

City Line Construction Begins This Summer

Best Marketing and Communications Educational Initiative (Non-Covid-19)

Electronic Media / [Online Video](#)

Who was the target audience for this entry?

The *City Line Construction Begins This Summer* video was made to kick off the start of construction along City Line, Spokane's first BRT line.

The audience was

- 1) The greater Spokane community
- 2) Businesses and residences along the route
- 3) Current riders

What was the situation/challenge that necessitated creating this entry?

Disruptive construction along the future City Line route was beginning downtown and in neighborhoods that are very vocal and politically active.

The new line wasn't going into service for over two years, but streets and sidewalks were already being disrupted by construction. The public needed to understand why.

The intense pressure of first year ridership performance also motivated the video. Beyond informing about construction, we also aimed to generate interest and excitement about the project that would appeal to potential transit customers.



What was the strategy/objective of this entry?

The STA communications team wanted to make a flashy and modern video to showcase the high-tech features of the future City Line bus and stations, and to appeal to future users about the all-electric City Line.

In short, we needed to show that the construction would be worth it.

Because the route was years away, we decided to make a video in the style of a 'coming soon' movie trailer to create buzz.

But this plan had some problems.

We had no money because this project wasn't budgeted for in our annual plan.

There was no City Line-branded vehicle because it hadn't built yet.

There were no City Line stations and no in-service bus route.

We had no project stakeholders or community leaders available to appear in the video because this early on in the pandemic they were dealing with urgent COVID-related issues.

It seemed like we had nothing to film.

MEETING w/ BRB
CITY LINE VIDEO

- BUDGET

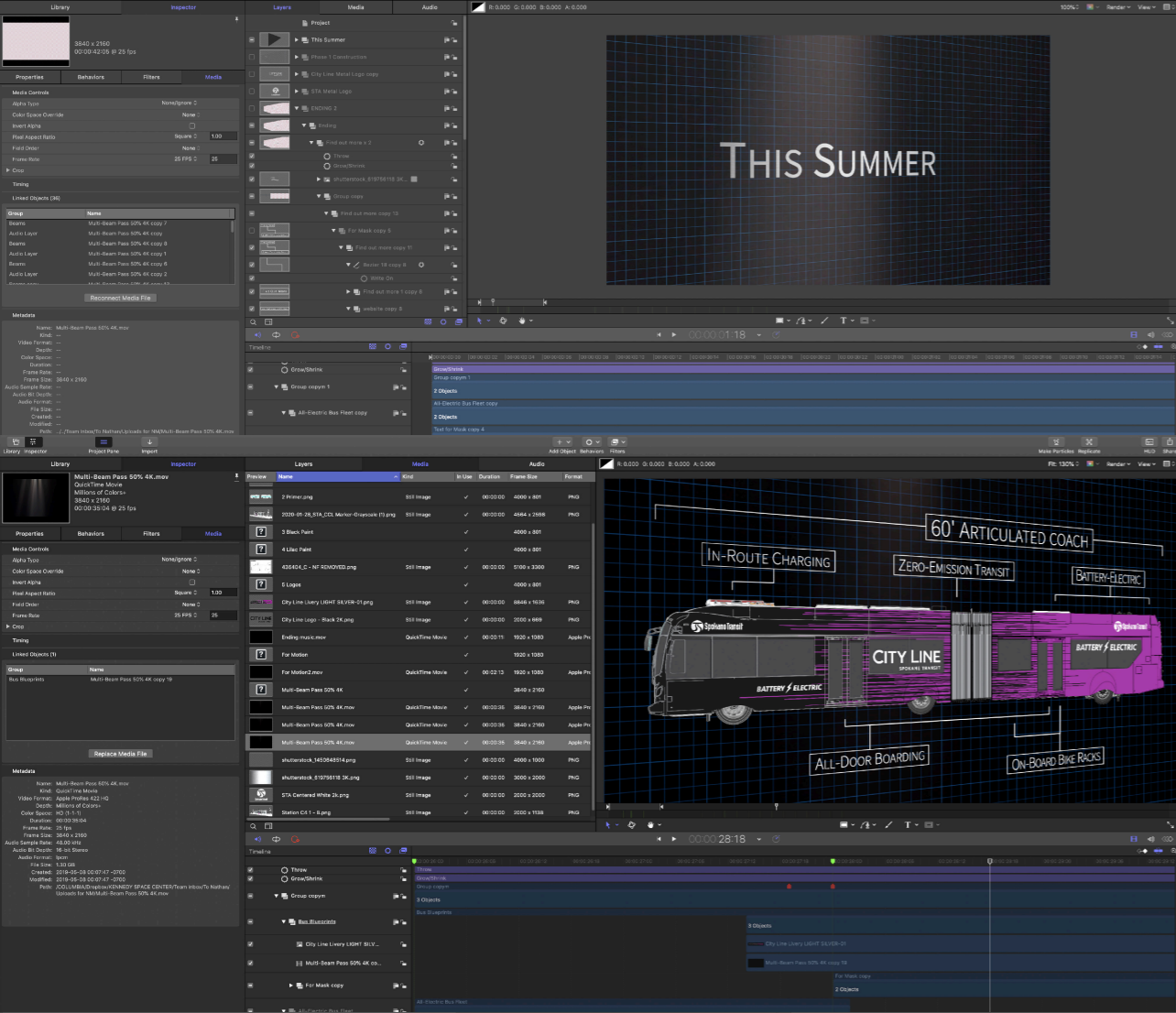
- not in year plan
- no budget?

- BUS - NO

- STATIONS - NO

- INTERVIEWS - NO

?, ASK FOR PLAN



We took stock of what we *did* have:

- One-week deadline
- A drone we'd only used once
- Stock footage of a signing ceremony and of a bus being driven out of the garage
- PDF blueprints for an electric bus and stations that didn't exist yet.

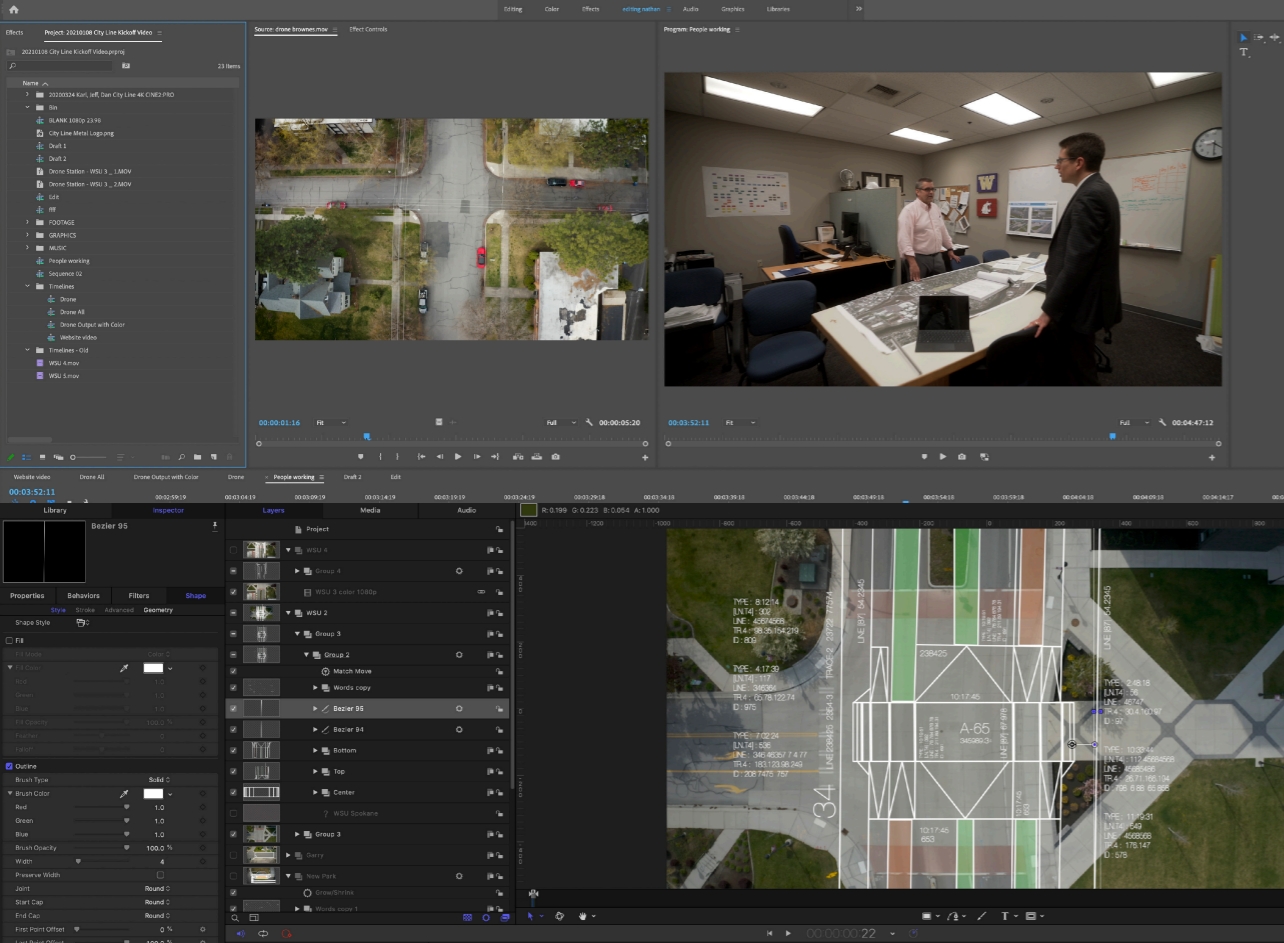
The resulting video cost \$49 to create and was made entirely in-house at Spokane Transit (except for royalty-free music — that's where the \$49 went.)

We used the drone to film the sites of future bus stations. When we found the footage was unusable, we went out and shot it all over again.

We also filmed each other looking at computer screens and tried to make it look like we were designing a high-tech bus.

We quickly taught ourselves some motion graphics techniques to animate blueprints of the bus and stations we got from the Planning Department.

Lastly, we downloaded some royalty-free graph paper to put behind text throughout the video.



There are only a few simple effects used in the video, but through creative editing and timing, and wise use of effects, things move quickly and create an impact.

We hope it feels like a big-budget movie trailer – for fellow esteemed transit nerds.

[Watch the video here](#)

CITY LINE
SPOKANE TRANSIT

What results/impact did this entry have?

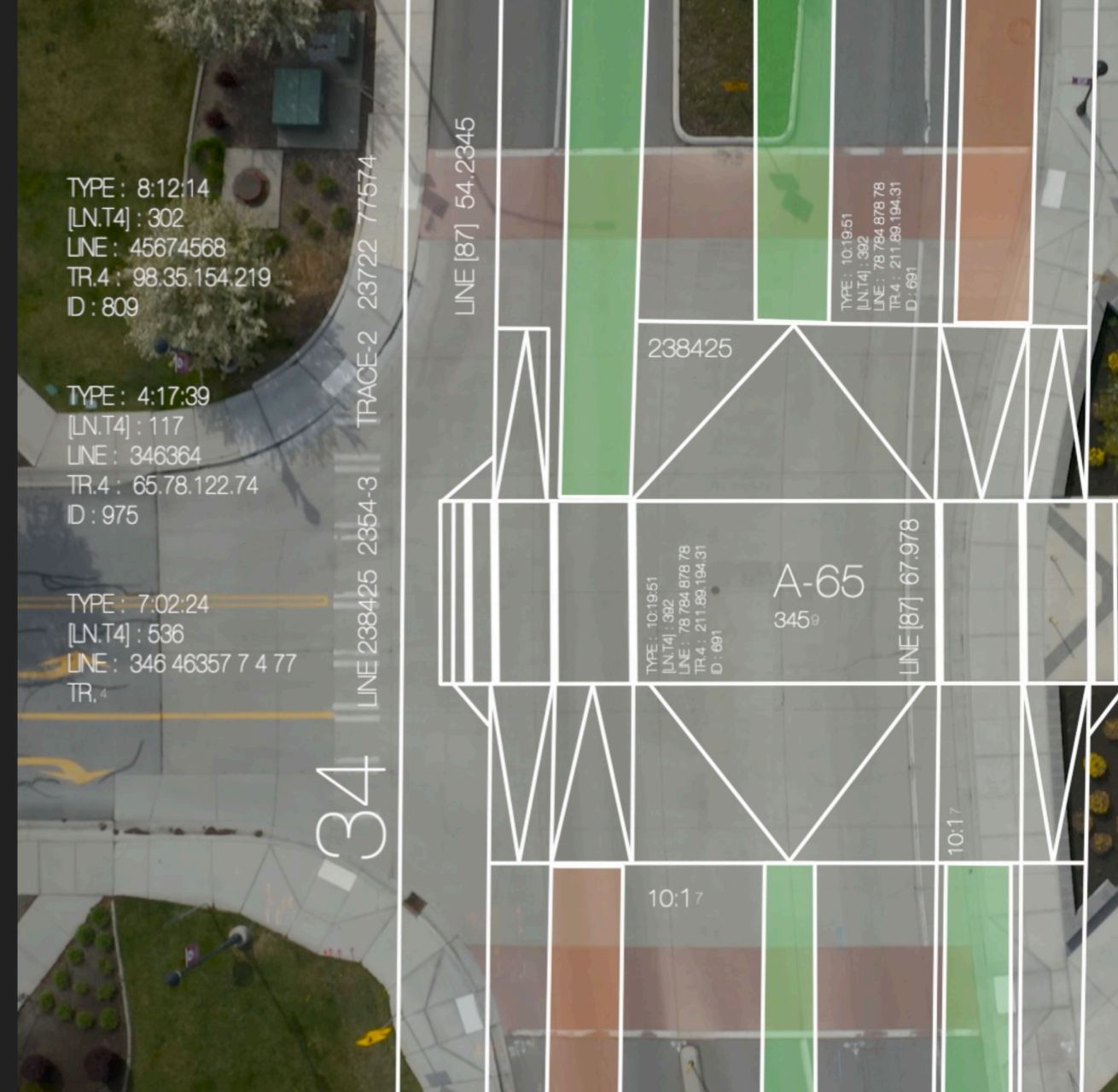
Based on community feedback, this video has been the most popular video ever made by Spokane Transit. This year alone our team of four put out over 200 different pieces of video content, but this is the one everybody is still talking about.

On social media, the distribution rate (a combination of baseline metrics) was over twice our average. Reactions to the video were up 540%, comments up 340% and shares up 390%.

Members of our executive team were initially unhappy to see we'd spent tens of thousands of dollars on a one-minute video — so it was a lot of fun to break it to them that it actually cost less than fifty bucks.

Why was this entry submitted and why should it win an AdWheel Award?

We are submitting this video because it symbolizes what our small, scrappy team does best — work together, meet deadlines under pressure, typically spend less than \$100 per project, and exceed expectations to make public transit easier and more convenient to use.



Thanks for considering our team!

