



**WE ARE KITSAP.  
WE CAN DO THIS.**

**RIDE SAFE DURING COVID  
CAMPAIGN**

**Kitsap Transit  
2021 APTA AdWheel  
Awards Entry**

# CAMPAIGN GOALS

In February 2021 Kitsap Transit (KT) launched its COVID-19 safety campaign, anticipating former riders would return in the spring to their worksites.

**Strategy:** Awareness of COVID-19 safety measures demonstrably boosted confidence in riding KT in pre/post testing in a 2020 survey:

- The percent of former riders who said riding KT was “moderately safe” or “very safe” jumped 70 percent after learning what measures KT had put in place.
- 57 percent of former riders who were informed of KT’s safety measures said they were “somewhat likely” or “very likely” to start using KT during the pandemic.

## We Are Kitsap. We Can Do This.

### GOALS

- Show the public how KT keeps riders and employees safe
- Show how riders play a role in preventing the spread of COVID-19 on transit
- Increase ridership gradually as pandemic restrictions ease and public fears recede

# WE ARE KITSAP. WE CAN DO THIS.

*Aired February - August 2021*

A character-driven, video-centric campaign leveraging “only in Kitsap” community traits used humor to show understanding and connection with the audience as the pandemic entered its second year.

Shot in November 2020 with two dozen volunteer actors on live sets during passenger service, the spots were ready for release in January 2021. KT added closed captioning in the three predominant languages spoken in Kitsap: English, Spanish and Tagalog.

**Video Production Cost: \$25,000**

## Community Partner

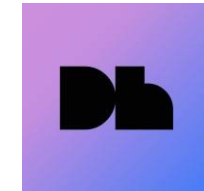


BCT recruited two dozen volunteer actors, tailored costumes and furnished props. BCT has been closed during the pandemic.

## Video Production



Location scout, production, post-production.



Scripts, vendor and shoot coordination.

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## Key Messages

- Mask up on KT buses & ferries - Take one
- Clean your hands - Use sanitizer on our fleet
- We scrub our buses & ferries relentlessly
- KT fleet purifies cabin air with UV light



# VIDEO SPOTS *by month of premiere on YouTube*



**A Viking Boards a Bus**

<https://youtu.be/qNu8tg3hFrQ>

FEBRUARY 2021



**Extreme Hiker**

<https://youtu.be/xN6NYySG02k>

MARCH 2021



**Shakespeare on a Ferry**

<https://youtu.be/DNaWICKNjX4>

APRIL 2021

## SCRIPT SNIPPET

**Bus Operator:** "You'll need a face mask for this vessel."

**Viking:** "My supplies, they've been ravaged."

**Bus Operator:** "We get that. Please take one of our masks."

## SCRIPT SNIPPET

**Bus Operator:** "Hello, Dispatch? ... Can we give sanitizer to everyone?"

**Dispatch:** "Yes!"

**Bus Operator:** "Yes!"

## SCRIPT SNIPPET

**Doctor:** "Look how she rubs her hands!"

**Gentlewoman:** "I have known her to continue in this a quarter of an hour!"

**Lady MacBeth:** "And yet, here's a spot!"



# VIDEO SPOTS *by month of premiere on YouTube*



**Virus Killer**

<https://youtu.be/iGWwoz3nqc4>

MAY 2021



**Show Your Technique**

<https://youtu.be/f77JGY4klh8>

JUNE 2021



**Viking Commuter**

<https://youtu.be/1SO1913fdNQ>

JULY 2021

## SCRIPT SNIPPET

**Bus Cleaner:** "You know, there's a right way to disinfect a bus."

"Spray, wipe. ... Germ-killing fog. Cool, right? ... Steam goes deep."

"Mm, fresh scent. ... It's that virus-killing UV light."

## SCRIPT SNIPPET

**Extreme Hiker:** "We love nature here — but we don't love viruses!"

"We're glad Kitsap Transit provides hand sanitizer."

"Wanna show your technique?"

## SCRIPT SNIPPET

**Viking:** "I dress for a safe commute!"

"Vest for warmth and hand sanitizer!"

"A mask for germs. ... And a helmet to keep my head in the game."

"Because, like this ferry, I work in sales."

# WEB

[www.KitsapTransit.com/COVID-19](http://www.KitsapTransit.com/COVID-19)

**COVID-19 ALERT**  
Click here for updates on our services



**WEAR A FACE COVERING**

## Virus Killer

We spray and use UV light to kill viruses on our buses and ferries so you can ride at ease.

#WeAreKitsap #WeCanDoThis

### WATCH OUR VIDEOS



**KEEPING YOU SAFE**



- 1 Use Transit GO Ticket or ORCA to pay
- 2 Plastic barriers help protect operators
- 3 Masks and hand sanitizer available
- 4 Stay behind the yellow line
- 5 Ultraviolet (UV) light air cleaners installed

✓ Face covering required  
✓ All surfaces disinfected daily

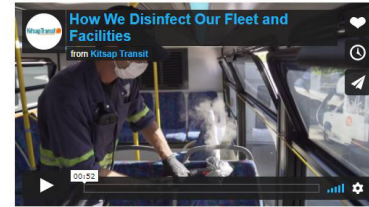
Base graphic from TriMet

## Doing Our Part

We're doing everything we can to keep you healthy and safe when you ride.

### Disinfect Daily

We disinfect high-touch areas daily with a non-toxic cleaner certified to kill coronaviruses.



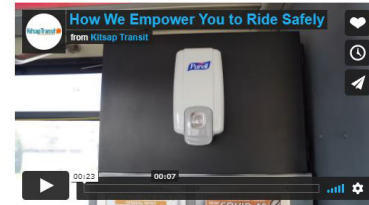
### Clean the Air

We've installed ultraviolet (UV) light air cleaners on our Routed buses and ferries.



### Support Hand Hygiene

We provide hand sanitizer on our buses and ferries. Public health experts recommend washing hands or using hand sanitizer after leaving a public place.



### Protect Our Employees

We've installed see-through partitions on our buses to create a physical barrier between our operators and riders at the farebox. In addition, all operators are required to wear a face covering on the job.



## Doing Your Part

We're in this together! Let's not give COVID a ticket to ride by adopting a few new habits.

### Wear Face Coverings

Cover your nose and mouth at all times - even if you aren't feeling sick, you can spread COVID.



### Pay Your Fare Without Touching Cash

You can pay your fare with the ORCA card or Transit GO mobile app instead of cash.



### Clean Hands Often

Please carry hand sanitizer or use our dispenser to clean your hands when using our services.



### Keep Your Distance When Possible

When waiting for your ride and finding a seat, try to keep your distance from those not in your household.






# SOCIAL MEDIA

## Facebook (sample posts)

[www.facebook.com/KitsapTransit/](http://www.facebook.com/KitsapTransit/)

**Kitsap Transit**  
Published by **Sanjay Bhatt** · February 2, 2021 · 🌐

You'll need a face mask for this vessel. #WeAreKitsap #WeCanDoThis



It's my first day back at work,

2,354 People reached      343 Engagements      [Boost post](#)


👍🤔 31      2 Comments 6 Shares

👍 Like      💬 Comment      ➦ Share      📌

**Kitsap Transit**  
Published by **Sanjay Bhatt** · April 1, 2021 · 🌐

EVERYONE'S SHOW MUST GO ON: At Noon today, we debut "Shakespeare on a Ferry," the third ad in our "We Are Kitsap" campaign. Join us for the YouTube Premiere by going here: <https://www.youtube.com/watch?v=DNaWICKNjX4>

The ad, set on the M/V Waterman, stars Paul Adkins (Doctor), Ali Budge (Gentlewoman), Courtney Turnley (Lady MacBeth), Jim Goettler (Deckhand), Karen Hauser (Female Passenger), Debbie Rice (Female Passenger Companion) and Katie Richardson (Ferry Captain).  
We are... [See more](#)




2,082 People reached      140 Engagements      [Boost post](#)

👍❤️ 23      6 Shares

👍 Like      💬 Comment      ➦ Share      📌

**Kitsap Transit**  
Published by **Sanjay Bhatt** · May 3, 2021 · 🌐

We spray and use UV light on our buses and ferries so you can ride at ease. #WeAreKitsap #WeCanDoThis #COVID19



It's that virus-killing UV light.

499 People reached      31 Engagements      [Boost post](#)

👍🤔😱 12      2 Shares

👍 Like      💬 Comment      ➦ Share      📌



# PUBLIC RELATIONS

## Press Release

[www.KitsapTransit.com/news-releases](http://www.KitsapTransit.com/news-releases)

### PRESS RELEASE

#### **“We Are Kitsap. We Can Do This” campaign kicks off**

**February 2, 2021**

Media Contact: Sanjay Bhatt, [sanjayb@kitsaptransit.com](mailto:sanjayb@kitsaptransit.com)

BREMERTON, Wash. – Starting today Kitsap Transit kicks off a new ad campaign to engage Kitsap County residents on how to ride public transit safely during the COVID-19 pandemic. The campaign’s tagline: “We Are Kitsap. We Can Do This.”

With the emergence of new variants of the virus, a high rate of new infections and a new federal mandate effective today for mask-wearing on public transit, Kitsap Transit’s campaign is timely.

“This campaign recognizes the roles we all can play to stop the spread of COVID-19,” said John Clauson, Executive Director of Kitsap Transit. “Even in these dark times, we can smile and help protect each other from a terrible threat to our health and well-being. We want the community to know we’re here for you when you’re ready to ride.”

Under the President’s executive order, the U.S. Centers for Disease Control and Prevention now requires the wearing of masks by all travelers on all types of shared transportation, including public transit. Kitsap Transit provides face masks to customers if they do not have one and has done so since last June, when Gov. Jay Inslee mandated face coverings in indoor and outdoor public spaces.

Kitsap Transit Marketing & Public Information Director Sanjay Bhatt developed the “We Are Kitsap. We Can Do This.” campaign in partnership with a team at Spokane-based marketing agency DH: Sean Finley and Adrian Rogers (creative directors), Shireen Khinda (project coordinator), Andrei Mylroie and Nico Archer (strategic and creative counsel).

“These are fun and engaging spots, but more than this encourage positive behaviors that will truly help the community,” said Mylroie, a DH partner. “While video production during COVID brought new challenges, we loved supporting Kitsap Transit and look forward to the spots making a difference.”

## Media Coverage

[www.KitsapSun.com](http://www.KitsapSun.com)

### **Making transportation safe**

Kitsap Transit has intensified its cleaning regime on its bus and ferry fleet during the pandemic. High-touch areas on buses are wiped down every day with a “hospital-grade” disinfectant, according to Kitsap Transit spokesman Sanjay Bhatt. Buses are individually deep cleaned twice a week and receive a major day-long cleaning once a month. Ferries are cleaned twice a day after morning and evening runs.

So far bus drivers and ferry staff have been strongly encouraged, but not required, to wear masks while working. Kitsap Transit provides hand sanitizer and N95 masks to all employees who want them and is considering installing clear face shields like those found at grocery stores to help protect bus drivers and riders. The agency is also looking into the same UV lamps used to disinfect ambulances.

“That is something we’re going to continue for quite a while, we have to prove to our community that these vehicles, the vehicles themselves are safe and clean and with social distancing and face coverings that again it’s going to be safe to ride in public transit,” Clauson said.





# BUS EXTERIOR ADS

## King ads

### SUPPLIES RAVAGED? TAKE ONE OF OUR MASKS

You'll need a face mask to ride our buses and ferries.



### KEEP YOUR HANDS CLEAN

We offer hand sanitizer on our buses and ferries.



### EVERYONE'S SHOW MUST GO ON

It's why we scrub our buses and ferries relentlessly.



### VIRUS KILLER

We spray and use UV light to kill viruses on our buses so you can ride at ease.



## Queen ads

### SUPPLIES RAVAGED? TAKE ONE OF OUR MASKS

You'll need a face mask to ride our buses and ferries.



### KEEP YOUR HANDS CLEAN

We offer hand sanitizer on our buses and ferries.



# CABLE TV

A six-month flight on cable TV from March through August 2021 provided direct targeting of key demographics and non-skippable ads on linear and streaming TV.

Streaming ads were delivered via Connected TV, Web Browser, Mobile and XFINITY Set-Top Box. Linear ads were delivered during live broadcasts.

## Streaming Target Audience:

- Young City Solos
- Adults, 25-64

## Linear TV Target Audience:

- Adults, Age 50+
- Blue Collar Households

**Total Media Buy: \$30,000**

KT video spots aired on more than 50 cable networks, including:





# RESULTS



## YouTube Paid & Organic

- Impressions: 366,041
- Views: 167,179
- Watch time (hours): 1,260

## Facebook Paid & Organic

- Reach: 240,980
- Engagements: 2,765

## E-mail Blast

- Reach: 7,890 subscribers
- Unique Opens: 1,402 (18%)



## Comcast/Wave Cable TV *Streaming*

- Impressions: 300,826
- Watch time (hours): 1,703

### *Linear TV*

- TV Commercials: 8,220
- Impressions (est.): 671,041
- Reached 76% of Adults 50+ with 9.7 Frequency
- Reached 74% of Blue Collar Workers with 9.0 Frequency



## COVID-19 Webpage

- Pageviews: 12,578
- Uniques: 10,160
- Avg Time on Page: 1:03
- Bounce Rate: 3.8%

## Bus Exterior Ads

- Kings: 21
- Queens: 12
- Tails: 9
- Impressions: 1,318,296

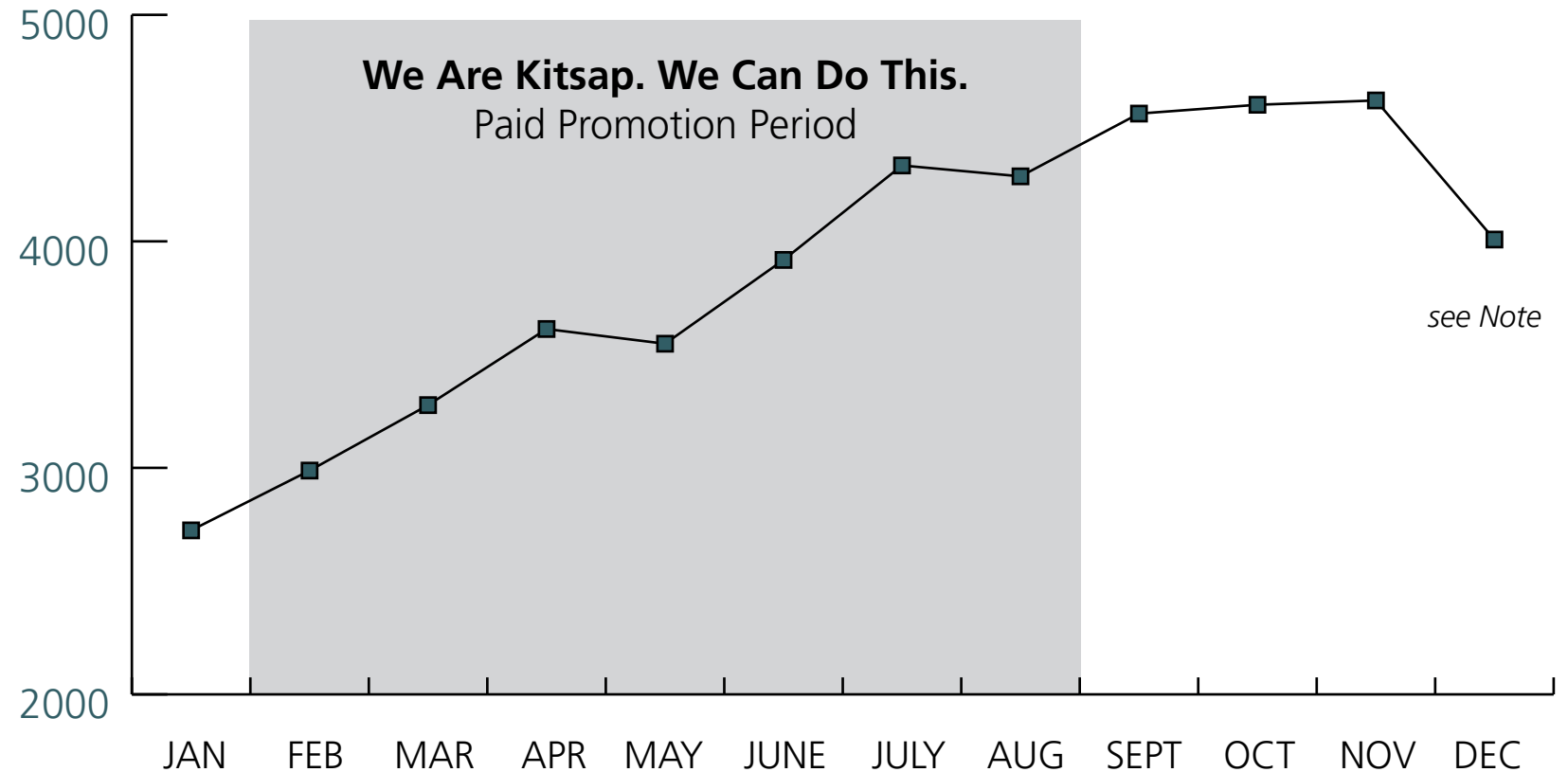
# RIDERSHIP VS. CAMPAIGN EFFORTS

By September 2021, ridership on KT buses and ferries grew 68 percent from January, just before the campaign launched.

While the state's lifting of capacity limits on transit in July explains some of the increase, the campaign's role in boosting confidence in transit can't be ignored.

KT also had no outbreaks tied to its services during the year.

KT Bus & Ferry Average Weekday Ridership



see Note

*Note: December ridership was low due to holidays, Puget Sound Naval Shipyard closure and snowstorm that reduced service levels.*



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Questions?

