



Team Cherriots Customer Education Campaign

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



Overview

Cherriots staff members were noticing more and more riders with what we might call "etiquette" issues, and we needed to address these with a customer education campaign. We wanted to remind our riders that it takes a team effort to provide the service that we do while keeping it efficient, safe, and enjoyable. Not only do Cherriots staff work together as a team, but our riders play a part as well. A cross-divisional effort was put forth to determine specific messages that needed the most reinforcement. The end result was "Team Cherriots," a three phase campaign that spanned nearly a year, featuring original illustrations and designs all created in-house by the Cherriots Marketing Department. We introduced colorful illustrated characters to keep the messaging from feeling heavy-handed or punitive. We utilized a variety of channels from printed media, digital platforms, and in-person outreach events. In addition to providing messaging to reinforce areas where riders can make a difference, we also provided branded promotional items that could serve as tools for riders to use when practicing some of the behaviors that we were encouraging. We experienced an extremely positive response to the campaign across varying demographics. The response actually has encouraged us to continue using the characters for future marketing efforts.



Efficiency, safety, and courtesy

The campaign focused messaging on three areas of need over the course of three different phases.



Efficiency | Ways to help improve efficiency and keep buses on time



Safety | Ways to stay safe on the bus and at transit centers



Courtesy | Ways to be courteous and ensure everyone enjoys the ride



Efficiency

It takes teamwork to be on time

Ways to help improve efficiency and keep buses on time



Ready to ride?



Please have your fare or pass ready and your belongings gathered before the bus arrives.

¿Listo para viajar? Por favor, tenga su tarifa o pase listo y sus pertenencias recogidas antes de que el autobús llegue.



Learn more ways you can help us keep our buses on time at: [Cherriots.org/teamwork](https://www.cherriots.org/teamwork)



Efficiency

It takes teamwork to be on time

Ways to help improve efficiency and keep buses on time

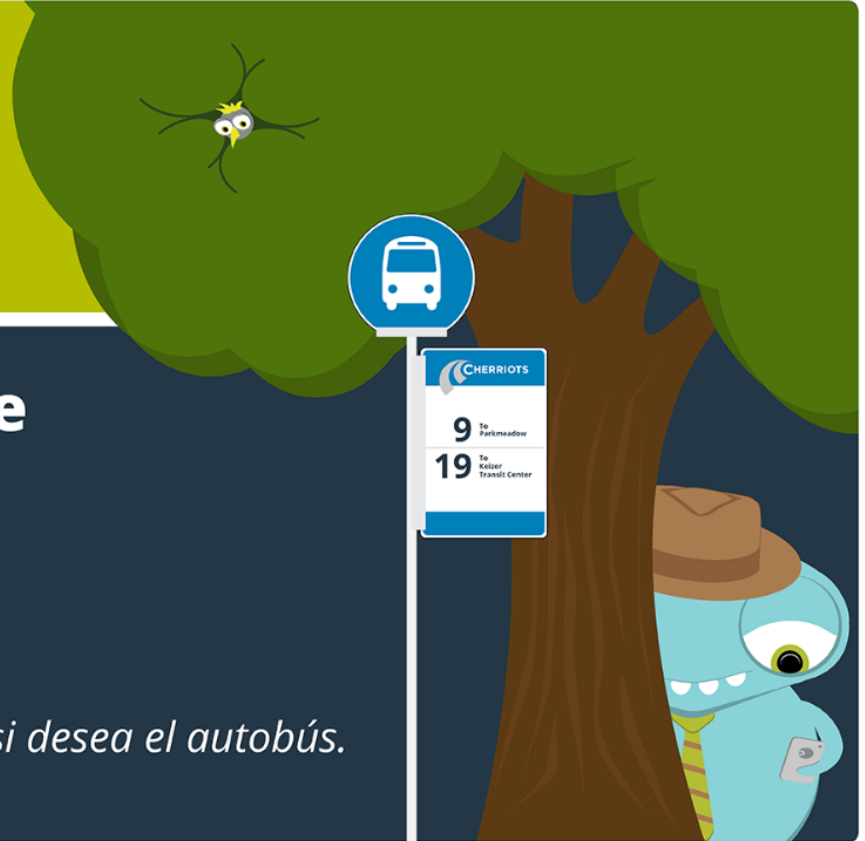


Don't hide from us!

Please make yourself visible to the driver and make it clear if you want the bus.

¡No se esconda de nosotros!

Por favor, esté visible para el chofer y deje claro si desea el autobús.



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Efficiency

It takes teamwork to be on time

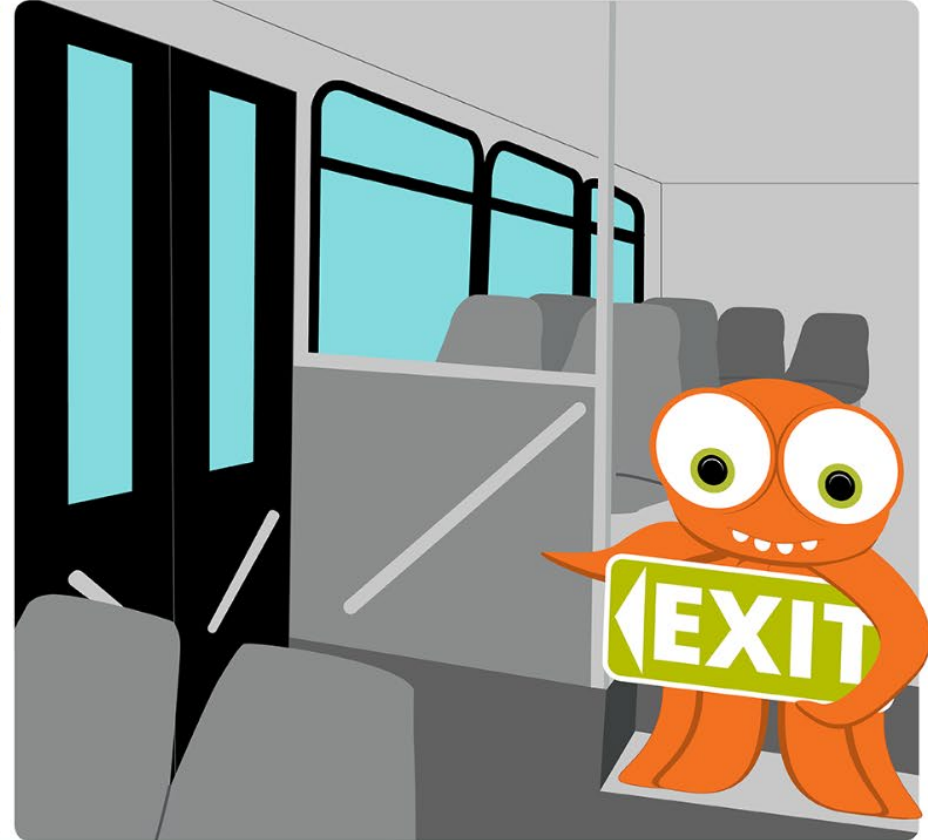
Ways to help improve efficiency and keep buses on time



Go with the flow!

Please keep the aisle clear and exit through the rear door when possible.

¡Vaya con la corriente! Por favor, mantenga el pasillo despejado y salga por la puerta trasera cuando sea posible.



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Efficiency

It takes teamwork to be on time

Ways to help improve efficiency and keep buses on time



Save the seat!

Please keep priority seating open for seniors and people with disabilities.

¡Guarde el asiento! Por favor, mantenga los asientos de prioridad libres para personas mayores y personas con discapacidades.



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Efficiency

It takes teamwork to be on time

Ways to help improve efficiency and keep buses on time



Can it wait?

Please wait until the bus is stopped to ask the driver questions so they can focus on driving.

¿Puede esperar? Por favor, espere hasta que el autobús se detenga para hacer preguntas al chofer para que pueda concentrarse en conducir.



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Safety

It takes teamwork to stay safe

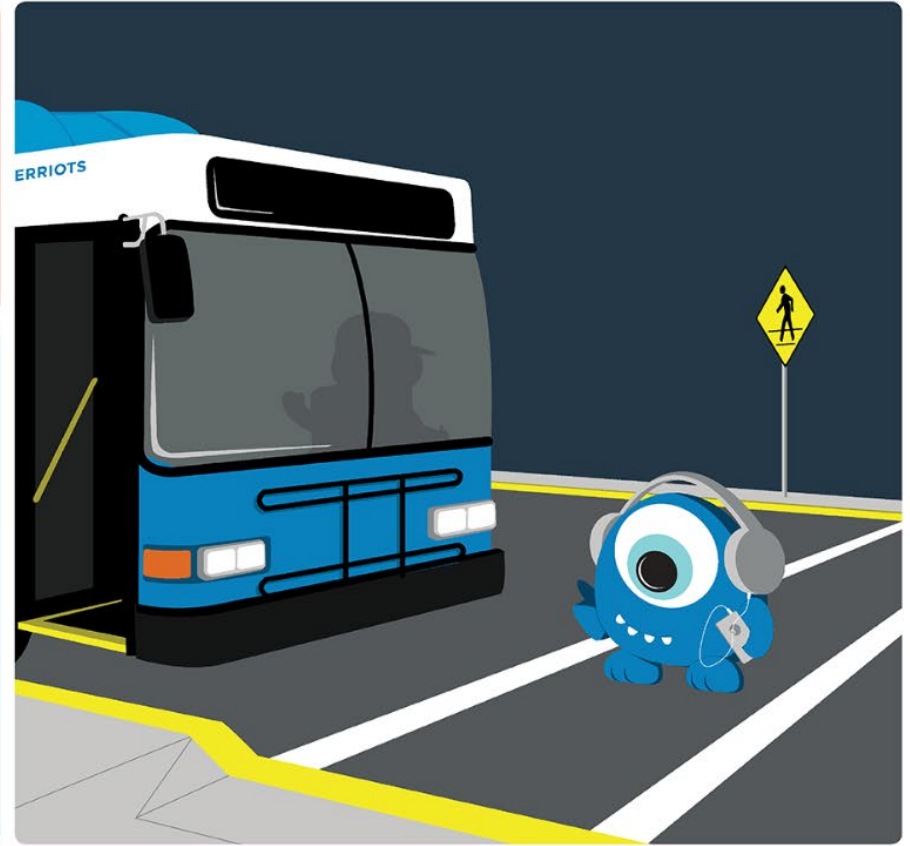
Ways to stay safe on the bus and at transit centers



Walk this way!

**Please use crosswalks
at the transit centers
and on the streets.**

*¡Camine por aquí! Por favor, utilice las pasarelas
peatonales en los centros de tránsito y en las calles.*



Learn more ways you can help us stay safe at: Cherriots.org/teamwork



Safety

It takes teamwork to stay safe

Ways to stay safe on the bus and at transit centers



**Let us know
before you go!**

**Please alert the driver that you
are getting your bike and exit
through the front door.**

*¡Infórmenos antes de salir! Por favor, avísele al chofer
que llevará su bicicleta y salga por la puerta principal.*



Learn more ways you can help us stay safe at: Cherriots.org/teamwork



Safety

It takes teamwork to stay safe

Ways to stay safe on the bus and at transit centers



Get a grip!

Please hold on when no seats are available.

¡Sujétese! Por favor, sujétese cuando no haya asientos disponibles.



Learn more ways you can help us stay safe at: Cherriots.org/teamwork



Safety

It takes teamwork to stay safe

Ways to stay safe on the bus and at transit centers



Let it go!

Please don't chase after, run alongside, or attempt to stop a bus once it leaves a stop.

¡Déjelo ir! Por favor, no persiga, corra al lado, o trate de detener un autobús una vez que deja una parada.



Learn more ways you can help us stay safe at: Cherriots.org/teamwork



Safety

It takes teamwork to stay safe

Ways to stay safe on the bus and at transit centers



Be seen, be safe!

Please wear reflective clothing and use lights to be seen in the dark.

¡Si lo ven, estará a salvo! Por favor, use ropa reflectante y utilice luces para que lo vean en la oscuridad.



Learn more ways you can help us stay safe at: Cherriots.org/teamwork



Courtesy

It takes teamwork to enjoy the ride

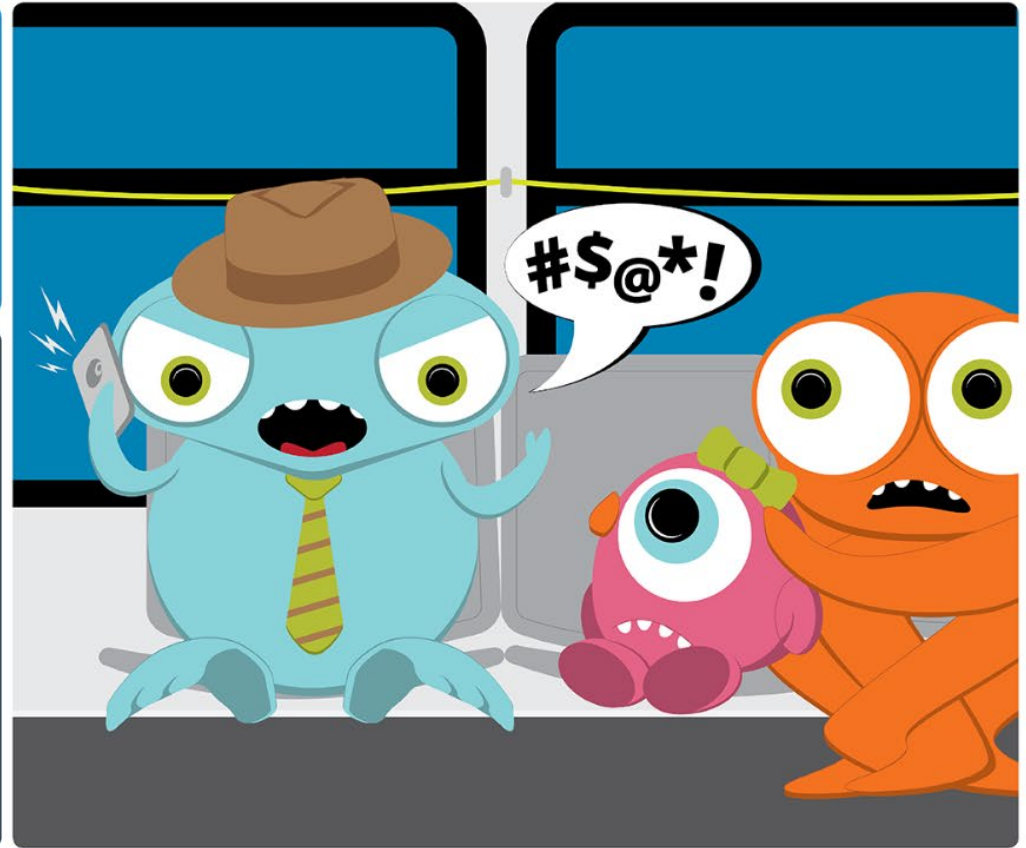
Ways to be courteous and ensure everyone enjoys the ride



Respect the ride!

**Please be courteous
to your fellow riders
and use appropriate
language.**

¡Respete el viaje! Por favor, sea cortés con sus compañeros pasajeros y utilice lenguaje apropiado.



Learn more ways you can help everyone enjoy the ride at: Cherriots.org/teamwork



Courtesy

It takes teamwork to enjoy the ride

Ways to be courteous and ensure everyone enjoys the ride



Keep it clean!

Eating is prohibited on the bus and drinks must be in hard-sided, spill-proof containers.

¡Manténgalo limpio! Comer está prohibido en el autobús y las bebidas deben estar en recipientes rígidos, a prueba de derrames.



Learn more ways you can help everyone enjoy the ride at: Cherriots.org/teamwork



Courtesy

It takes teamwork to enjoy the ride

Ways to be courteous and ensure everyone enjoys the ride



Share the air!

Smoking and vaping are prohibited on the buses and on Cherriots property.

¡Comparte el aire! Está prohibido fumar y usar cigarrillos electrónicos en los autobuses y en la propiedad de Cherriots.



Learn more ways you can help everyone enjoy the ride at: Cherriots.org/teamwork



Courtesy

It takes teamwork to enjoy the ride

Ways to be courteous and ensure everyone enjoys the ride



Keep 'em contained!

Animals must be in an approved pet carrier unless they are service animals.

¡Manténgalos encerrados! Los animales deben estar en un portador de mascotas aprobado, a menos que sean animales de servicio.



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Courtesy

It takes teamwork to enjoy the ride

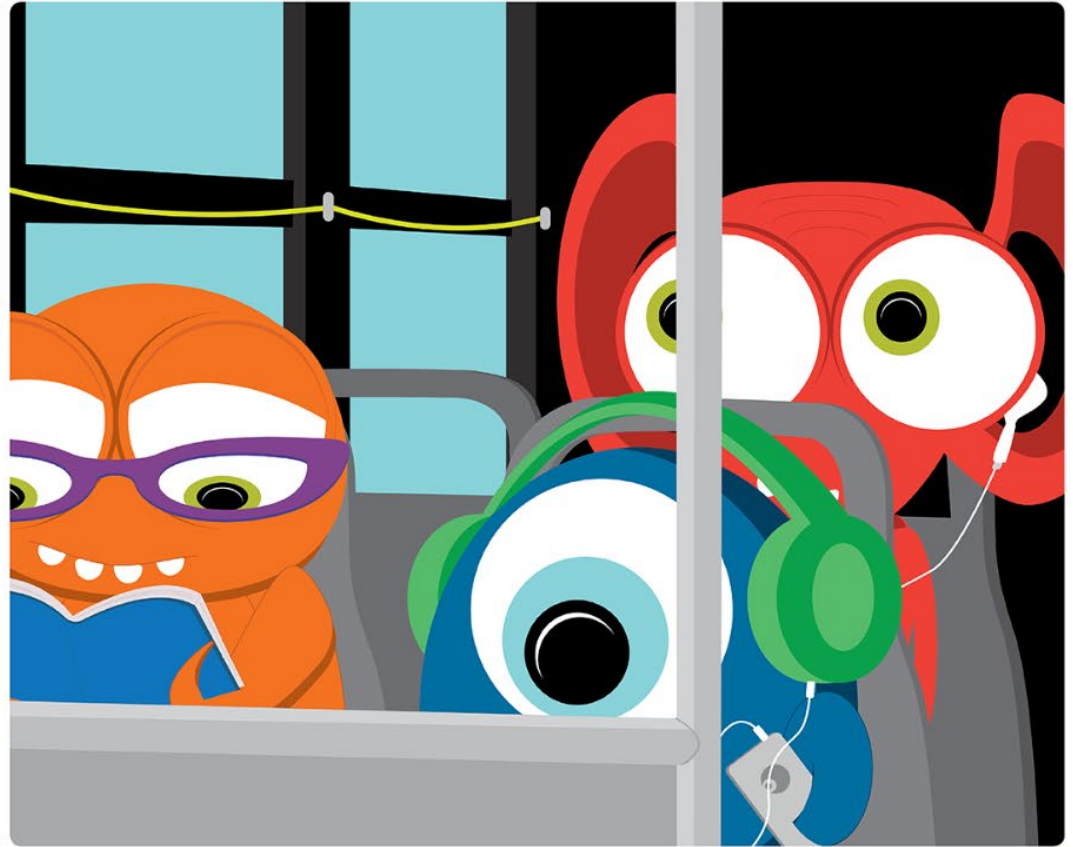
Ways to be courteous and ensure everyone enjoys the ride



**Sound
goes around!**

**Earbuds or
headphones must
be used with
electronic devices.**

¡El sonido se desplaza! Se requiere usar los audífonos con aparatos electrónicos.



Learn more ways you can help everyone enjoy the ride at: Cherriots.org/teamwork



Messaging channels

We utilized a variety of channels from digital platforms, printed media, and in-person outreach events.

Cherriots.org/teamwork



CHERRIOTS

Contact Us Search English

Plan Your Trip Services, Maps, and Routes Fares and Passes Rider Guide About Us

We are all part of Team Cherriots

Learn how you can make a difference

Public transportation takes **teamwork**, from our staff and from you, our riders. Working together as a team helps ensure we can provide efficient, safe, and enjoyable transportation for everyone.

In the coming year, please be on the lookout for this fun cast of characters. They will be popping up on buses, at transit centers, on social media, on our website, and more to share helpful tips on how you can make a difference as a member of **Team Cherriots**.

It takes teamwork to be on time

Ways to help improve efficiency and keep buses on time


Ready to ride?
Please have your fare or pass ready and your belongings gathered before the bus arrives.

Don't hide from us!
Please make yourself visible to the driver and make it clear if you want the bus.

Go with the flow!
Please keep the aisle clear and exit through the rear door when possible.

Save the seat!
Please keep priority seating open for seniors and people with disabilities.

Can it wait?
Please wait until the bus is stopped to ask the driver questions so they can focus on driving.



It takes teamwork to stay safe

Ways to stay safe on the bus and at transit centers

Walk this way!
Please use crosswalks at the transit centers and on the streets.

Let us know before you go!
Please alert the driver that you are getting your bike and exit through the front door.

Get a grip!
Please hold on when no seats are available.

Let it go!
Please don't chase after, run alongside, or attempt to stop a bus once it leaves a stop.

Be seen, be safe!
Please wear reflective clothing and use lights to be seen in the dark.

It takes teamwork to enjoy the ride

Ways to be courteous and ensure everyone enjoys the ride


Respect the ride!
Please be courteous to your fellow riders and use appropriate language.

Keep it clean!
Eating is prohibited on the bus and drinks must be in hard-sided, spill-proof containers.

Share the air!
Smoking and vaping are prohibited on the buses and on Cherriots property.

Keep 'em contained!
Animals must be in an approved pet carrier unless they are service animals.

Sound goes around!
Earbuds or headphones must be used with electronic devices.



Messaging channels

We utilized a variety of channels from digital platforms, printed media, and in-person outreach events.

Social Media posts

Cherriots Published by [redacted] [?] · May 14 at 9:15 AM · 🌐

Working together as a team helps ensure we can provide efficient, safe, and enjoyable transportation for everyone. In the coming year, these characters will be popping up throughout our system to share helpful tips on how you can make a difference as a member of Team Cherriots. Want to learn more? Visit www.Cherriots.org/teamwork or come see us tomorrow at the Wednesday Farmers Market between 11 a.m. and 1 p.m. at the Downtown Transit Center.



We are all part of Team Cherriots!

Learn how you can make a difference

Cherriots Published by [redacted] [?] · June 4 at 9:54 AM · 🌐

It takes teamwork to be on time: ready to ride? Please have your fare or pass ready and your belongings gathered before the bus arrives. Visit www.Cherriots.org/teamwork to learn more! #teamCherriots

¿Listo para viajar? Por favor, tenga su tarifa o pase listo y sus pertenencias recogidas antes de que el autobús llegue.

See Translation



Morgan Marie I absolutely love the new mascots! They remind me of a monster project I did for a high school graphics class

Like · Reply · Message · 4w



Stacy Flinn The characters are cute! 😊 good idea!

Love · Reply · Message · 3w



Brenda Price Love this idea for teaching & reminding us about properly using your services! I do want to add, I don't hear very well.



Messaging channels

We utilized a variety of channels from printed media, digital platforms, and in-person outreach events.

Header cards, ad frame inserts, and take ones



Messaging channels

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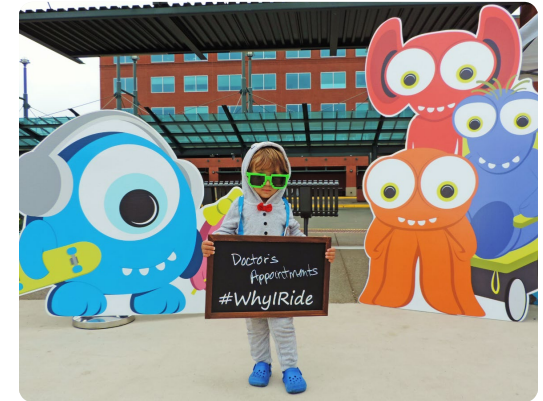
Monitor ads and sandwich boards



Messaging channels

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Outreach events



Promotional items

We gave away thousands of items that supported desired behaviors from messages in the campaign.

Reusable shopping bag:

Helping riders to keep their possessions collected and ready to board

Smartphone wallet:

Helping riders keep their bus pass or fare readily available

Reflective slap bracelet:

Helping riders to be visible and safe in low light conditions

Magnetic blinky light:

Helping riders to be visible and safe in low light conditions

Spill proof water bottle:

Helping riders keep their beverages from spilling

Retractable earbuds:

Helping riders keep their music to themselves



PLEASE REMEMBER:

All beverages must be in a hard-sided, spill-proof container (like this one)

No alcohol can be consumed on the bus

If you spill, please let the driver know

Thanks for helping us keep our buses clean.



Ready to ride?

It takes teamwork to be on time.

Have your fare ready FLIP FOR DETAILS

Gather your belongings
Watch for the bus and make yourself visible to the driver



Cherriots.org/teamwork

