against littering, and accomplish tasks, collectively.



#CleanUpNOLA Social Media Campaign

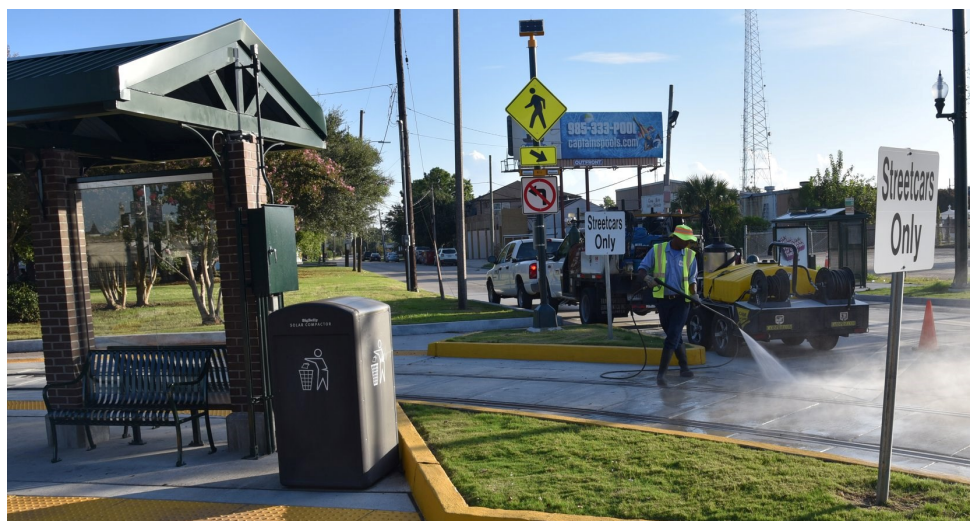


Regional Transit Authority

Published by New Rta [?] · September 28 · 🌐



We were out bright and early at the Cemeteries Transit Center this morning to clean the bus and streetcar stops. In addition to picking up trash and sweeping, the stops are power-washed regularly to remove graffiti and dirt. Please do your part to [#CleanUpNOLA](#) : throw trash in trashcans and keep our beautiful city free of litter!



Post Date: September 28, 2018

People Reached: 717

Post Engagement (reactions, comments, shares): 29

#CleanUpNOLA Social Media Campaign



Regional Transit Authority

Published by New Rta [?] · October 5 · 🌐



This morning, we were at S. Carrollton & S. Claiborne, cleaning up litter and graffiti at the bus shelters. Remember to do your part to #CleanUpNOLA by throwing trash in trashcans and making sure our public places stay clean!



Post Date: October 6, 2018

People Reached: 1,234

Post Engagement (reactions, comments, shares): 149

#CleanUpNOLA Social Media Campaign



Regional Transit Authority

Published by New Rta [?] · October 12 · 🌐



The bus stop at St. Bernard & Broad - before and after clean up.
Remember to do your part to #CleanUpNOLA! Keep our city free from litter!



Post Date: October 12, 2018

People Reached: 764

Post Engagement (reactions, comments, shares): 32

#CleanUpNOLA Social Media Campaign



Regional Transit Authority



Published by New Rta [?] · October 15 · 🌐

Streets, neighborhoods, and buildings in New Orleans are full of history. Also full of history...aluminum cans. It can take aluminum cans 200 years to degrade. Let's keep New Orleans free from litter! [#CleanUpNOLA](#)



Post Date: October 15, 2018

People Reached: 542

Post Engagement (reactions, comments, shares): 17

#CleanUpNOLA Social Media Campaign

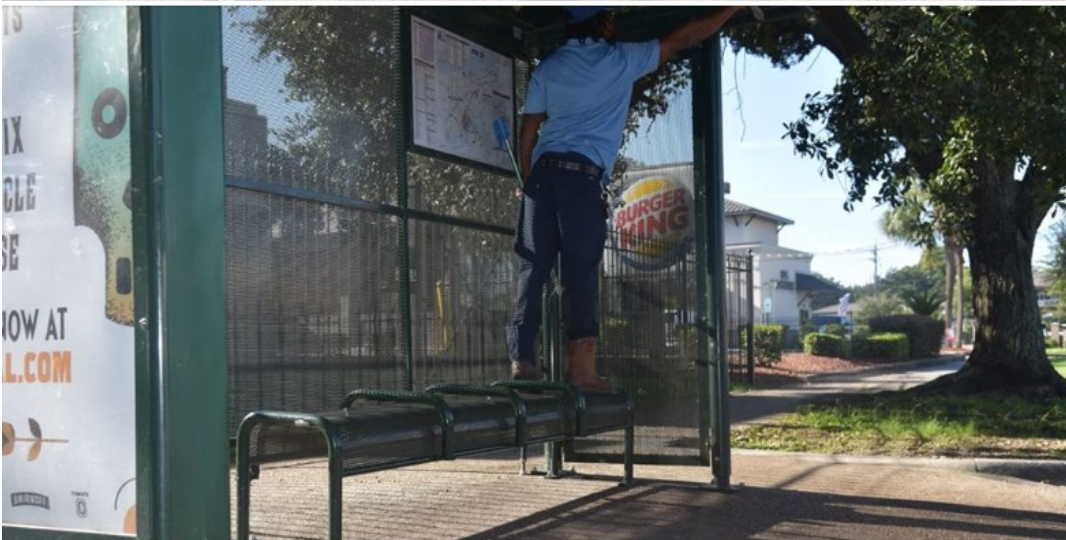


Regional Transit Authority

Published by New Rta [?] · October 19 · 🌐



Cleaning crews have been working hard this week to keep bus and streetcar shelters clean! Here are before and after photos of a bus shelter on Carrollton Avenue. Did you know that, each year, litter costs the state of Louisiana \$40 million? Let's keep New Orleans beautiful for years to come! Throw your trash in a trashcan, not on the ground. #CleanUpNOLA



Post Date: October 19, 2018

People Reached: 661

Post Engagement (reactions, comments, shares): 28

#CleanUpNOLA Social Media Campaign



Regional Transit Authority



Published by New Rta [?] · November 7 at 11:00 AM · 🌐

Each year, the amount of litter picked up on buses and streetcars in New Orleans weighs more than a space shuttle. #CleanUpNOLA



Post Date: November 7, 2018

People Reached: 386

Post Engagement (reactions, comments, shares): 7

#CleanUpNOLA Social Media Campaign



Regional Transit Authority

Published by New Rta [?] · November 12 at 12:10 PM · 🌐



Each bus and streetcar gets cleaned after they complete a shift. Hostlers like William start by sweeping and picking up trash like newspapers, fast food wrappers, empty cups, just to name a few things. Together let's #CleanUpNOLA!



Post Date: November 12, 2018

People Reached: 1,046

Post Engagement (reactions, comments, shares): 66

#CleanUpNOLA Social Media Campaign

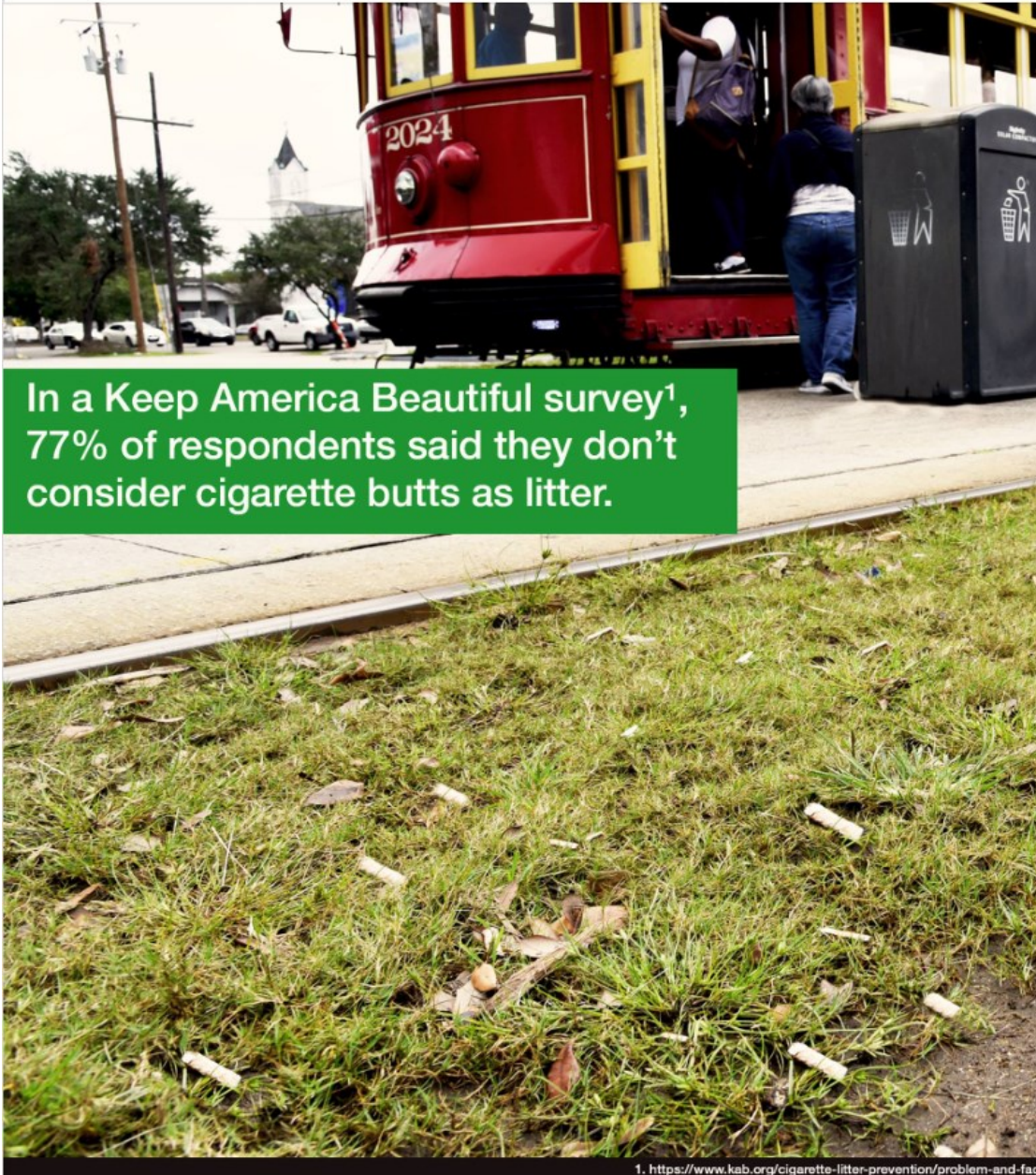


Regional Transit Authority

November 26, 2018 at 9:00 AM · 🌐



We think cigarette butts count as litter. #CleanUpNOLA



In a Keep America Beautiful survey¹, 77% of respondents said they don't consider cigarette butts as litter.

1. <https://www.kab.org/cigarette-litter-prevention/problem-and-facts>

Planned Post Date: November 26, 2018

#CleanUpNOLA Social Media Campaign

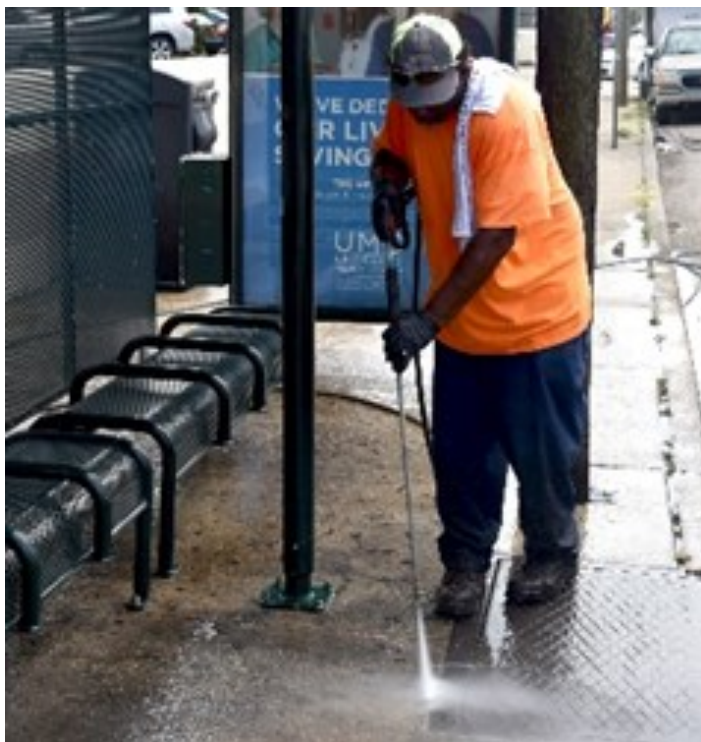


Regional Transit Authority



December 3, 2018 at 9:53 AM · 🌐

After picking up litter, our crews powerwash stops and shelters. This helps wash away graffiti, mud, and leaves. We're doing our part to keep New Orleans beautiful, are you? #CleanUpNOLA



Planned Post Date: December 3, 2018