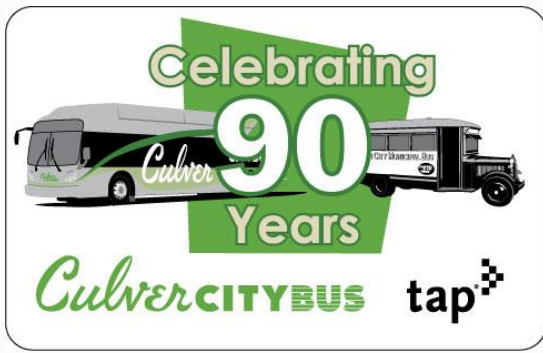




ADWHEEL COMPREHENSIVE CAMPAIGN



Culver CityBus celebrated 90 years of service this year. CULVER CITYBUS has grown in ridership, sustainable and efficient technology and community partnerships.

The purpose of the campaign was to increase awareness and education about transit. In spite of the 90 years of service, many have no knowledge or relationship of how local transit works. Many local residents had never been on the bus and did not understand how Transit Access Pass (TAP cards) worked.

The challenge was to increase familiarity, provide a viable option – an alternative way to get from point a to point b. CULVER CITYBUS strategies were designed to tell the story of our wins, share how valuable a partner we are and communicate about our service, history, ridership and continuous growth.



Culver CityBus (CULVER CITYBUS) targeted a diverse base ranging from local and regional constituents, frequent riders and non-riders, students, tourists and visitors, businesses, and multi-modal passengers.

Understanding the importance that social media plays in relaying information to passengers, Culver CityBus ramped up social media engagement by increasing informational and educational Facebook posts and expanding our marketing footprint to include Twitter. Marketing tactics included a “90-years of service” Community Event to engage local riders and a Customer Appreciation event at a regional transit site. The marketing strategy included a bus wrap unveiling, a 1920’s and 2018 photo booth, an educational “Through the Decades” booklet, and themed SWAG that was distributed throughout the year. There was an educational component that included engaging local schools to promote bus ridership among their students and outreach to city visitors that used the bus for Culver-specific events. Additionally, we increased community partnership efforts by connecting with alternative transportation organization and businesses to showcase multimodal rider experience, in our case through biking, using Bird and Lime scooters, and walking. There was also a concerted effort to increase transit accessibility by distributing TAP cards (electronic ticketing system cards) to potential riders, students, tourists, and visitors.

The transit education for students portion of the campaign strategy was to familiarize them with transit as a benefit to the environment, a means to reduce traffic and as an efficient form of transportation. Students learned how to ride transit, how to be safe on and around transit and experienced the bus during events and field trips which encouraged them to consider using transit when possible. The strategy involved, providing a bus on site at student events, allowing students to access the bus and ask questions. Staff on hand answered questions, gave demonstrations of how to ride the bus and how to use the TAP technology, and gave a face to the agency. Safety information was provided in classrooms and in school assemblies. Teachers used the local transit to get to and from field trips as an additional education component.



Our campaign should be recognized because it allows for interaction with transit, creating a positive memory about the experience. Our campaign is flexible and can be adapted to every level of community. We are raising the understanding of transit and its importance to our community.

Culver CityBus has expanded its service to include critical community partnerships that improve the experience for the rider. Through marketing strategies that inform riders of up-to-date service alerts, to providing educational events to show riders multimodal commute strategies, and providing field trip rider experience for visitors and tourists. Through these tactics Culver CityBus is able to educate constituents about the health benefits, commute saving times, and green technology of our fleet which.

Overview – Concept and Planning

March 3, 2018 marked 90 years of Culver CityBus serving the Community. A year long comprehensive campaign was developed with the following goals:

- Tell the story of the history of Culver CityBus
- Increase awareness of the importance of transit in Culver City and the LA region
- Increase Engagement on Social Media
- Create opportunities to talk about transit with elected officials and constituents
- Establish collaborative and educational events for community partners
- Thank existing riders and attract new ones
- Timeline March 3, 2018 to March 3, 2019

Overview – Tools

- Marketing
 - Bus Wrap
 - Social Media
 - City Website
 - Promotional Ads
 - SWAG and Materials
- Education
 - Community Interface
 - Rider Appreciation
 - Alternative Transportation and Mobility
- Community Partnership
 - U-Pass
 - Ciclavia

Overview – Key Messages

- Transit as historical context – Harry Culver, Founder of Culver City offered prospective business owners and residents a free bus ride to see the opportunity Culver City provided for community and as a location strategically positioned for success. An early adopter of the concept that where transit goes, community grows.
- Transit Today – Provide a context for bringing Culver CityBus into the next 90 years
- Transit as a Partner – Transit field trips, educational and safety events to showcase how transit can make getting to and from work, school, appointments and events easier and more convenient.

Tactics and Strategy

- Create logo and iconography that brings the history of Culver CityBus to the conversation
- Wrap a bus with images of the Culver CityBus fleet through the years
- Re-brand recruiting, website and events as “90th Anniversary”
- Facebook and Twitter Messaging
- Radio advertisements
- Video interviews
- Community Outreach and events
- Partnership with City Stakeholders

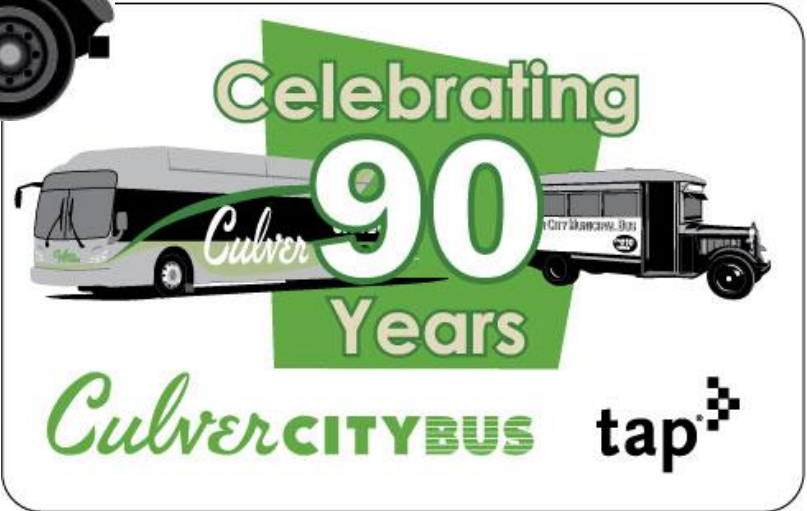
Created Iconography to brand the celebration



Old Bus Rendering



Celebration Logo with old bus



Celebration Logo with Old Bus and New Bus



BUS WRAP IN HONOR OF THE CELEBRATION SHOWING THE HISTORY OF THE FLEET AND SERVING AS A ROLLING STEP AND REPEAT AT EVENTS.

Bus Wrap – Rear of bus and Fleet Decals



Event Branding – Bus Photo Booth and SWAG



Marketing and Messaging

Facebook engagement increased from 50 to 64,365 engagements. The website reports 352,841 visits, the most from any other city department and up from 100,230 the year before. Four videos were created for the campaign “Culver CityBus:90 Years of Service,” A Historical Video Montage, a video covering the anniversary celebration and a safety video in advance of the Ciclavia event which closes out the anniversary celebration. They received 1,473 views. Through collaborations and partnerships with local organization and businesses, Culver CityBus service was promoted in local broadcast and in print media. We were also distributed over 800 TAP cards (up from 200 annually). We distributed over 5,000 items of Culver CityBus merchandise promoting our service.

Marketing and Messaging

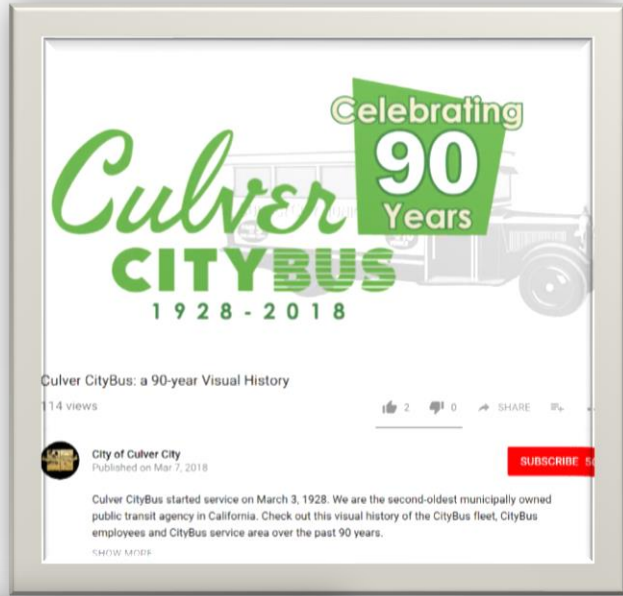
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Marketing and Messaging

- CulverCityBus.com (Website)
- Facebook (@CulverCityBus)
- Newspaper (Culver City Observer)
- Radio (KJLH 92.3), (KFWB 980)
- Television (Channel 2, 7, 9)
- Twitter (@CulverCityBus)
- YouTube



Educational and Informational Video Content (Videos Attached Separately)



Historical Photo Montage



Anniversary Video



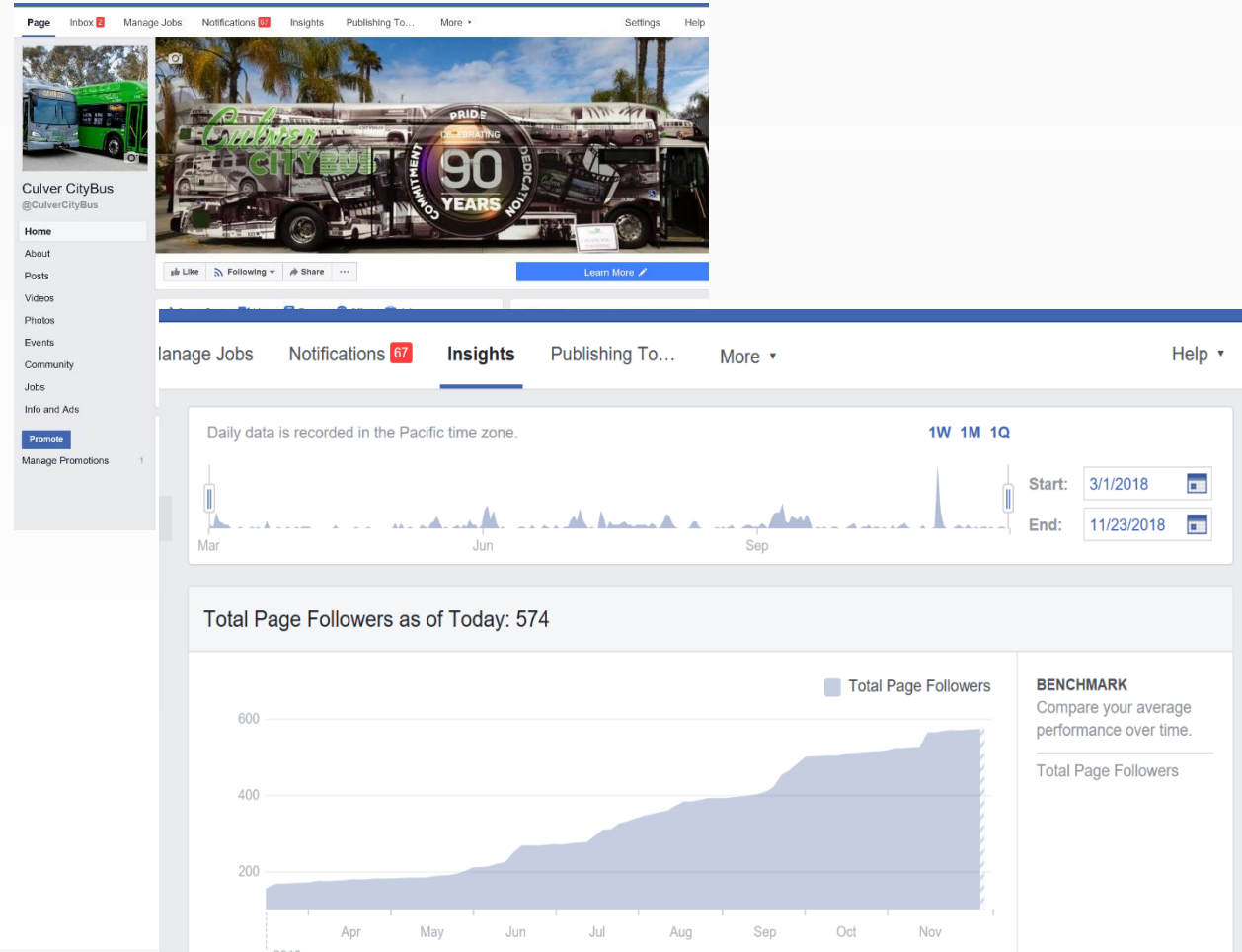
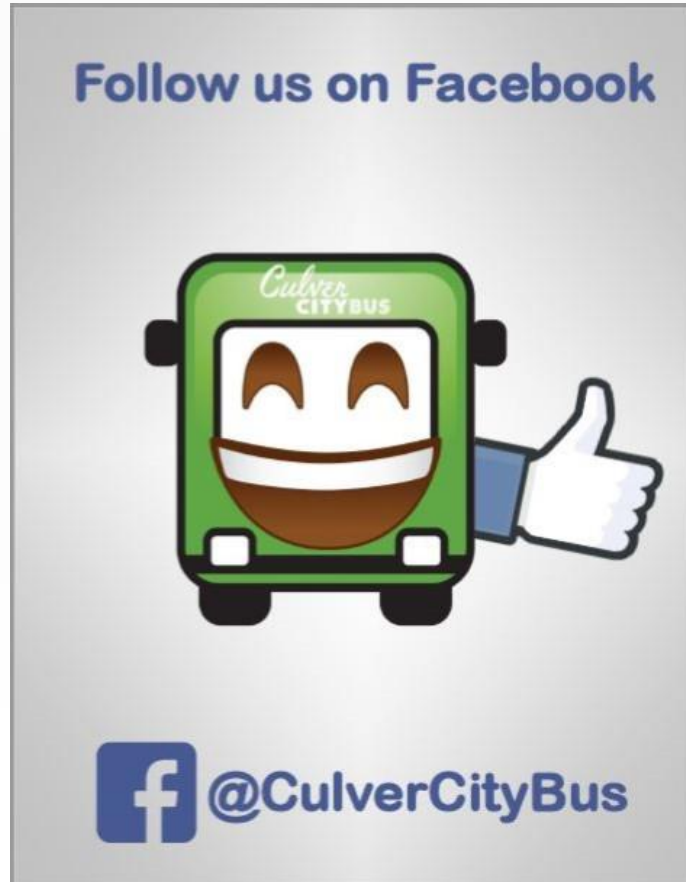
Anniversary Celebration Coverage



Ciclaviva

Social Media – Facebook

(from 0 to 574 followers all organic 52,000 engagements)



Social Media – Twitter (61.7k Impressions)



Culver CityBus
@CulverCityBus

Official Twitter account for the Culver CityBus. Follow for CityBus news, events & notifications. Subject to the Policy at culvercity.org/socialmedia

Culver City, CA
culvercitybus.com
Joined June 2017
Born March 3, 1928
52 Photos and videos

Tweet activity Aug 25

Your Tweets earned 61.7K impressions over this 91 day period

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
				10,679	168	1.6%
				6,756	97	1.4%

Join the fun at tomorrow's Earthfest, from 10:30am-7pm at Media Park in Culver City. Enjoy the live music, dancing, guest speakers and sustainable living tips! Be green and ride @CulverCityBus or take @metrolosangeles to the Culver City stop! #TryTransit #gometro @CulverCityGov pic.twitter.com/vwx87MxX9t

#HappyHalloween! Don't let this spooky day scare you from trying an alternative way of commuting! #carpool #biking #vanpooling #publictransit #TrickOrTreat #culvercity pic.twitter.com/WJLybBGDP

Newspaper and Radio Advertising (Videos Attached Separately)

Culver
City
Observer

FREE FARE! TRY TRANSIT!

Celebrating 90 Years

Culver CITYBUS
1928 - 2018

Culver City is the second oldest municipally owned transit property in California. In 2018 we celebrate 90 years of tradition and experience. We take pride in serving the Westside communities with safe, convenient, and reliable public transportation.

In celebration of our 90 years and to extend thanks to our riders, Friday, March 2nd is "FREE FARE DAY". Ride any of our lines at no charge (reg. \$1)

www.culvercitybus.com

Instant Qualitative Profile

Radio Stations: KJLH-FM
LOS ANGELES - Metro
Scarborough RI 2017: Aug16-Jan17
Adults 18+

Gender

Male	42.3%
Female	57.7%

Age

18-24	8.0%
25-34	6.2%
35-44	18.0%
45-54	31.9%
55-64	24.2%
65+	13.7%

Employment Status

Employed Full-Time	49.7%
Employed Part-Time	14.0%
Not Employed	
A Homemaker	3.3%
A Student	5.2%
Retired	15.4%
Disabled	6.5%
Temporarily Laid Off	0%
Not Employed-Looking For Work	2.4%
Other	0.6%

Household Income

Under \$5K	25.5%
\$5K-\$9K	7.9%
\$10K-\$14K	17.0%
\$15K-\$19K	12.0%
\$20K-\$24K	9.9%
25K+	26.3%

Occupation

Management, Business and Financial Operations	8.7%
Professional and Related Occupations	24.3%
Service	9.7%
Sales and Office	10.8%
Construction, Extraction and Maintenance	1.4%
Production, Transportation and Material Moving	9.8%
Military Specific	0%
White Collar	43.7%
Blue Collar	20.9%

Education

Less Than 12th Grade	3.0%
High School Graduate or GED	30.6%
Some College	37%
College Degree or More	28.7%

Home Ownership

Own	45.7%
Rent	52.6%
Other	1.6%

Number of Persons in household under 18

None	55%
One	17.9%
Two	8.2%
Three or More	19%

Custom Selection

Qualitative Population: 406,050. Qualitative Respondents: 158. Estimates displayed are for % Composition.
Page 1 of 2
TAPSCAN IGP
Copyright © 2017 The Nielsen Company. All rights reserved.

KJLH
102.3

Website (149,780 visits, 352,841 page views)

Siteimprove

11/16/2018 2:04 PM
Period: 11/1/2017 - 10/31/2018

Site
City of Culver City

Group
Transportation

Period
11/1/2017 - 10/31/2018

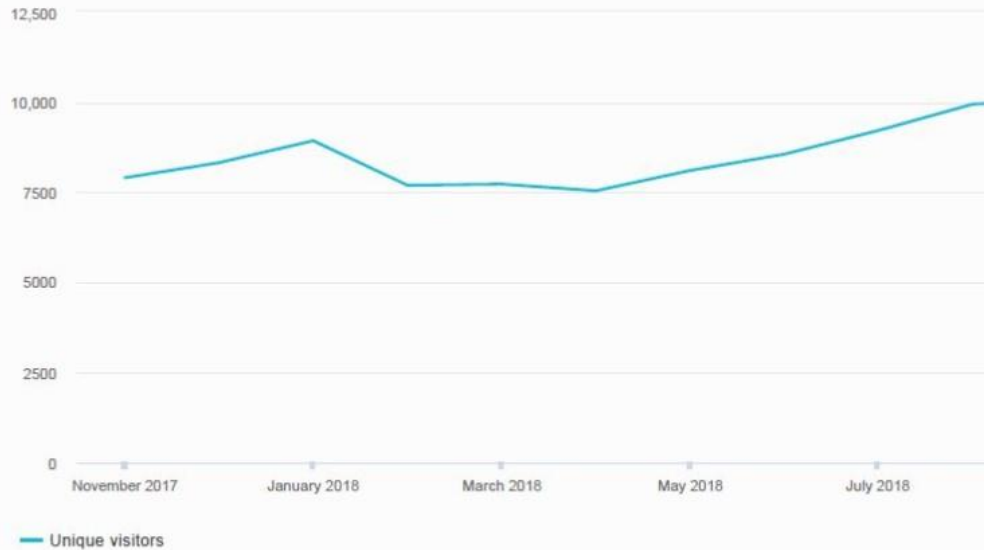
Historical Comparison

Visits
149,780
No trend data

Page views
352,841
No trend data

Unique visitors
88,277
No trend data

Returning visitors
4,198
No trend data



Whether you ride every day or occasionally, are a student,

Branded Partnerships and Events

- Rider Appreciation Event
- Community Thank you / Anniversary Celebration
- Girls Leadership Academy Transit Field Trip
- Bike to Work Pit Stop
- 4th of July Special Service
- Chamber of Commerce Transit / Mobility Presentation
- Community Walk N Roll Safe Routes to School Event
- Display Anniversary Wrap at Culver City Car Show
- Fiesta La Ballona

Branded Partnerships and Events cont'd

- CCUSD Summer Lunch Mobility Session
- Mobility / Scooter Safety Event
- Sponsored NACTO Designing Cities Conference
- UCLA Rideshare Fare
- Linwood Howe First Grade Transit Field Trip
- LADWP Rideshare Fare
- Chamber Expo
- WLAC – U-Pass
- Ciclavia

Alternative Transportation Education - Bikes



Alternative Transportation Education – Scooters



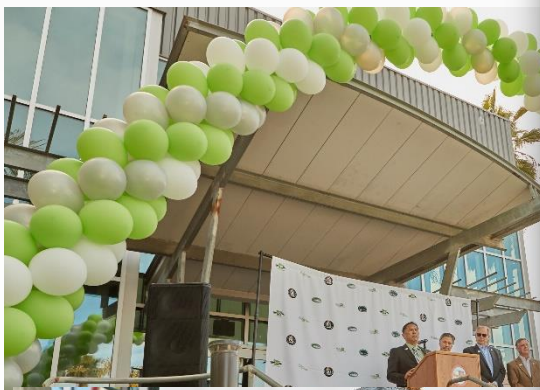
Community Partnerships – Transit Field Trips



Community Partnerships – Chamber Expo



Events – Anniversary Celebration



Please Join Us, Celebrating
Culver
CITYBUS
1928 - 2018

On Saturday, March 3, 2018 at 11:00 AM – 2:00 PM
At the Culver City Transportation Facility
4343 Duquesne Avenue, Culver City, CA 90232

Join us for giveaways, Metro Pop-Up Shop, free food, Caricature Artists, DJ, our famous Bus Photo Booth, ...and a close-up look at our Anniversary Wrapped Bus!

Learn more about working for and riding Culver CityBus, grab a route schedule and pick up our new Commemorative TAP card!



Events - Ciclavia



Events – Rider Appreciation



Results

- Social Media
 - Facebook from 50 to 64,365 engagements
 - Twitter from zero to 61.7K impressions
 - Website from 100,000 to 352,841 views
- TAP (Transit Access Pass)
 - 800 distributed at events
 - Usually less than 200 distributed
- Community Local organizations and stakeholders requested that Culver CityBus partner with them for events. Partnerships allow education and outreach about local area transit services.

Results cont'd

- Transit field trips and educational partnerships have expanded to include a partnership with the school district to develop a transit education program targeting all students K through adult school.
- As a result of the community partnerships, all events based in Culver City now request Culver CityBus participation either as a transit partner or to provide information to constituents.
- This campaign and partnerships have provide a baseline for future recognition and collaboration. The interaction with the public allowed Culver CityBus to position itself as a community and stakeholder partner to provide valuable transit information while making connections with riders at each event, staff on hand to answer questions and distribute information to attendees curious about local transit routes and services.