



LONG BEACH TRANSIT 2019 ADWHEEL SUBMISSION

Project: Book of Bus Behaviors





Long Beach Transit's Book of Bus Behaviors

Long Beach Transit's Code of Conduct was out-of-date and unfriendly to customers. While it served its purpose of enforcement, it was not a document that customers wanted to read because it was bureaucratic.

The **Target Audience** for the Code of Conduct is all LBT Customers. Presenting the Code of Conduct information in a compelling way is key to having customers understand its importance.

The challenge facing LBT was that while the old Code of Conduct had important information, it was only being used as an enforcement tool. We wanted to educate customers about good and bad behaviors on the bus. Customers were ignoring the information making it more difficult to proactively promote good bus behaviors.

LBT's **strategy for the new Code of Conduct** was to develop a user-friendly publication to engage LBT customers and get them to think about their behavior on the bus. Rather than publish rules and regulations in a dry, bureaucratic manner, LBT set a goal to create a compelling brochure that started conversations regarding appropriate behavior on the bus and promoted LBT as a friendly agency.

The impact of the **Book of Bus Behaviors** has been a decline in behavioral-related incidents, especially among students. The book was accompanied by a social media campaign using animated GIFs.

The Book of Bus Behaviors is a unique way to approach an important topic that rarely gets attention from customers unless they are doing something wrong. The book should win an award because we've created a unique, compelling and useful tool for Long Beach Transit Customers that will improve their experience on board our buses.





