

The National Transit Adaptation Strategy

Campaign Creative Brief

May 7th, 2024

San Francisco Municipal Transportation Agency

Overview

Campaign Name: "More Than a Ride"

Campaign Timeline: (4-6 weeks)

The FTA grant, National Transit Adaptation Strategy, is focused on how to boost confidence and ridership in public transportation across the country. Even before the pandemic hit, public transit ridership was on the decline due to reasons like the rise of ride-hail companies, aging infrastructure, reliability issues, and low gas prices. In places like California and the San Francisco Bay Area, the drop in ridership was especially noticeable, with an 11% decline from 2014 to 2018, compared to half that in other parts of the country.

The pandemic only made things worse, with ridership and revenues hitting new lows. Many factors, like remote work, health concerns, and changes in daily routines, have led people to opt out of using public transportation, putting transit systems and agencies in a tough spot.

Our aim is to develop a campaign to make public transportation a more attractive option for everyone.

Objective

Raise awareness, opinion, and consideration of public transit usage among lapsed riders with the goal of strengthening ridership through increased frequency of trips taken on public transit.

Creative Opportunity

The creative challenge comes with the need to shift awareness, human behavior and attitudes towards public transportation and mobility. This can be accomplished through emphasizing personal and community growth, environmental responsibility, lifestyle, and the power of collective voices in shaping a better transit future and a stronger sense of community.

Additionally, through spotlighting transit uses beyond commuting, and celebrating transit's role as the connector that enables and energizes our daily lives, community and lifestyle our places are stronger economically, socially and culturally.

Target Audience

Versatile Traveler

Characteristics: The Versatile Traveler is a flexible and adaptable person who utilizes a variety of transportation modes based on their specific needs and preferences. They may use public transit for some trips, cycling or walking for others, and ride-hailing services or car rentals for occasional trips.

This persona has some familiarity with how transit works and may need education on connections and navigation to familiarize them with the “how to go.” Versatile Travelers value convenience and efficiency, and they are always looking for the best way to get around.

Needs: Versatile Travelers need convenient and efficient options, such as express buses or dedicated bike lanes. They seek information on which options best meet their needs at a specific time. They may also be interested in partnerships with other transportation providers, such as ride-hailing services.

Event-Driven Explorer

Characteristics: The Event-Driven Explorer is a person who primarily uses public transportation for events and destinations where it is more convenient or efficient than driving. This may include sporting events, concerts, festivals, or destinations with limited parking. Event-Driven Explorers are typically familiar with the public transportation system. For this persona, an event is defined as a destination-driven trip and is inclusive of social and public occasions as well as daily commuters who use transit to get to and from work.

Needs: Event-Driven Explorers need special services or promotions for events. They may also need real-time information and trip planning tools on how to get to and from events using public transportation.

Campaign Concept Statement

Public transit is a purveyor and enabler of social cohesion, with all riders and neighborhoods collectively bringing the city to life as these communities are connected through accessible and reliable public transportation.

Position the transit agency as a

- champion of climate action and social responsibility while inspiring the community to embrace the potential of transit agencies as key players in the fight against climate change and community building.
- connection to the events, people and destinations we love about our communities and daily lives.
- Purveyor and enabler of personal and public interaction, with all riders and neighborhoods collectively bringing together city life connected by accessible and reliable public transportation.

Key Message/s

Connecting communities through mobility and experience a transit system that prioritizes social cohesion, fostering stronger community connections, and inclusivity. By leveraging new technologies such as autonomous vehicles and personalized transportation options, we can show a transportation system that is tailored to the unique needs and preferences of each resident, creating a more vibrant and diverse city.

Creating a more livable and equitable city by prioritizing accessibility, affordability, and equity in our transportation network, we can help create a more livable and equitable city. One where all residents can easily access the opportunities and resources they need to thrive.

Reducing traffic congestion and improving air quality by promoting more efficient and sustainable transportation options, such as public transit, electric vehicles, and autonomous ride-sharing services, we can help reduce traffic congestion and improve air quality, creating a cleaner and healthier city for all.

Messaging Supporting Themes

Resilient Cities, Thriving Communities: Discover how public transit drives resilience by embracing shared, sustainable, and equitable mobility options.

Access for All: Experience the benefits of accessible transportation, reduced congestion, improved air quality, and an enhanced quality of life through transformative public transit solutions.

Empowering Growth and Innovation: Unleash economic potential and foster innovation by prioritizing resilient public transit systems that fuel economic growth in cities.

Shaping a Sustainable Future: Join the movement towards a greener tomorrow, where cities prioritize sustainability and prepare for the challenges of the future.

Tone of Voice

Human. Friendly. Confident. Empowered. Forward-thinking.

We want the audience to believe and feel confident that public transit is a viable and reliable choice in their transportation decision making.

Brand Personality

Elements of this personality are fun, excitement, discovery, belonging, inclusion and joy. In addition, traditional elements of public transit are reliable, pragmatic, and designed to respond to the collective needs of the people.

In general, the personality of public transit in America can be described as both functional and diverse. It embodies a sense of communal responsibility and efficiency, serving as the connective tissue that weaves through the diverse fabric of American communities.

Each transit system reflects the unique character of each city it serves, whether it's the bustling energy of New York's subway or the laid-back charm of San Francisco's cable cars. Moreover, it carries an undertone of progressiveness, aiming to provide accessible and eco-friendly alternatives, highlighting a commitment to a sustainable and inclusive future.

Call to Action

- URL, trip planning tools
- QR Codes leading to campaign landing page

Project Deliverables

- OOH (Print & Digital)
- Social media posts (copy & visuals, recommended cadence)
- Video
- Digital ad units
- Media Plan