



2024 APTA ADWHEEL AWARDS

Milpitas SMART:

The Smart Way for Milpitas Residents to
Travel Around Town

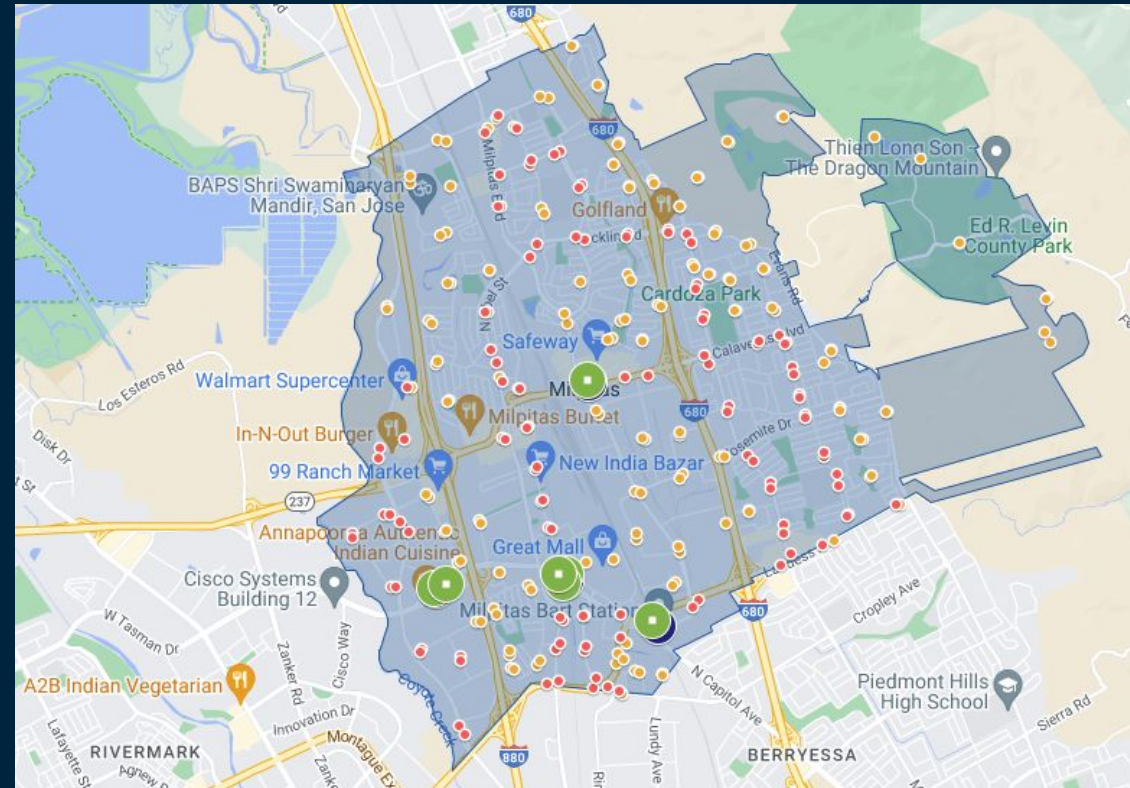
Presented by City of Milpitas &
RideCo On-Demand Transit



On Demand Transit in Milpitas

► What is SMART?

- SMART provides on-demand shared rides within the city limits of Milpitas (14 square miles) utilizing 7 vehicles
- Passengers can request a ride in real-time or up to 7 days in advance. Most rides are available within 15 minutes
- Passengers are directed to walk to one of >250 safely vetted pick-up points to meet the vehicle nearby
- Service hours are currently 7am-7pm Monday-Friday



Key Metrics

170+

passengers per day
(Goal: >120)

92%

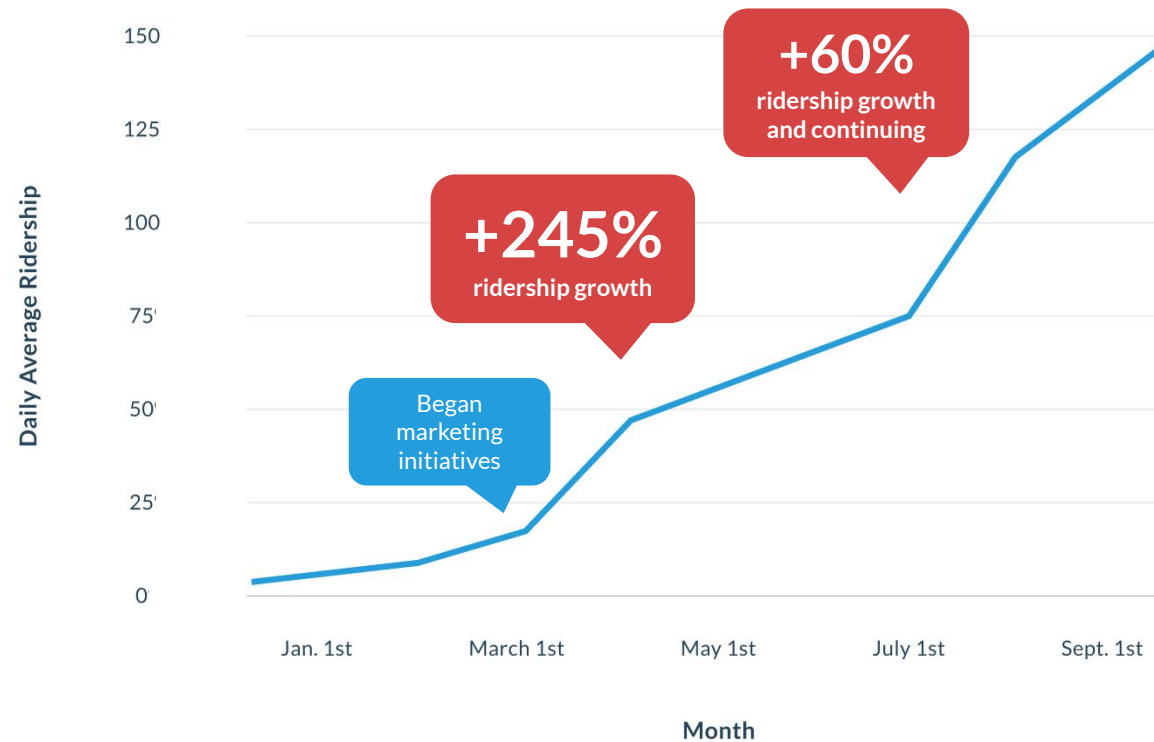
on-time performance
(Goal: >90%)

4.8/5

avg. ride rating
(Goal: >4.5)

MILPITAS SMART SUCCESS STORY

6-month streak of record-breaking ridership





Integrated Marketing Campaign

Marketing Strategy

- ▶ **Goal:** Help the service grow ridership to 120 passengers/day
- ▶ **Challenge:** Lack of awareness and the service model is new to the city, so the community needed awareness and education of what the service is and how to utilize it
- ▶ **Strategy:** Integrated marketing on multiple channels





MILPITAS SMART



- ▶ First, the team needed to create and establish a cohesive branding from the Milpitas' value and service offerings. So, the team took inspiration from the city's logo and utilize the leaf element to represent Milpitas' commitment to sustainability.
- ▶ The city was also deliberate on the naming convention of SMART, which stands for Simple Mobile Access to Reliable Transit. The word aligns with the city's smart infrastructure program, a key city initiative.

Vehicle Wrap & Decals

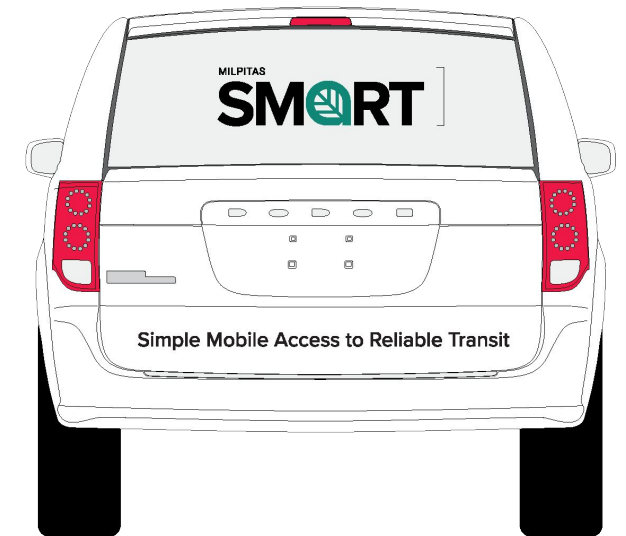
- ▶ Vehicles are one of the key elements of the program and is a great moving billboard that generates thousands of impression daily. Therefore, our team strategically placed price point decals along with short description and app store stickers to communicate the affordability and ease of utilizing the service.

\$2.50 Rides Sticker (Yellow):
14" diameter
Back window option

**"On-Demand Rides
Anywhere in Milpitas":**
Height: 5.5" inches



App Stickers (Side window):
Sticker Box Height: 2.8" inches



Website/Landing Page

- ▶ The website/landing page was built to provide information on the service, such as what the service is, service zone map, how to ride the service, fare structure, and FAQs.
- ▶ To ensure the website is easily remembered, we set up the domain milpitas.gov/smart.



Video Assets

▶ 47 Second Educational Video

To help people easily and quickly learn about Milpitas SMART, we produced an animated video.

We understand it was important to highlight how the service can be used and how this would benefit riders. Within a few seconds into the video, we also called out that affordability of the service.



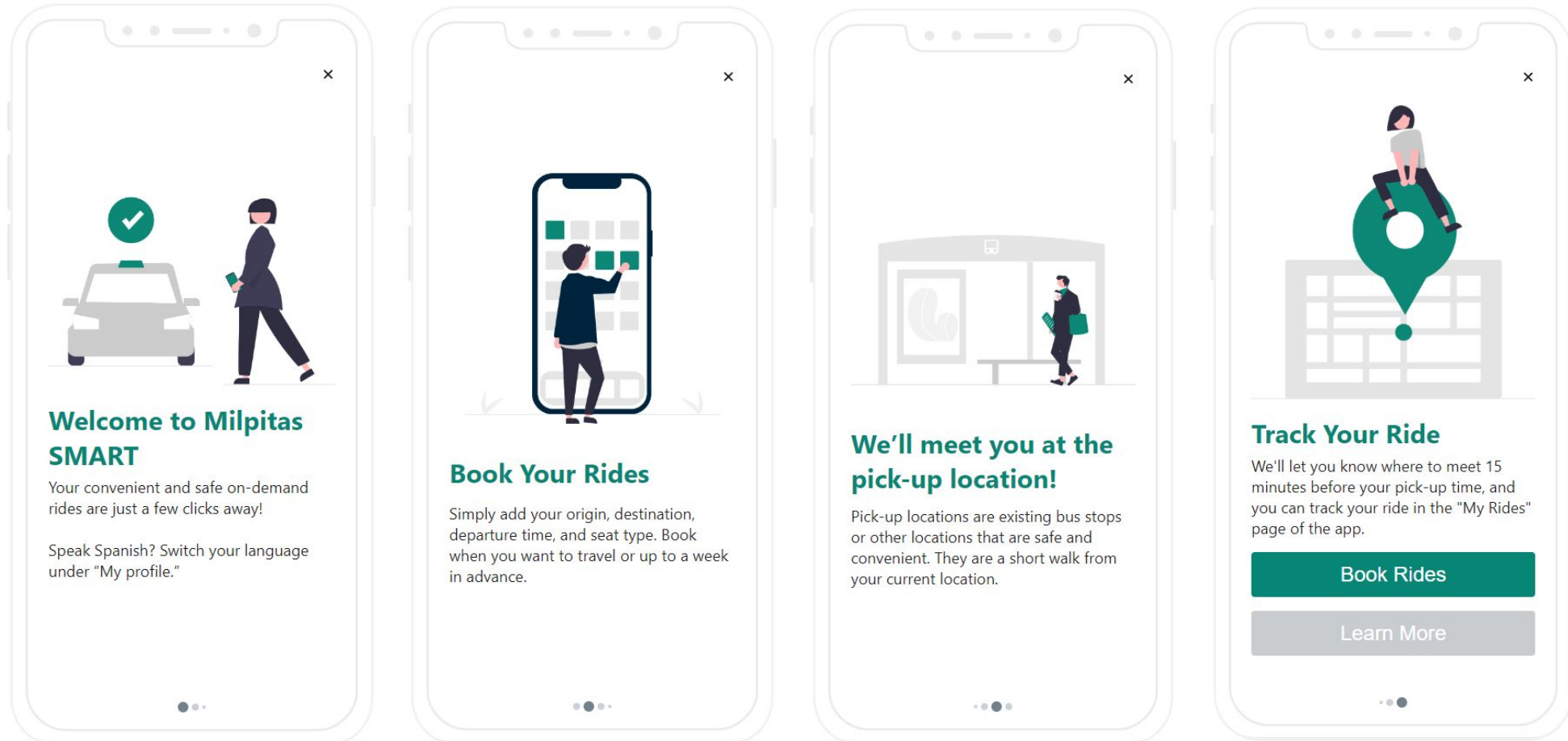
▶ How-To Video

The City also produced a step-by-step video of how to ride the service. The City invited Filipino senior riders to appear in the video for an in-language testimonial, which was designed to reach out to residents of the city, where 67.5% of the population is of Asian descent.



In-App Message

- ▶ We ensure messaging is consistent and the educational piece continues even after the application was downloaded. We put together in-app welcome message and instructions to help convert people to search and book their first rides.

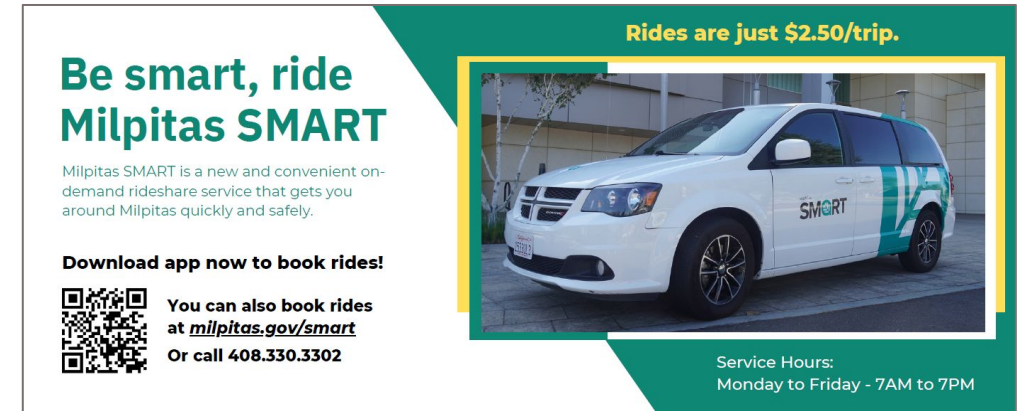


Print Materials

- We developed **informational brochures** and **water bill inserts** to share detailed information about how to book rides and where the service can be used.



Informational Brochure



Water Bill Inserts

Out-of-Home

Ridership increased 60%
after placing flyers in July

- ▶ Bus shelters placements at VTA rail stations and near high schools
- ▶ Flyers all over the city on bus poles and high foot traffic areas
- ▶ Since installing the flyers, we saw a 442%* increase of app downloads from the QR code scans.



The flyer features a green and blue color scheme. At the top left is the Milpitas logo, followed by the word "SMART" in large, bold, blue letters. Below this, the text "On-Demand Rides Anywhere in Milpitas" is written in large, bold, black font. In the center is a white minivan with "SMART" branding and a green and blue graphic on its side. At the bottom left, there is a QR code with the text "SCAN, DOWNLOAD THE APP, BOOK YOUR RIDE" and the phone number "(408) 330-3302" and website "www.milpitas.gov/smart". At the bottom right, there is a fare table with two columns: "\$1.00 YOUTH, DISABLED, LOW INCOME" and "\$2.50 STANDARD FARE". Below the fare table, it says "Milpitas SMART is a convenient on-demand rideshare service that gets you around Milpitas quickly and safely. Milpitas SMART vehicles are ADA-accessible!"

SMART

On-Demand Rides Anywhere in Milpitas

\$1.00 | **\$2.50**
YOUTH, DISABLED, LOW INCOME | STANDARD FARE

Milpitas SMART is a convenient on-demand rideshare service that gets you around Milpitas quickly and safely.

Milpitas SMART vehicles are ADA-accessible!

SCAN, DOWNLOAD THE APP, BOOK YOUR RIDE
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*Data from comparison of May 10-July 9, 2023, and July 10-September 9, 2023.

Paid Social

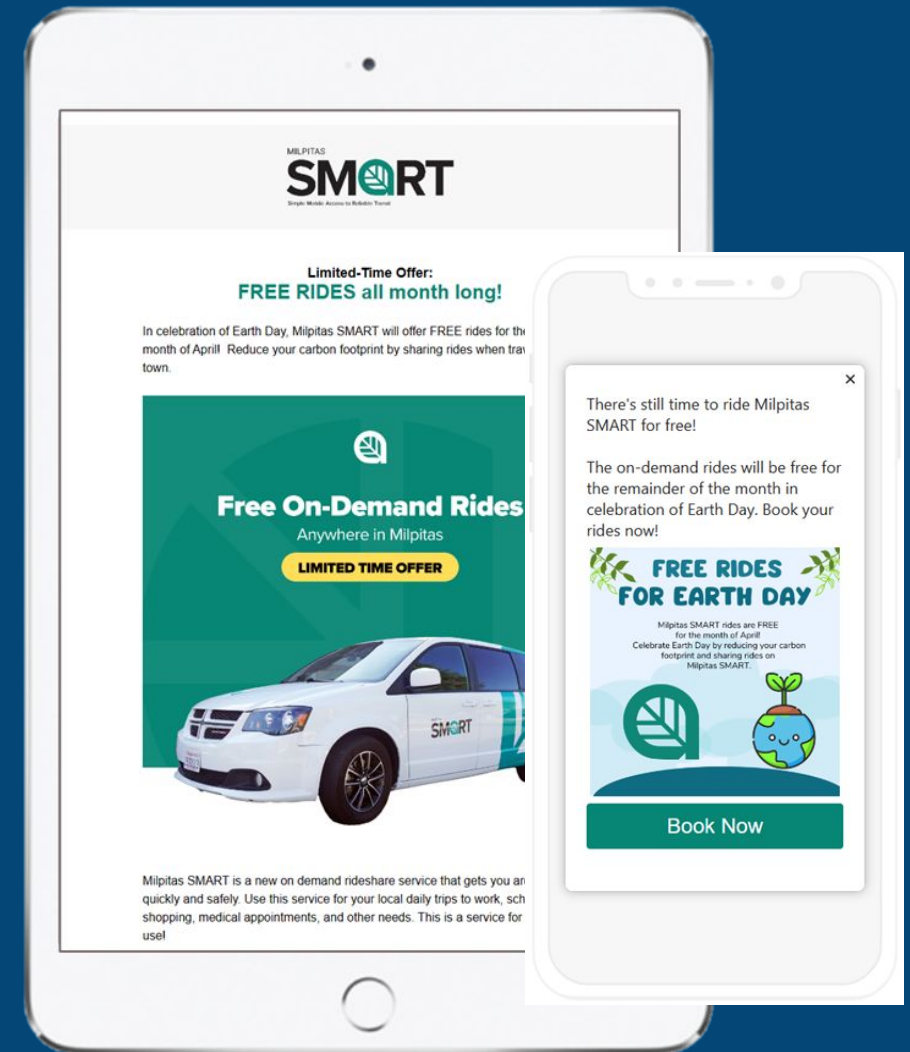
Paid social ads resulted in 245% ridership growth in the month they launched

- ▶ Assets included both video and static images
- ▶ In-language ads (Spanish, Chinese and Vietnamese) for the city's large immigrant population



Seasonal Campaigns

- ▶ Offered free rides for a month in conjunction with Earth Day to grow ridership and to build rider behavior
- ▶ Promoted on all platforms, including email, push notifications, in-app message, social, paid advertising, outreach, etc.



Outreach Efforts

- ▶ Senior Center presentation
- ▶ Farmers' Market and 626 Night Market
- ▶ Collaboration with local school district
- ▶ Collaboration with local businesses\
- ▶ Staff at local mall and shopping destination (i.e., Milpitas Great Mall) and VTA rail stations





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Powering the Next Generation of Transit

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