



Video and Ad Planning

Metro Free Youth Transit Pass



Research Findings



Teen Focus Group

Key Finding:

Teens want to hear from their peers, and do not want to be “told what to do” by adults. They don’t want a campaign that feels like “the government is telling them what to do.”

Messaging:

- Theme that resonates = **freedom** and the **ability to go places on their own**.
- They did not understand the emphasis on the transit pass in the Phase I campaign creative – do not emphasize the pass, emphasize destinations.



Teen Focus Group

Key Findings

- Relevant destinations:
 - The main places they want to go to via transit are: **to see friends, school, work, and after-school activities like sports or clubs.**
 - Destinations like art museums did not resonate.



Desktop Research Review: Key Findings

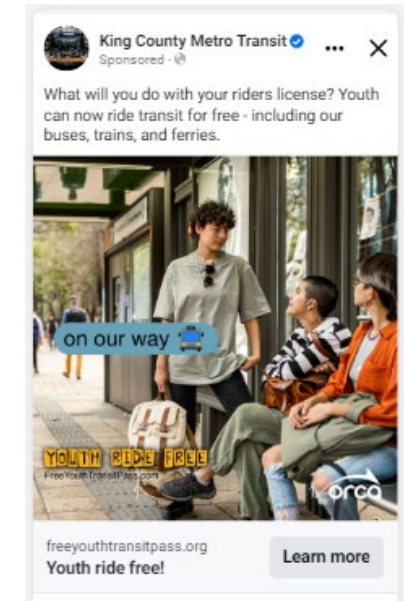
Gen Z'ers – Today's Teens:


- Gen Zers (especially teens) are getting drivers licenses later.
- Gen Zers point to anxiety, finances, and environmental concerns as reasons why they are less interested in driving.
- As a tech-savvy generation, they have also grown up using rideshare apps and micro-mobility options like e-scooters and e-bikes.
- Generally speaking, Gen Zers are less willing to use public transit as a result of the pandemic than other generations (note: the source of this data does not specify why).
- Gen Zer's lead busy lives and are more likely to have daily interactions online than in-person.
- They are also more likely to be engaged in educational activities rather than working compared to previous generations when they were teens and young adults.



A/B Testing Results

- Facebook A/B static ad test, run 3/11-3/17
- Testing 2 approaches: “Go all the places, do all the things” vs. “On our way”
- **“Go All the Places”** creative performed the strongest
 - More clicks, higher CTR, higher post engagement, and more shares
 - Puts teens front and center, shows them using transit. Features “Go all the places” CTA



Ad name	Spend	Impressions	Link Clicks	Cost Per Click	CTR	Reach	Frequency	Post Engagement	Saves	Shares	Comments
Go All The Places 	\$500.00	77,928	227	\$2.20	0.29%	17,812	4.3	237	1	3	0
On Our Way	\$500.00	76,871	196	\$2.55	0.25%	16,773	4.5	199	0	0	0
GRAND TOTAL	\$986.98	152,784	423	\$2.33	0.3%	25,737	5.9	436	1	3	0

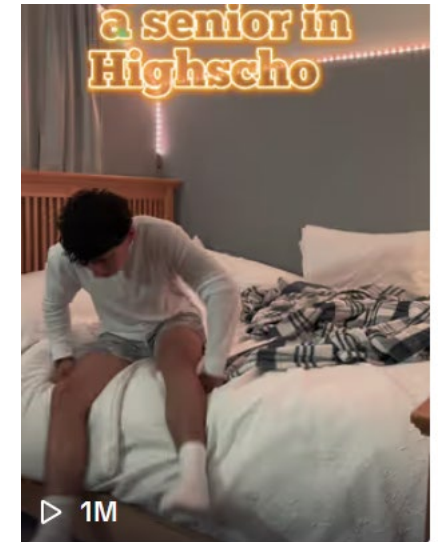


POV Video Direction

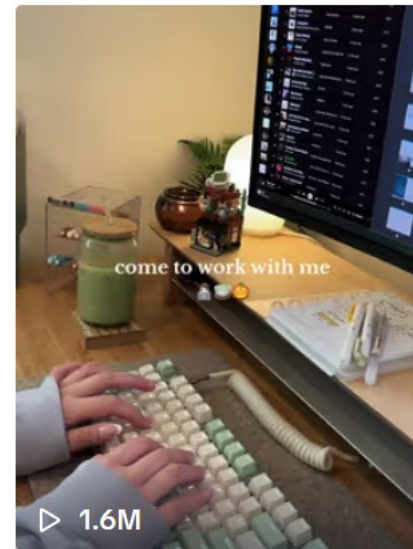


The Idea


- POV videos featuring real teens vignettes from **real local teens** showing us how they get around with free transit:
 - Work
 - Sports/activities
 - Meeting up with friends – picnic, hike, lake
- “Controlled UGC style” – should feel authentic and seamlessly integrate into the style of social media feeds
- **Cannot feel like a government ad campaign**

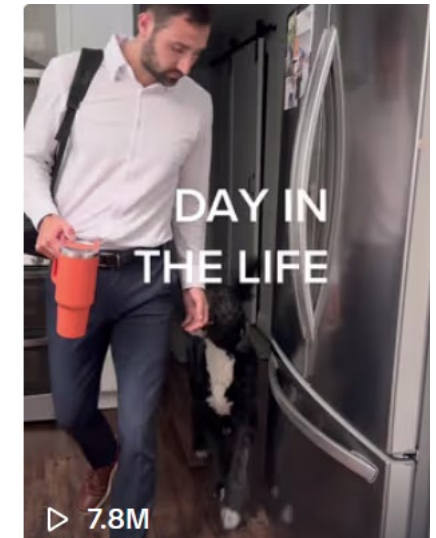


Day in a life #senior #highschool #graduation...



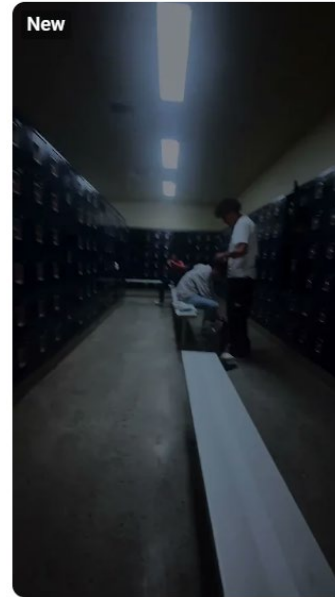
Happy Monday! 🍁 cant believe halloween is next...

 mtcha.milky  104.8K



Content “Musts”

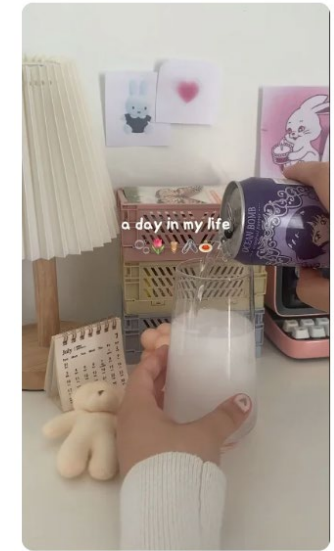
- Crucial for this content to be **relevant** and **relatable** to our audience - they see other teens’ stories as a positive example
- Will need to maintain creative oversight/guide stories without making content inauthentic – a delicate balance!
- Content **MUST** feel appropriate and relevant to platforms in production style and stories
- Capture the rural and urban experiences within the target DMA



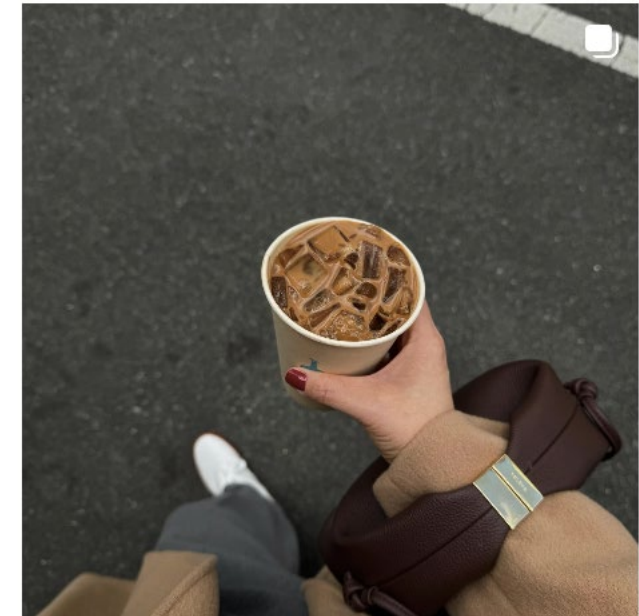
Day in a life, Muslim high school student #Muslim



Day in the life #diorthertottie #rottweile...
dior_therottwe... 1.4M



A day in my life!
467K views



Advertising Plan



Planning Parameters

- Objective: Inform residents of free public transportation for youth 18 and younger.
- Target Audience:
 - (primary) Youth 18 and under
 - (secondary) Parents/guardians of youth
- Geography: King, Pierce, Snohomish, Kitsap Counties
- Timing: May/June 2023 (3 weeks)
- Budget: \$191,000
- KPI:
 - (primary) awareness & visibility
 - (secondary) clicks to the website



Website/App Usage of People 13-17

Focus: Channels with high reach and usage by the teen audience.

Site/App	Avg % reach of people 13-17	Avg Hours each Month	
Spotify	95.0	31.4	Audio
YouTube.com	80.3	10.3	Video
Spotify (Mobile App)	85.1	38.7	Audio
Twitch.TV	65.2	4.4	Video
Twitch (Mobile App)	33.8	5.4	Video
Discord	26.9	0.2	No advertising
Reddit	21.3	0.6	Video or static
Facebook	13.0	0.4	Video or static
Instagram	13.6	0.7	Video or static
iHeartRadio Network	15.4	0.3	Audio
TikTok	14.1	2.1	Video
Pinterest	10.8	0.3	Video or static
Pandora	8.4	11.6	Audio
Snapchat, Inc	3.3	4.2	Video
Pandora (App)	0.1	0.0	Audio

Source: ComScore
Average Jan-Dec 2021
National US (regional N/A)



Recommended Tactics

1. Television

- Utilize Metro-produced :30-second TV spot to reach parents (primarily) and teens.
- TV programs will be selected based on ability to reach parents and teens, along with skewing the 4-county region. Creative can not be segmented by county.
- C+C will request 1:1 bonus match along with deep non-profit discounts.
- KPI: reach and frequency

2. Digital TV (OTT)

- Utilize Metro-produced :30-second TV spot across various digital TV platforms: Smart TVs, desktop, mobile, tablets.
- Ads will be segmented to homes with teens in the 4-county region. Creative can be segmented by county.
- Majority of the ads are not skippable, so can't be missed
- KPI: completed video views & reach (note: most OTT inventory is not click-able)



Continued...

Recommended Tactics

3. YouTube (pre-roll)

- Skews high for teens. Utilize teen POV video C+C is making across YouTube to reach teens.
- Segment around topics/channels skewing teens, since YouTube does not allow segmentation of people under 18.
- Gives people direct/immediate access to our website for more information
- Able to track engagement: impressions served, videos watched, clicks to website, etc.
- KPI: (primary) completed video views (secondary) website clicks

4. Twitch Video

- Skews high for teens. Utilize teen POV video C+C is making.
- Ads will be segmented to homes with teens in the 4-county region.
- Majority of the ads are not skippable, so can't be missed
- KPI: completed video views & reach (note: most inventory is not click-able)



Continued...

Recommended Tactics

5. Facebook & Instagram

- Utilize both the teen POV video and Metro-produced video across Facebook & Instagram to reach teens and parents. The serving platform will be set to optimize the videos to completed video views.
- Segmented to people 13-18 and parents of teens, across the 4-county region. Creative can be segmented by county.
- Ads appear in news-feeds and can't be missed, quality inventory. Historically excellent way to engage audiences with community messages
- Gives people direct/immediate access to our website for more information and ads can be shared with others
- Able to track engagement: impressions served, videos watched, clicks to website, etc.
- KPI: (Primary) completed video views, reach (secondary) clicks



Continued...

Recommended Tactics

6. Spotify Audio

- Utilize :15-seconds audio ads on Spotify.
- Segmented to people 13-18 across the 4-county region.
- Ads appear within audio content: music, podcasts
- Able to track engagement: impressions served, audio listens, clicks to website, etc.
- KPI: Completed audio listens, reach (note: ads are clickable, but digital audio doesn't generally get many clicks)

7. Transit Ad Fabrication

- Leverage agency available bus ad inventory to further extend audience reach.
- Media budget includes board production, space is from agencies.



Continued...

Influencer Approach



Influencer Engagement Overview

Approach: Partner with 4-7 micro-influencers on Instagram and/or TikTok to raise awareness among youth that they can ride transit for free.

How does C+C research and identify influencers?

- Combination of manual research and influencer marketing software looking at everything from niches, interests, and hashtags.

What categories of influencers and their followers can we look at?

- **Influencers;** Diverse mix of content creators ages 19-20 (young adults) and parents of youth—with a large youth following
- **Location:** Kitsap, Pierce, King, and Snohomish County
- **Interest/niche:** public transportation, biking, e-scooters, community events, socializing



tiffanyish School is out for the summer and I'm so proud of this girl for everything she's learned and accomplished in 2nd grade! We've had an amazing school year and part of that is thanks to our school district having school-based COVID-19 testing. #ad It allowed our schools to stay open, our kids able to get back to extracurricular activities and of course, helps protect our kids at school. It's really given us parents peace of mind when the kids returned back to school and I really hope that they continue it for next year as well!

DOH has partnered with the Health Commons Project to provide districts with COVID-19 testing support through the Learn to Return program. Head here to learn more [www.learnreturn.org] @wadepthhealth

Influencer: Tiffany Ishiguro

Niche: Parenting lifestyle and fashion

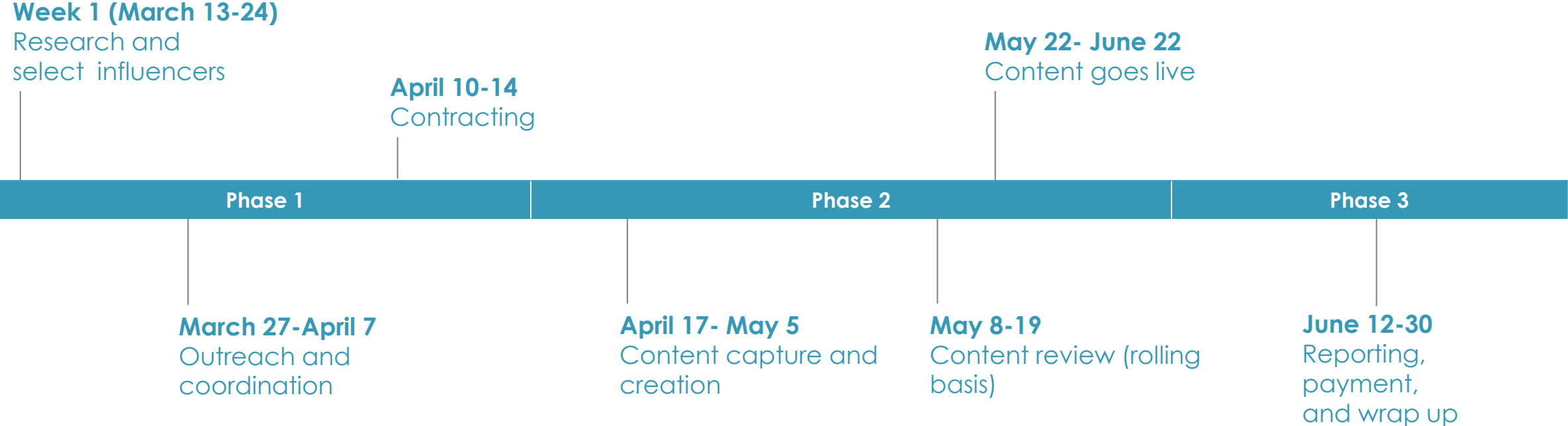


Questions?

- **How we're leveraging TikTok**
 - Influencer content only for TikTok (no paid Metro ads)
- **Age of influencers we're working with**
 - Key factor: who is following them
 - Aspirational framework
 - Creating a norm of riding transit
- **Talking points and messaging process**
 - Making sure influencers are on-message
 - Staying true to their voice and brand



Influencer Engagement Timeline- May 22



THANK YOU



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Gen Z's perspective on transportation ushers in new “Mobility Culture”

by Richard Carufel | Mar 21, 2019 | Public Relations



A new report from global comms firm [Allison+Partners](#) suggests that changing definitions of transportation and an influx of new mobility solutions are paving the way for the birth of a new culture—the mobility culture.

Resulting from the intersection of transportation and technology, this cultural shift will be driven forward by a [new generation of consumers](#)—those just now coming of driving/ride-sharing age. Much in the way Baby Boomers in their teens and twenties defined American car culture, Gen Z will ultimately become synonymous with mobility culture.

The study, *The Birth of Mobility Culture*, also explores implications for brand marketers as consumer values shift from “me” to “we” and access to new mobility options increase.

The report, based on a survey of U.S. consumers fielded in January 2019, reveals a clear shift in consumer attitudes, values and behaviors between generations and with more transportation options available than ever before.



Key findings that highlight this shift include:

Cars remain at the center of today's transportation equation, but how they're used is changing

While roughly 70 percent of licensed Americans drive their vehicles daily, 38 percent of those without a driver's license say they have no need for one. With Gen Z, the numbers become even more significant—nearly 70 percent of Gen Z respondents do not have their driver's license and 30 percent of those who do not currently possess their driver's license have no intention or desire to get one.



Car culture shifts from “me” to “we”

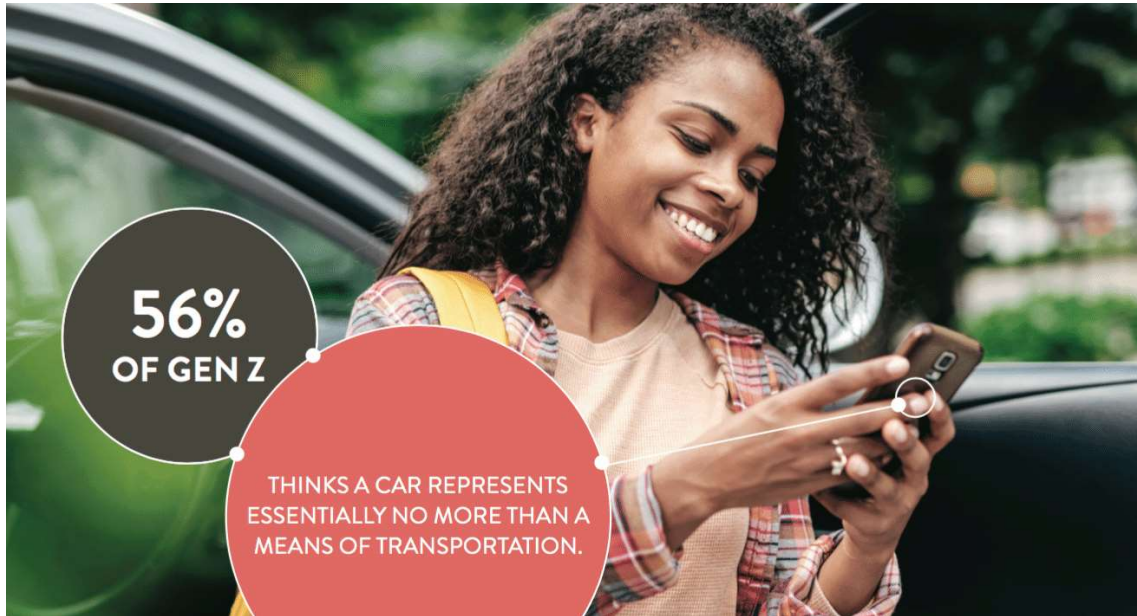
Younger generations, [including Gen Z](#), have begun to see automotive benefits that move beyond convenience to relaxation and social experiences. When asked why they would purchase an autonomous vehicle, Gen Z consumers cited relaxation as a primary factor (65 percent)—almost equal to convenience (67 percent).

For Gen Z, the car has become less aspirational

Gen Z sees cars more as appliances than [any other generation](#), with more than half of Gen Z respondents (56 percent) indicating a car represents essentially no more than a means of transportation.

Technology and transportation have become synonymous

The excitement for autonomous technologies is driven by Gen Z, due largely to a high trust level with technology. Ultimately, 60 percent believe they will use autonomous vehicles by 2029.



“Not only will the car itself change drastically with the advent of new technology and mobility solutions, but its role in our lives and in culture will also evolve,” said [Marcus Gamo](#), senior vice president and automotive specialty group lead at Allison+Partners, in a news release. “Our automotive practice was born out of an authentic passion for disruptive brands that are redefining mobility, with a deep understanding that the most important attributes of transportation for consumers are trust and loyalty.”

The report also reveals that despite changing American consumer values and behaviors, brands remain more relevant than ever. For marketers, however, the introduction of this new mobility culture will require a revamped approach to effectively garner consumer loyalty and advocacy:

Reinforce how technology enhances the experience

With consumers conditioned to expect technology innovation at a faster rate than the traditional new vehicle introduction timeline, it’s important for marketers to reinforce how technology features enhance the ride experience, contribute to vehicle safety and support a future where transportation options come together in concert.

Demonstrate an understanding of the shift from “me” to “we”

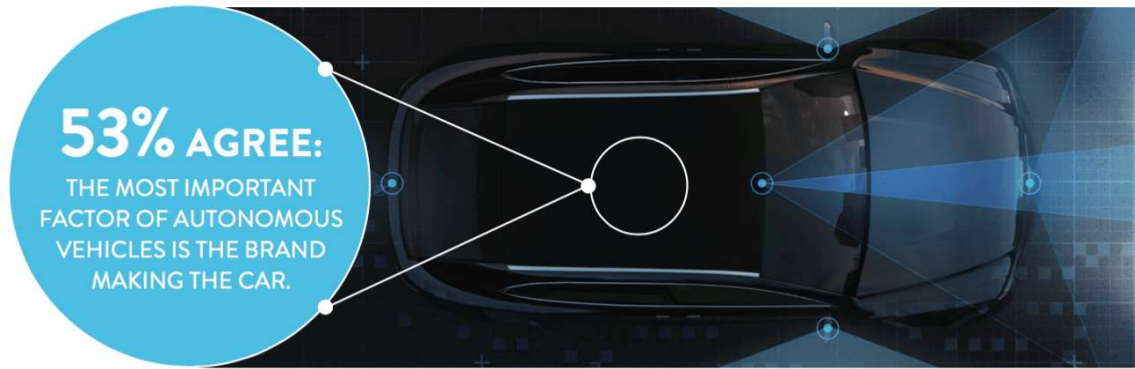
It will be more important to underscore the benefits of a particular mobility option to communities of people (such as a city, university or corporate campus), rather than to just individual drivers.

Focus on building relationships during the journey, not at the finish line

Younger consumers value authentic relationships with brands, and it takes time to foster that trust. Understand their values, what advancements in automotive technology excite them and, equally important, their concerns about the future of mobility. Use this information to inform how to communicate and engage with them about your brand.

Consider new avenues for introducing mobility options

The traditional auto show has been the core of how automakers, motorcycle brands, RV makers and others have introduced new vehicles to a rabid group of automotive enthusiasts. Due to this shift in values and attitudes, marketers must now plan for more values-based, communal and experiential local market activations, where influencers help create and share the story and consumers can experience brand value in a real and authentic way.



"As consumer relationships with cars evolve, automotive and transportation industry marketers must change how they engage with younger audiences, especially Gen Z," said [Lisa Rosenberg](#), co-chair of Allison+Partners' Consumer Marketing practice, in the release. "Being headquartered in San Francisco with deep roots in technology, Allison+Partners has been at the forefront of cultural movements since our inception. We believe that brands that embrace this cultural shift and provide opportunities for consumers to be active participants are the ones that will win with a generation whose favorite currency is social."

[Download the full report here.](#)

Allison+Partners compiled this report using data from an online survey of 1,035 people in the U.S. over the age of 16 conducted in January 2019. Fielding was conducted using the Qualtrics Insights Platform and the panel was sourced from Lucid.



Richard Carufel

Richard Carufel is editor of Bulldog Reporter and the Daily 'Dog, one of the web's leading sources of PR and marketing communications news and opinions. He has been reporting on the PR and communications industry for over 17 years, and has interviewed hundreds of journalists and PR industry leaders. Reach him at richard.carufel@bulldogreporter.com; @BulldogReporter

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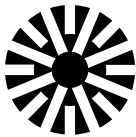
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On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far

BY [KIM PARKER](#) AND [RUTH IGIELNIK](#)

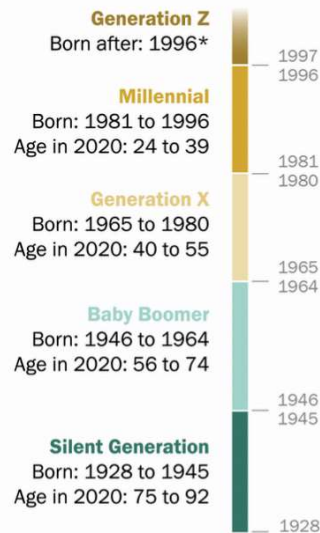
MAY 14, 2020



Our approach to generational analysis has evolved to incorporate new considerations. Learn more about [how we currently report on generations](#), and read [tips for consuming generations research](#).

One-in-ten eligible voters in the [2020 electorate](#) will be part of a new generation of Americans – Generation Z. [Born after 1996](#), most members of this generation are not yet old enough to vote, but as the oldest among them turn 23 this year, roughly 24 million will have the opportunity to cast a ballot in November. And their political clout will continue to grow steadily in the coming years, as more and more of them reach voting age.

The generations defined



*No chronological endpoint has been set for this group.

"On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

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Unlike the Millennials – who [came of age during the Great Recession](#) – this new generation was in line to inherit a [strong economy](#) with [record-low unemployment](#). That has all changed now, as COVID-19 has reshaped the country's social, political and

economic landscape. Instead of looking ahead to a world of opportunities, Gen Z now peers into an uncertain future.

There are already signs that the oldest Gen Zers have been particularly hard hit in the early weeks and months of the coronavirus crisis. In a March 2020 [Pew Research Center survey](#), half of the oldest Gen Zers (ages 18 to 23) reported that they or someone in their household had lost a job or taken a cut in pay because of the outbreak. This was significantly higher than the shares of Millennials (40%), Gen Xers (36%) and Baby Boomers (25%) who said the same. In addition, an analysis of jobs data showed that young workers were [particularly vulnerable to job loss](#) before the coronavirus outbreak, as they were overrepresented in high-risk service sector industries.



Indiana University students move out of student housing due to the coronavirus pandemic. (Jeremy Hogan/Echoes Wire/Barcroft Media via Getty Images)

Aside from the unique set of circumstances in which Gen Z is approaching adulthood, what do we know about this new generation? We know it's different from previous generations in some important ways, but similar in many ways to the Millennial generation that came before it. Members of Gen Z are more [racially and ethnically diverse](#) than any previous generation, and they are on track to be the most well-educated generation yet. They are also [digital natives](#) who have little or no memory of the world as it existed before smartphones.

Still, when it comes to their views on key social and policy issues, they look [very much like Millennials](#). Pew Research Center surveys conducted in the fall of 2018 (more than a year before the coronavirus outbreak) among Americans ages 13 and older found that, similar to Millennials, Gen Zers are progressive and pro-government, most see the country's growing racial and ethnic diversity as a good thing, and they're less likely than older generations to see the United States as superior to other nations.¹

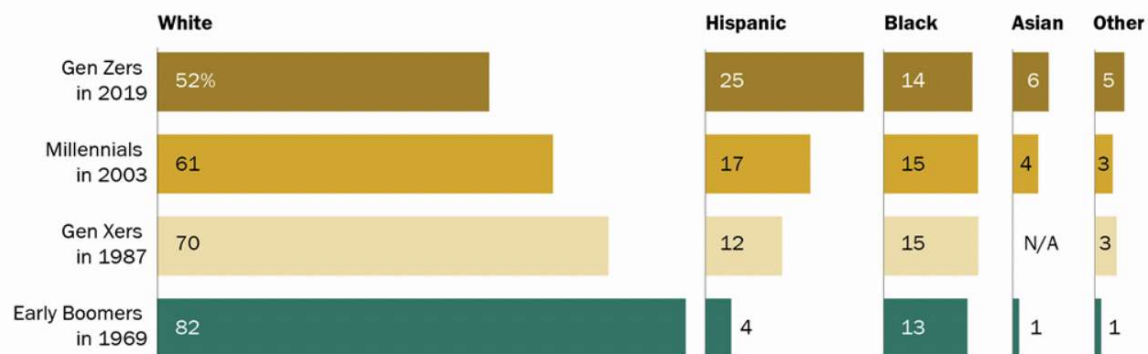
A look at how Gen Z voters view the Trump presidency provides further insight into their political beliefs. A [Pew Research Center survey](#) conducted in January of this year found that about a quarter of registered voters ages 18 to 23 (22%) approved of how Donald Trump is handling his job as president, while about three-quarters disapproved (77%). Millennial voters were only slightly more likely to approve of Trump (32%) while 42% of Gen X voters, 48% of Baby Boomers and 57% of those in the Silent Generation approved of the job he's doing as president.

Gen Z is more racially and ethnically diverse than previous generations

Generation Z represents the leading edge of the country's changing racial and ethnic makeup. A bare majority (52%) are non-Hispanic white – significantly smaller than the share of Millennials who were non-Hispanic white in 2002 (61%). One-in-four Gen Zers are Hispanic, 14% are black, 6% are Asian and 5% are some other race or two or more races.

One-in-four members of Gen Z are Hispanic

% of 7- to 22-year-olds who are ...



Note: Figures may not add to 100% due to rounding. Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1969 was imputed on the basis of 8- to 23-year-olds in the 1970 census.

Source: Pew Research Center analysis of 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplements and 1970 decennial census (IPUMS).

"On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

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Gen Zers are slightly less likely than Millennials to be immigrants: 6% were born outside of the U.S., compared with 7% of Millennials at the same age. But they are more likely to be the *children* of immigrants: 22% of Gen Zers have at least one immigrant parent (compared with 14% of Millennials). Even as immigration flows into the U.S. have [diminished in recent years](#), new immigrants will join the ranks of Gen Z in the years to come. As a result, this generation is projected to become majority nonwhite by 2026, according to [Census Bureau projections](#).

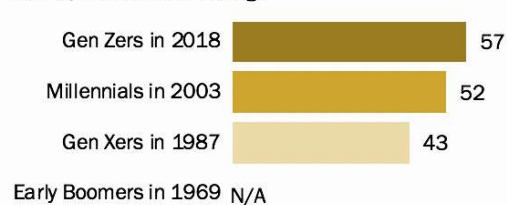
In some regions of the U.S., Gen Z has already crossed this threshold. In the West, only 40% of Gen Zers are non-Hispanic white. Just as many are Hispanic, while 4% are black, 10% are Asian and 6% are some other race. In the South, 46% of Gen Zers are non-Hispanic white. Minority representation is lowest in the Midwest, where more than two-thirds of Gen Zers (68%) are non-Hispanic white.

Gen Z on track to be the best-educated generation yet

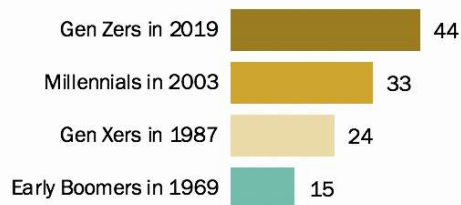
A look at older members of Generation Z suggests they are on a somewhat different educational trajectory than the generations that came before them. They are less likely to drop out of high school and more likely to be enrolled in college. Among 18- to 21-year-olds no longer in high school in 2018, 57% were enrolled in a two-year or four-year college. This compares with 52% among Millennials in 2003 and 43% among members of Gen X in 1987.

Gen Zers more likely to be enrolled in college and to have a college-educated parent than Millennials, Gen Xers at a comparable age

Among 18- to 21-year-olds no longer in high school, % enrolled in college



% of 7- to 17-year-olds living with a parent who has at least a bachelor's degree



Note: Share living with a parent who has at least a bachelor's degree is limited to 7- to 17-year-olds living with at least one parent. Those without a parent in the household are excluded.

Source: Pew Research Center analysis of 1987, 2003 and 2018 Current Population Survey October supplement and 1969, 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplement (IPUMS).

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These changing educational patterns are tied to changes in immigration especially among Hispanics. Gen Z Hispanics are less likely than Millennial Hispanics to be immigrants, and [previous research](#) has shown that second-generation Hispanic youth are less likely to drop out of high school and more likely to attend college than foreign-born Hispanic youth.

Gen Zers are also more likely to have a college-educated parent than are previous generations of young people. In 2019, 44% of Gen Zers ages 7 to 17 were living with a parent who had a bachelor's degree or more education, compared with 33% of Millennials when they were the same age. Both of these trends reflect the overall trend toward [more Americans pursuing higher education](#).

Perhaps because they are more likely to be engaged in [educational endeavors](#), Gen Zers are less likely to be working than previous generations when they were teens and young adults. Only 18% of Gen Z teens (ages 15 to 17) were employed in 2018, compared with

27% of Millennial teens in 2002 and 41% of Gen Xers in 1986. And among young adults ages 18 to 22, while 62% of Gen Zers were employed in 2018, higher shares of Millennials (71%) and Gen Xers (79%) were working when they were a comparable age.

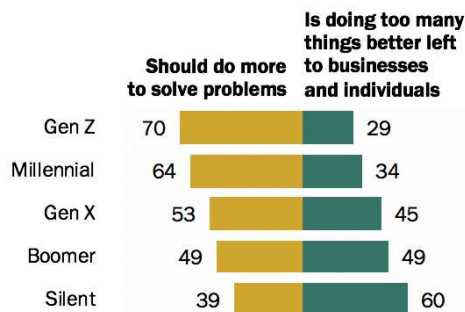


(iStockphoto)

Gen Zers and Millennials have similar viewpoints on many major issues of the day

Gen Z more likely than other generations to want an activist government

% saying government ...



Note: Share of respondents who didn't offer an answer not shown.
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

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The views of Gen Z mirror those of Millennials in many ways. Still, survey data collected in 2018 (well before the coronavirus outbreak) shows that there are places where this younger generation stands out as having a somewhat different outlook.



Read our research on: [Gun Policy](#) | [International Conflict](#) | [Election 2024](#)



PEW RESEARCH CENTER | NOVEMBER 28, 2018



TEENS' SOCIAL MEDIA HABITS AND EXPERIENCES

2. Teens, friendships and online groups

BY [MONICA ANDERSON](#) AND [JINGJING JIANG](#)

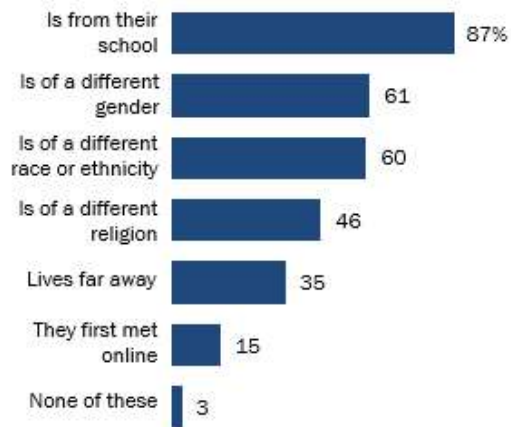
Friendship is a crucial part of adolescence. Teens explore friendships to navigate their identity and their role in society. This survey finds that about half of U.S. teens (51%) see themselves as someone who tends to fit in “pretty easily” among their peers, while an almost identical share (48%) says they tend to stand out. But regardless of how they perceive their relationship with others their age, majorities of teens say they have at least one person they consider to be a close friend and keep in touch with a broader circle of friends regularly – both online and offline.

Meanwhile, about six-in-ten teens have at least one close friend of a different racial or ethnic background, or who is a different gender from them. Teens also identify online groups and forums as an important part of their social lives, and as spaces where they can meet new people and receive support to cope with tough times.

Majorities of teens have a close friend of a different gender or a different race or ethnicity

Roughly six-in-ten teens say they have a close friend of a different gender or a different race or ethnicity

% of U.S. teens who say they have a close friend who ...



Note: Respondents were allowed to select multiple options. Those who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018. "Teens' Social Media Habits and Experiences"

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Fully 98% of teens say they have one or more close friends: 78% say they have between one and five close friends, while 20% have six or more close friends. Just 2% of teens say they do not have anyone they consider a close friend.

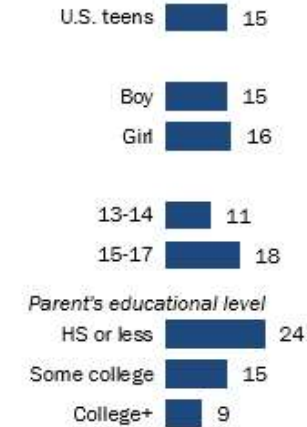
Similar majorities extend across various demographic groups. However, there is some variation on this question based on household income. Teens from lower-income families (those earning less than \$30,000 a year) are significantly more likely than teens in other income groups to report that they *do not* have any close friends (7% of lower-income teens say this, compared with 1% of teens from higher-income households). By the same token, teens from households earning more than \$75,000 per year are more than twice as likely as low-income teens to say they have more than five close friends (24% vs. 11%).

Teens typically point to their school as an important venue for making friends – 87% say they have a close friend from their school. Today's teens are a part of the most [racially and ethnically diverse](#) generation in American history, and this reality is reflected in the fact that six-in-ten teens report having a close friend who is of a different racial or ethnic background than they are. A similar share of teens (61%) identify someone of a different gender as a close friend, and close to half (46%) say they have a close friend of a different religion.

Despite the prominence of school as a venue for friend formation, teens' friendships are not confined to school campuses or local neighborhoods. Around one-third (35%) of teens say they have a close friend who lives far away, while 15% say they have a close friend they first met online.

The likelihood of forming online friendships varies by the educational level of a teen's parent

% of U.S. teens who say they have a close friend who is someone they first met online



Note: Respondents who did not give an answer are not shown. Parent's level of educational attainment based on highest level of education associated with a teen's parent.

Source: Survey conducted March 7-April 10, 2018.

"Teens' Social Media Habits and Experiences"

PEW RESEARCH CENTER

In some cases, the nature of teens' friendships varies little based on their demographic characteristics. For instance, white, black and Hispanic teens are equally likely to say they have a close friend of a different race or ethnicity. Similarly, comparable shares of boys and girls have a close friend of a different gender. But in other cases, these differences are more prominent. Most notably, white teenagers (52%) are significantly more likely than blacks (25%) to report that they have a close friend with a different religious background. And mixed-gender friendships are more common among older teens: 67% of teens ages 15 to 17 have a close friend of a different gender, compared with 52% of teens ages 13 to 14.

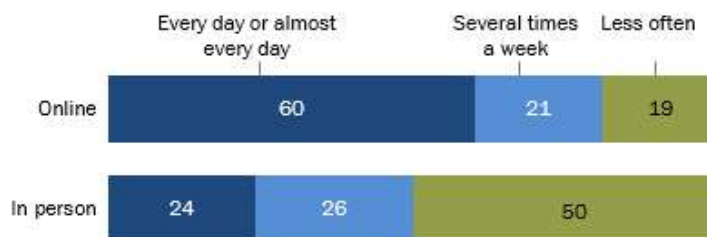
Looking specifically at the role of the internet in the formation of close friendships, the likelihood of a teen developing a close friendship with someone they first met online varies by a number of factors. Teens ages 15 to 17 are more likely than those 13 to 14 to say they have a close friend they first met online (18% vs. 11%). These online-first friendships are also more common among teens whose parent holds a high school diploma or less (24%) than among teens whose parent has a bachelor's or advanced degree (9%). And teens who use the internet "almost constantly" are more likely than those who go online several times a day or less to have formed a close friendship with someone they first met online (23% vs. 9%).² (For details on other demographic differences, see Appendix.)

Teens are more likely to spend time with their friends online on a daily basis than to do so in person

This survey explored the way teens interact with their friends apart from school activities or those directly related to school. Sizable majorities of teens spend at least one day per week with their friends online (88%) or in person (77%). But when it comes to daily interactions with their friends, teens are much more likely to report that those interactions take place online. Six-in-ten teens say they spend time with their friends online every day or almost every day, compared with 24% who spend time with their friends in person with the same frequency (not including school or school-related activities).

Six-in-ten teens spend time with their friends online on a daily or near-daily basis

% of U.S. teens who say they get together with friends online or in person (outside of school or school-related activities) ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens' Social Media Habits and Experiences"

PEW RESEARCH CENTER

Despite the relative infrequency of their in-person interactions with friends, a majority of teens (57%) say they spend about the right amount of time with their friends face-to-face. But roughly one-third of teens (36%) think they have too little face-to-face time with their friends. A small share (just 7%) believe they spend *too much* time seeing their friends in real life.

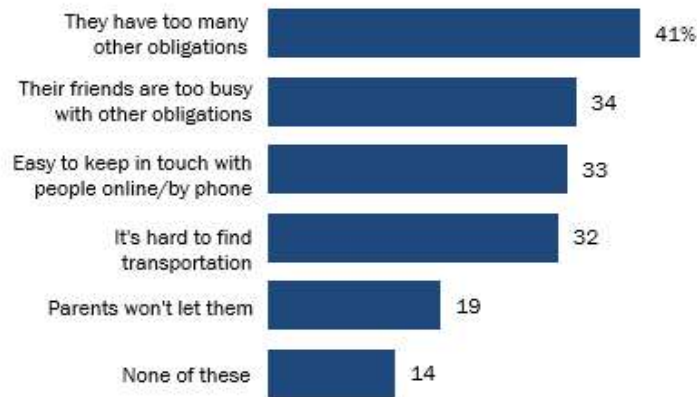
The largest shares of teens in a variety of demographic groups indicate they spend about the right amount of time with their friends in person. Nonetheless, many teens who see their friends on a less-than-daily basis express a desire for more time together in person. Just 17% of teens who get together with friends on a daily basis say they spend too little time together – but that share rises to 42% among teens who get together with friends less often.

Some critics have argued that the internet and social media are to blame for teens' [diminishing real-life interactions](#) with others. But teens themselves point to a variety of reasons for why they do not spend more time with their friends in person. The most common of these (cited by 41% of teens) is that teens themselves report they simply have too many other obligations to find time to hang out with friends. Meanwhile, 34% say their friends are too busy with their own obligations to find the time for friend activities, and 32% say the difficulty of finding transportation prevents them from seeing their friends

more often. Still, the ease of digital communication ranks among the top reasons given by teens when asked why they do not spend more time with their friends in person – 33% of teens note that it is simply easier to connect with a friend online than to attempt connecting with them physically.

Roughly four-in-ten teens cite ‘too many obligations’ as a reason they don’t spend more time with friends

% of U.S. teens who say they do not spend more time with their friends in person outside of school because ...



Note: Respondents were allowed to select multiple options. Those who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018. "Teens' Social Media Habits and Experiences"

PEW RESEARCH CENTER

Hispanic teens are especially likely to say that several of these factors prevent them from seeing friends in person as much as they would like. While 46% of Hispanic teens say the ease of talking to their friends online or on their phone is a factor in not seeing their friends more often, just 30% of whites cite the same reason.³ Hispanic teens are also more likely than white teens to cite parental intervention as a barrier to seeing their friends in person (25% vs. 13%). By contrast, white teens are more likely than black teens to say that their friends' busy schedules are a major factor preventing them from seeing friends more often (37% vs. 20%) and are more likely than Hispanics to point to transportation challenges as an issue (36% vs. 16%).

And although teens from a wide range of groups cite personal obligations as a factor preventing them from seeing friends in person more often, this is an especially common response from teens living in higher-income households. Nearly half (48%) of teens living in households with an annual income of \$75,000 or more cite this as a factor, compared with 33% of those living in households that earn less than \$30,000 annually.⁴

Nearly half of teens say they at least sometimes spend time in online groups or forums, and the types of forums they gravitate toward tend to vary by gender



PRODUCED POV VIDEOS - OUTLINE

STORYLINE #1: POV – BURIEN (BERHAN)

URBAN TRANSIT JOURNEY: Burien Transit Center, disembark along H line, walk to park.

AUDIO	VISUAL
Hey everyone, if you're 18 or younger and live in the Puget Sound area you can take public transit for free.	Open on wide tripod shot where we see teen packing their bag and maybe having a snack/some water. Text onscreen: "Public transit's free if you're 18 or younger"
Plus, it's better for the planet. Let's check it out.	Handheld POV as teen grabs ORCA card, keys and heads out the front door.
Today, I'm meeting my friends for a pick-up game. I like to start my commute with some music.	Selfie shot of teen with headphones on walking to the bus. Then switch back to POV of the walk to the Transit Center. Jump cut to approaching the bus.
Time to get settled and say hey to the driver.	Quick POV shots of walking up bus steps, quickly tapping ORCA card, and waving to the driver. Then, sitting down, setting bag on their lap or the seat next to them.
Next, getting a head start on that summer reading.	POV shot as teen holds up a book to the camera. Cut to some POV shots looking out the window along the H line and back to the book now laid open on the gym bag.
And this is my stop! Alt: Just breezing along, no traffic. And this is my stop!	Selfie shot of teen disembarking the bus. The bus driver waves in the background.
Don't miss out on free youth transit. Bye y'all!	Tight shot of turf/grass, teen drops a soccer ball onto it. Graphic and text onscreen: Youth Ride Free tag (graphic element) FreeYouthTransitPass.com

STORYLINE #2 – POV: BUS – SHORELINE (NANDA)

SUBURBAN TRANSIT JOURNEY: Neighborhood bus stops (near home and by coffee shop) and referencing later light rail use.

AUDIO	VISUAL
So, get this, in the Puget Sound region, you can ride public transit for free if you're 18 or younger!	Open on a mirror selfie as teen waves hi to the camera. Text onscreen: "Public transit is free if you're 18 or younger!"

Come see how I ride!	POV shot of putting keys and ORCA card into a bag. POV shot of hand opening the front door and heading out.
It's a Saturday morning, and I'm going shopping with a friend before work. This bus runs right by my place, it's great.	Then, POV sequence of feet on pavement, walking, and reaching neighborhood bus stop. Going up steps of the bus, and tapping ORCA card.
Ooh, there's my friend! So here am I with my new fit (gesturing to shopping bag).	Selfie shot of disembarking the bus, seeing friend and waving. Then, cut to POV walking down street with paper shopping bag of clothes.
I've got to catch the bus in another 20 to make my light rail connection to work. Which leaves me just enough time for...coffee!	Cut to selfie shot of teen holding a coffee cup and cheering the camera.
Alright, off to work. Bye y'all!	POV view of a bus pulling up. Graphic and text onscreen: Youth Ride Free tag (graphic element) FreeYouthTransitPass.com

STYLE SAMPLES

- <https://www.tiktok.com/@haydenbegley/video/7209566777657855275>
- <https://www.tiktok.com/@sibu.Official/video/7063498172051639558>
- <https://www.tiktok.com/@shey.luh/video/7185387708196326699>



C+C | ALL ABOUT THE GOOD



C+C | ALL ABOUT THE GOOD

KCM FYTP

SEATTLE CASTING - 4/15, 4/16

POV Talent



Nanda Thomas

*audition is filmed horizontally, we would film vertically



Addison Aguada



Berhan Tefari



Daniel Cegielski

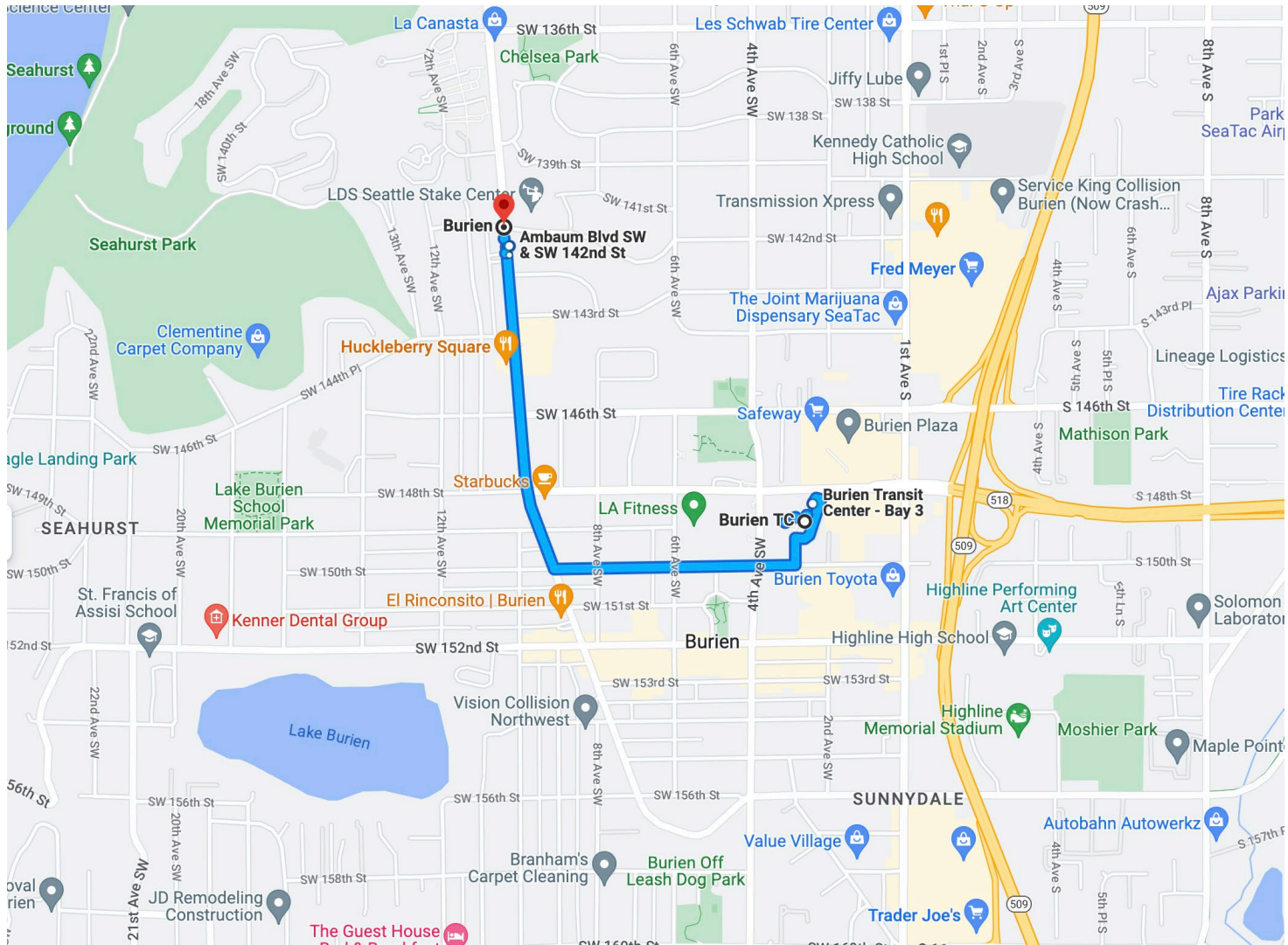
*the energy in this audition is a bit higher than we would direct, but we're confident he can be coached on set



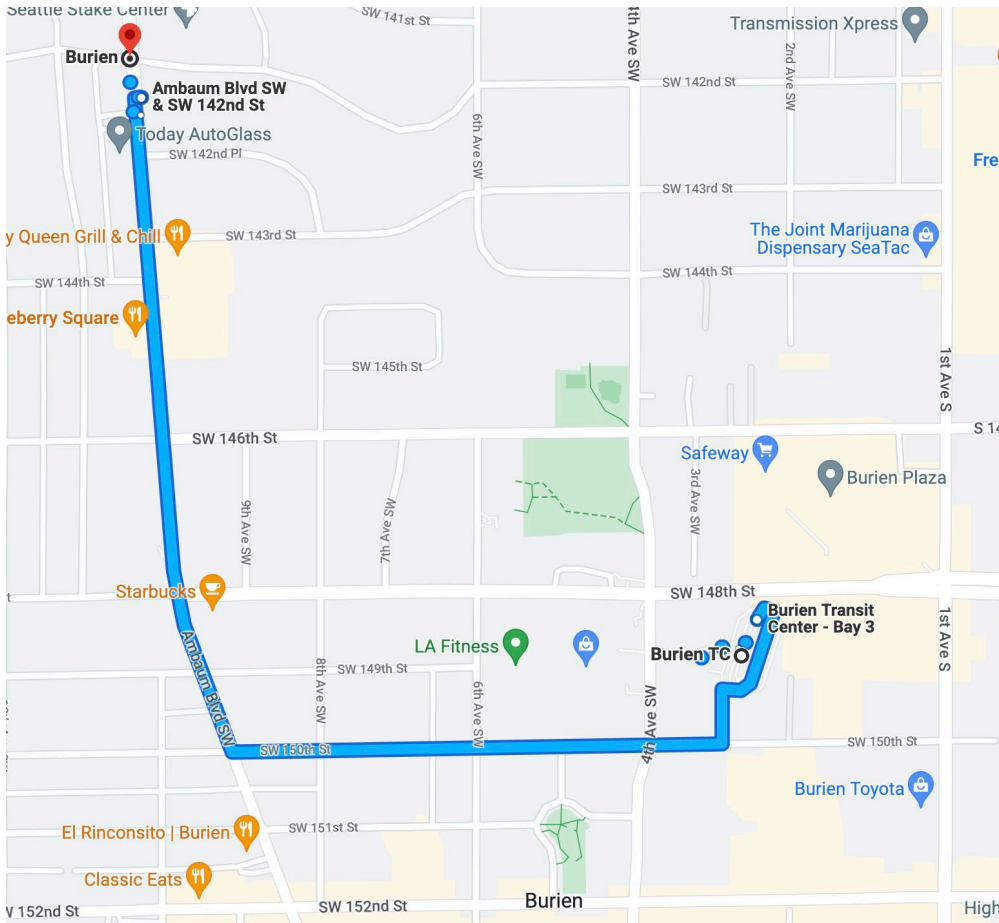
Makhi Michael



4/15 Burien Route - Overview



4/15 Burien Route (H Line) - Rough Details



Rough schedule:

2 hours between 10-2 (we can start earlier if better for the Transit Center)

1. Start at Burien Transit Center

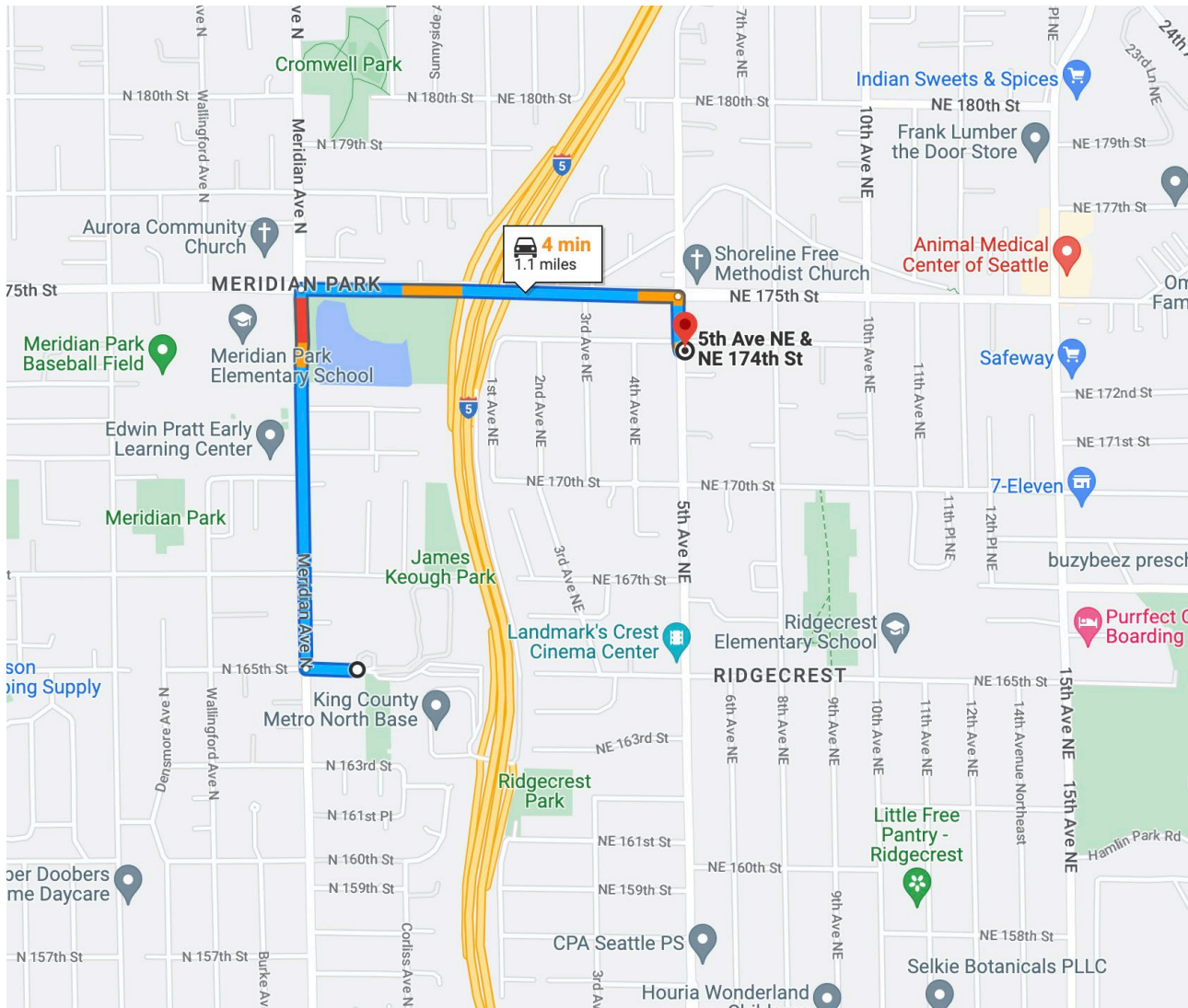
2. Potential stops (will narrow):

- Pickup/drop off outside Burien Community Center
- Pickup/drop off along SW 150th St
- Pickup/drop off along Ambaum Blvd SW
- Shots looking out the window along the route

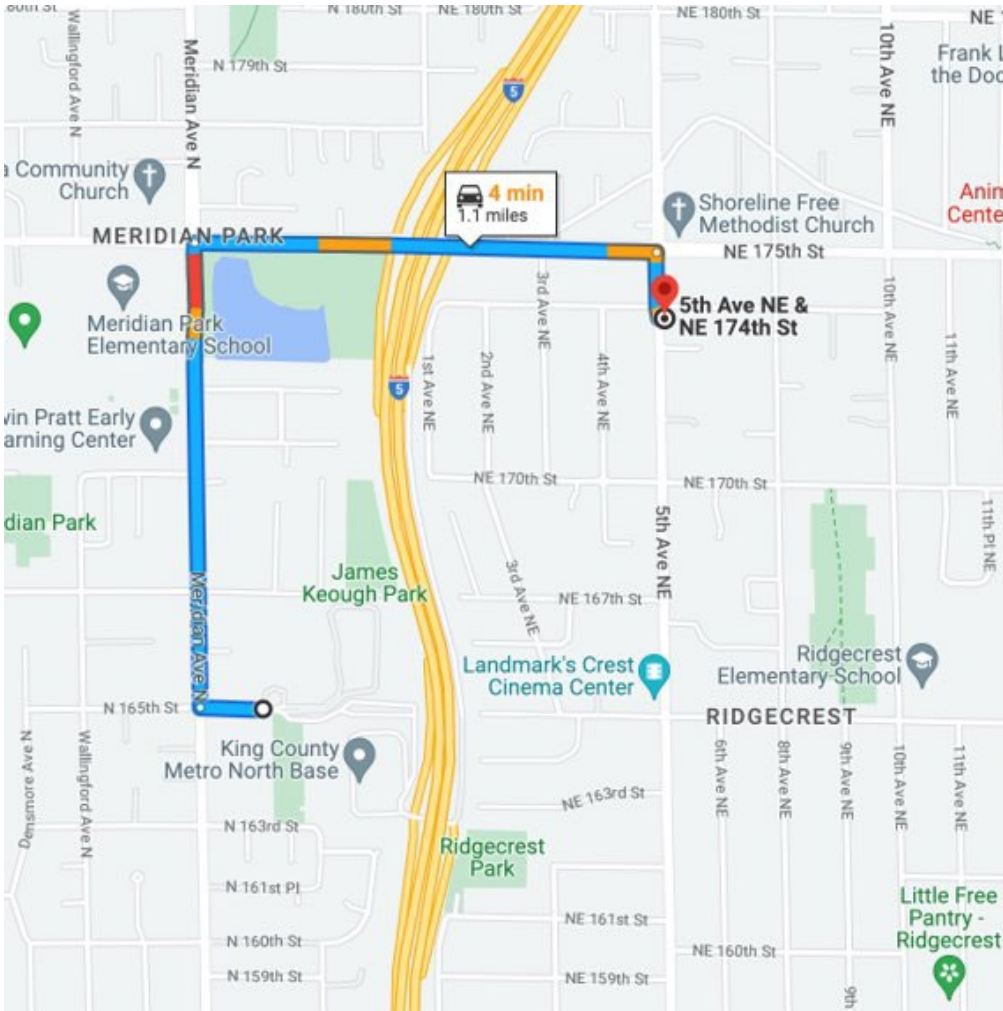
3. Circle back to Burien Transit Center and repeat route if needed



4/16 Shoreline Route - Overview



4/16 Shoreline Route - Rough Details



Rough schedule:

2 hours between 10-2

1. Start near King County Metro North Base (or other basecamp)
2. Potential stops (will narrow):
 - Pickup/drop off outside Meridian Park Elementary School
 - Pickup/drop off outside Ronald Bog Park
 - Pickup/drop near Shoreline Library
3. Circle back to King County Metro North Base (or other basecamp) and repeat route if needed



Basecamp and Other Details

Can Metro help us secure a basecamp for each day?

*We'd like to use Burien Transit Center on 4/15 and King County Metro North Base (or a street/lot adjacent to the base) on 4/16.

If we cannot use King County Metro North Base, we'll contact nearby community buildings (i.e. the elementary school, park, etc.) to see if we can use a city/county owned parking lot.

This basecamp ask entails:

- **Parking for the bus so we can film stationary shots and/or reset between driving the route without disturbing the neighborhood. We expect to spend about 30 minutes-1 hour here at the start of our day.**
- **Parking for crew vehicles since we will all be on the bus.**
- **While we've set the rough filming window of 2 hours between 10-2, we can film earlier if better for these locations.**

We will have 4-5 crew cars and 6-8 people on the bus. We can reduce crew cars if that poses a challenge for parking.

Crew contact for filming is producer Camille Adams, 503-544-0439, cadams@cplusc.com



Timeline

4/4 Share rough route and timeframe with Metro

4/13 Share final story outlines with Metro (after reviewing with casted talent) - will include as many schedule updates as we know at this stage

4/14 Share final schedule and location details with Metro





King County
METRO

King County Metro FYTP POV Videos

Production Book

April 15, 2023 – April 16, 2023



Table of Contents

Participants

Edit Schedule

Final Scripts

Production Schedule

Locations

Bus Routes

Shot List and Approach

Props



Participants

King County Metro	Celina Kareiva, Communications Specialist (206) 384-8904 *Point of contact for bus filming
C+C	Jake Melara, Supervising Producer (360) 213-6671 – point of contact onsite Ali Scattergood, Field Producer (920) 639-3905 Camille Adams, Senior Producer (503) 544-0439 - remote
Indie Genius Media	Jamil Suleman, Director (425) 772-3846 Aaron Jacob, DP/Sound (206) 240-3178
Talent	Nanda Tomás Berhan Teferi



Post Schedule

Date	Milestone	Responsible
FRI APRIL 28	V1 9:16 Videos - Metro Review	C+C
TUE MAY 2	V1 9:16 Videos – Metro Notes Due Back	Metro
FRI MAY 5	V2 9:16 and 16:9 Videos – Metro Notes Due Back	C+C
MON MAY 8	V2 9:16 and 16:9 Videos – Metro Notes Due Back	Metro
MON MAY 15	Finalize and Traffic 9:16 and 16:9 Videos	C+C



Filming Schedule – April 15th, 2023 - Burien

Time	Activity	Location
9a-9:45a	Scout Location #1 Review props/wardrobe, select VO location, and walkthrough afternoon filming plan	Location #1: Berhan's home
9:45a-10:00a	Travel to Location #2	Location #2: Burien Transit Center Bay #5
10:00a-10:45a	Film exterior bus, boarding and pulling up	Location #2: Burien Transit Center Bay #5
10:45a-11:30a	Travel bus route and film interior bus shots, disembarking *BTS photos*	Location #3: Bus interior
11:30a-12:00p	Bus pickup shots if necessary	Locations #2/3
12:00p-1:00p	Exterior shots walking POV near Transit Center and at Location #4	Location #4: Chelsea Park
1:00p-2:00p	Car lunch and move to Location #1	Location #1: Berhan's home
2:00p-2:45p	Film intro scenes	Location #1: Berhan's home
2:45p-3:30p	Record VO	Location #1: Berhan's home
3:30p-4:00p	Wrap out	Location #1: Berhan's home

*Alternate park locations if needed: Seahurst Park, Lake Burien School Park



Burien Locations

Location #1: Berhan's Home
Not pictured

Location #2: Burien Transit Center Bay #5



LOCATION #2 (generic photo, not bay specific)

Location #3: Bus interior
Not pictured

Location #4: Chelsea Park

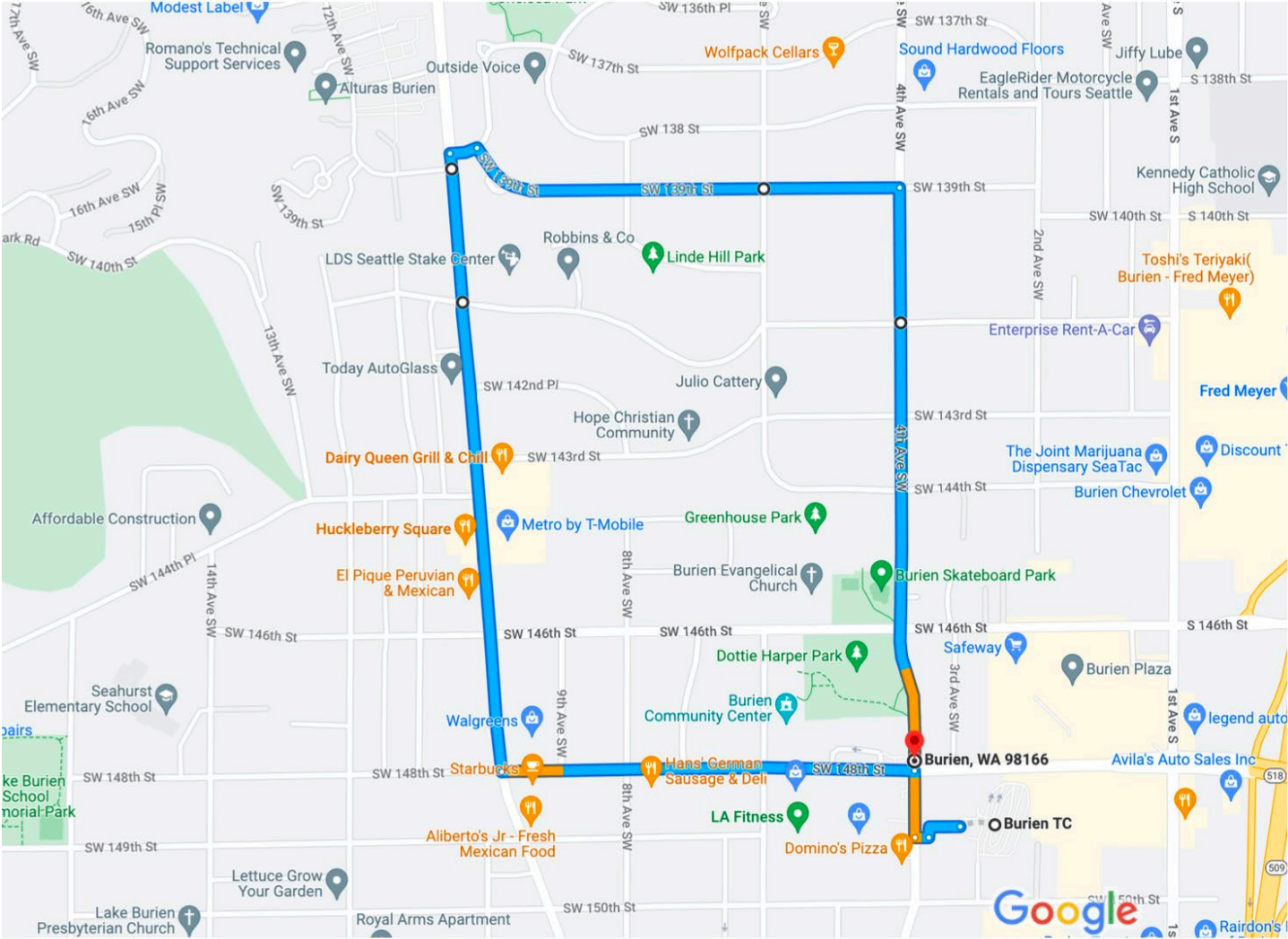


LOCATION #4

Burien Bus Route

Burien TC, 14900 4th Ave SW, Burien, WA 98166 to Burien, Washington 98166

Drive 2.0 miles, 7 min



Filming Schedule – April 16th, 2023 - Shoreline

Time	Activity	Location
9a-9:45a	Scout Location #1 Review props/wardrobe, select VO location, and walkthrough afternoon filming plan	Location #1: Nanda's home
9:45a-10:00a	Travel to Location #2	Location #2: Shoreline Park & Ride
10:00a-11:00a	Film disembarking selfie at Park and Ride	Location #2: Shoreline Park & Ride
11:00a-11:30a	Travel bus route and film interior shots and boarding at stops along Meridian Ave and/or 185th *BTS photos*	Location #3: Bus interior
11:30-12:00p	Bus pickup shots if necessary	Locations #2/3
12:00-12:30p	Film coffee scene at bus shelter on N 175th St & Meridian Ave N	Location #4: Bus shelter
12:30-1:00p	Film shopping bag scene further east on N 175th towards 15th Ave NE (more development/business feeling and less residential)	Location #5: Sidewalk
1:00p-2:00p	Car lunch and move to Location #1	
2:00p-2:45p	Film intro scenes	Location #1: Nanda's home
2:45p-3:30p	Record VO	Location #1: Nanda's home
3:30p-4:00p	Wrap out	Location #1: Nanda's home



Shoreline Locations

Location #1: Nanda's Home (not pictured)

Location #2: Shoreline Park & Ride

Location #3 Bus interior and stops along Meridian Ave (not pictured)



LOCATION #2



LOCATION #2

Shoreline Locations

Location #4: Bus Shelter
N 175th St & Meridian Ave N



LOCATION #4

Location #5: Sidewalk
East on N 175th towards 15th Ave NE
(roughly 1240 NE 175th St)

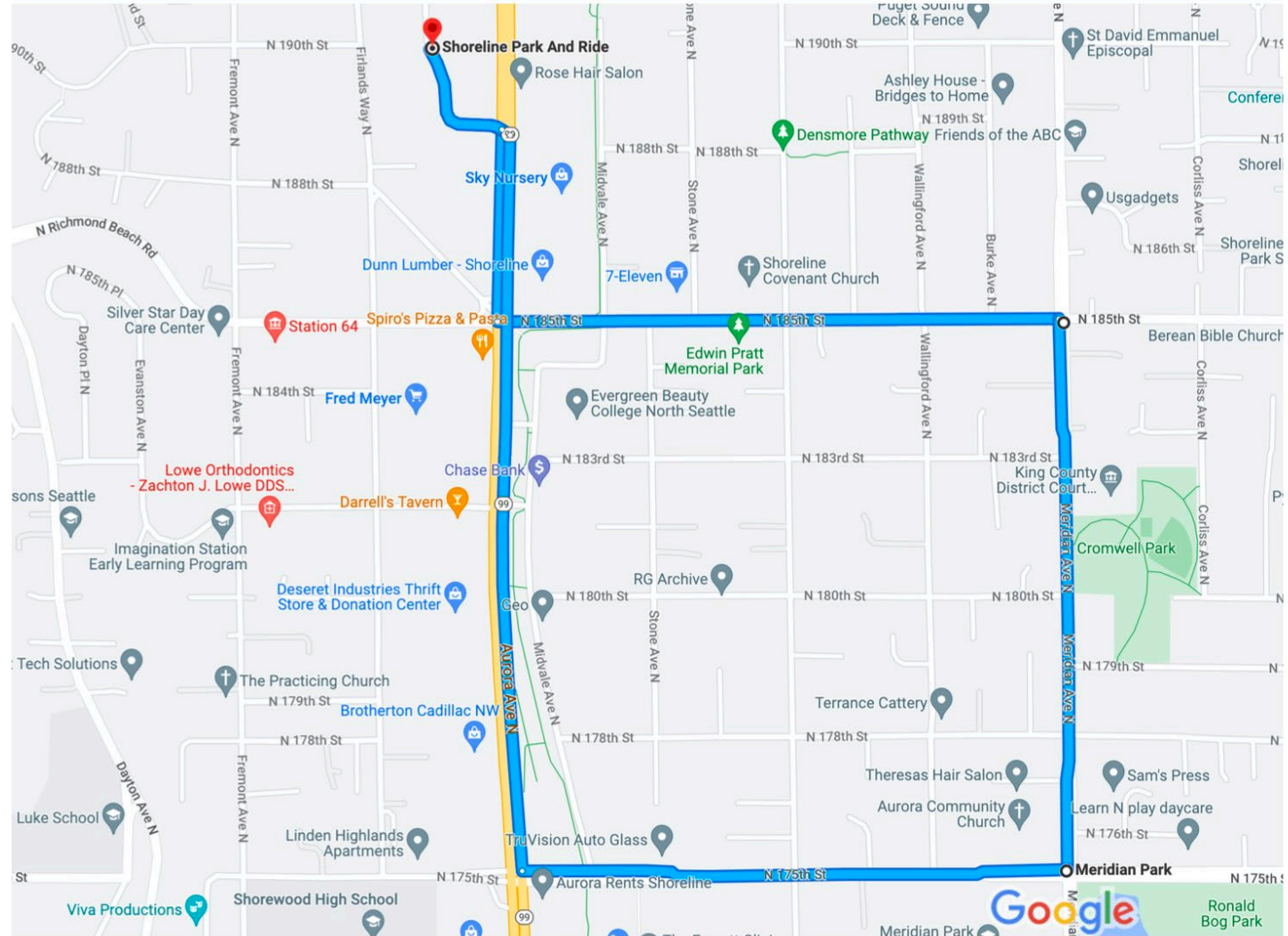


LOCATION #5

Shoreline Bus Route

Shoreline Park And Ride, Shoreline, WA 98133 to
Shoreline Park And Ride, Shoreline, WA 98133

Drive 2.6 miles, 9 min



Shot List Framing Notes

KEY

Handheld POV = phone held by the actor where we see what they see in first person point of view

Handheld selfie = phone held by the actor and filmed selfie style where we see their head and shoulders

Tripod = stabilized shot where we see the actor onscreen from a third person point of view

FRAMING NOTES

- All bus POV shots will be framed from the first row of bus seats, always facing forward. We won't look back into the empty bus.
- When filming in the homes, we will frame out and avoid any identifying details such as personal photos, house numbers, etc.
- We will frame out and avoid street names and identifying details of the neighborhood/home.
- POV walking shots will be filmed in nondescript areas, showing cement pavement, trees, some street.
- Bus reader boards will say "Special." For ORCA taps, since the readers will be off, we will frame accordingly and cut away quickly to minimize the moment where it would normally beep/light up.

STYLE SAMPLES

- <https://www.tiktok.com/@haydenbegley/video/7209566777657855275>
- <https://www.tiktok.com/@sibu.Official/video/7063498172051639558>
- <https://www.tiktok.com/@shey.luh/video/7185387708196326699>



Burien Shot List

1. Tripod stabilized opening shot - INT kitchen or bedroom – features Burhan fully onscreen, packing gym bag/grabbing a snack
2. Handheld POV shot – INT hallway – holds up ORCA cars, keys (alt. Tripod shot)
3. Handheld POV shot – INT hallway – reaching for front door, starts to open door
4. Handheld selfie – EXT sidewalk – walking down street with headphones on
5. Handheld POV – EXT sidewalk – walking, showing feet and street
6. Handheld POV – EXT sidewalk – Transit Center and/or bus comes into view
7. Handheld POV – INT bus – walking up bus steps, ORCA tap, bus driver waves
8. Handheld POV – INT bus – now sitting at the front of the bus with bag in lap and book out, pan from book to looking out of bus window
9. Handheld POV – INT bus – static looking out bus window
10. Handheld POV – INT bus – pan from side bus window to front window
11. Handheld selfie – INT/EXT bus – selfie view, waves over shoulder to bus driver and then walks down the bus steps (alt. they pose together)
12. Handheld selfie – EXT park – close-up on grass/turf, drops soccer ball into frame and then starts to dribble



Shoreline Shot List

1. Handheld selfie - INT bedroom, bathroom, or hallway – mirror selfie, waving hi
2. Handheld POV shot – INT hallway – packing purse with ORCA card, keys, etc.
3. Handheld POV shot – INT hallway – reaching for front door, starts to open door
4. Handheld POV – EXT sidewalk – walking, showing feet and street
5. Handheld POV – EXT sidewalk – show bus stop sign and bus already at the stop (or pulling up)
6. Handheld POV – INT bus – walking up bus steps, ORCA tap
7. Handheld POV – INT bus – static looking out bus windows
8. Handheld selfie – INT/EXT bus – selfie view exiting front of bus, waves and mouths "hi" to a friend supposedly on the street where the bus has stopped
9. Alt handheld selfie – INT bus – selfie view sitting in her bus seat and facing the side window so we point across the bus rather than into the empty back of the bus; pointing out the window and waving at her friend
10. Handheld POV – EXT sidewalk – walking down the street with shopping bag with 2-3 clothes items
11. Handheld selfie – EXT sidewalk – she lifts up her coffee in a cheers to the camera, is now sitting at a new bus stop shelter



Burien Prop List

BURIEN – BERHAN

1. ORCA card – C+C to bring
2. Keys – We will use Berhan's keys or a crew member's keys
3. Gym bag – Berhan will bring
4. Over-the-ear headphones – C+C to bring Black JLAB option
5. Soccer ball and cleats – Berhan will bring
6. Basketball and court shoes – Berhan will bring as a back-up
7. Summer reading books – C+C to prep two options that are not identifiable as specific titles/authors
8. Umbrella – C+C to bring

Wardrobe: athletic wear, appropriate for summer with layers that can be worn when not seen on camera



Shoreline Prop List

SHORELINE - NANDA

1. ORCA card – C+C to bring
2. Keys – We will use Nanda's keys or a crew member's keys
3. Purse/bag - We will use Nanda's and C+C will bring extras
4. Shopping bag – C+C to prep a canvas bag with clothing inside (using wardrobe from Nanda)
5. Coffee cup – C+C to prep a basic unbranded paper coffee cup
6. Umbrella

Wardrobe: spring work-ready wear with layers that can be worn when not seen on camera



C+C Internal Only

Talent Contact and Addresses

Dietary Preferences

Travel Itinerary



Dietary Preferences

King County Metro	Celina Kareiva – n/a (not joining for lunch)
C+C	Jake Melara - Ali Scattergood - Camille Adams – n/a (REMOTE)
Indie Genius Media	Jamil Suleman - fasting, water only Aaron Jacob - low carb/no pork
Talent	Nanda Tomás - no dairy Berhan Teferi – no dairy, vegetarian Berhan's mom – no dairy, vegetarian Check with Nanda and Berhan's parents in the am if they'd like something



Talent Contacts and Location Addresses

Talent Contacts

Berhan Teferi
(206) 261-4492
berhanteferi@gmail.com

Berhan's Mom
206-747-0067

Nanda Tomás
206) 773 5754
nndtomas@gmail.com

Burien Locations

Location #1 Berhan's Home
621 S 137th Pl Burien WA, 98168
*Park along the curb of the culdesac
(leave driveway open)

Location #2 Burien Transit Center Bay #5
14900 4th Ave SW, Burien, WA 98166

Location #3 Bus

Location #4 Chelsea Park
839 SW 136th St, Burien, WA 98166

Shoreline Locations

Location #1 Nanda's Home
18415 Corliss Ave N, Shoreline, WA 98133
*Find any street parking (leave driveway
open)

Location #2 Shoreline Park & Ride
18821 Aurora Ave N Shoreline, WA 9813

Location #3 Bus

Location #4 Bus Shelter
N 175th St & Meridian Ave N

Location #5 Sidewalk
East on N 175th towards 15th Ave NE
(roughly 1240 NE 175th St)



Itinerary - Lodging Info

Seattle

Courtyard Seattle Northgate
10733 Meridian Avenue North
Seattle, Washington, USA, 98133
206-734-4502; ext 2
Check In: 3:00 pm
Check Out: 12:00 pm

Room – Confirmation Numbers

- Jake Melara #70426858



Producer Running Checklist

- Prep props: over-the-ear headphones, summer reading books, alt purse option, clothing bag, coffee cup
- Set up crafty and lunches
 - Taylor sourcing meal options and grabbing crafty on Friday, will leave at Seattle office
- Charge iPhone and all accessories
- Make plan for BTS photos (assign who will do it)
- Scout locations on Friday 4/14
- Pick up at office (to be returned on Monday 4/17)
 - ORCA cards
 - Crafty
 - Covid safety kit
- Upload footage to Box and mail drive to editor (editor needs footage by EOD Wed)



THANK YOU

JAKE MELARA – SUPERVISING PRODUCER

360-213-6671 | jmelara@cplusc.com

Seattle | Portland | Boston





Free Youth Transit Pass Marketing Campaign - Phase II

June 2023



Go all the places.
Do all the things.



YOUTH RIDE FREE

[Learn how](#)

Background: Prior Campaign Phase I: King County

Prior Campaign: Phase I

In September 2022, **Move Ahead Washington** legislation passed, making transit free for everyone 18 and younger in the state of Washington.

Regional partners raised awareness about the new policy through **agency-specific campaigns**.



Prior Campaign: Phase I

King County Metro quickly launched a **King County campaign** in November 2022 to introduce the program.

The campaign featured a music video with local youth, including logos from regional transit partners participating in Free Youth Transit Pass.



Phase II: A Regional Campaign

Phase II: A Regional Campaign

In June 2023, Metro and transit agency partners launched a **regional campaign** across King, Kitsap, Pierce, and Snohomish counties to build awareness about the new program and **get youth excited about riding transit.**

The campaign leveraged the strength of **8 partner agencies.**



Goals, Audiences, and Approach

Campaign Goals

- **Primary:** Build awareness among youth that they can ride transit for free to get where they want to go.
- **Secondary:** Encourage youth to get and use a Youth ORCA card on their trips. Though an ORCA card is not required to ride, this helps youth riders build and continue the habit.



Audiences

Primary audience



- **Youth ages 13-18.**
- Living in King, Pierce, Snohomish, and Kitsap Counties.
- Focus on traditionally un(der)served youth, including youth of color and youth from low-income households.
- They have busy lives, daily interactions are more online than in-person, and they may be less interested in driving due to anxiety, finances, and environmental concerns.

Secondary audience



- **Parents of youth aged 13-18.**
- Living in King, Pierce, Snohomish, and Kitsap Counties.
- Free transit encourages their kids to be more independent and frees up their time.

Creative Approach

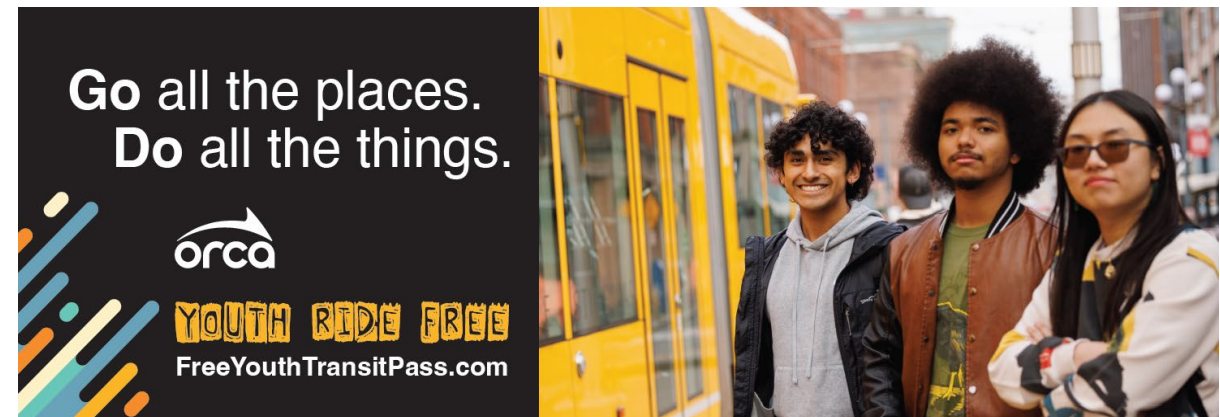
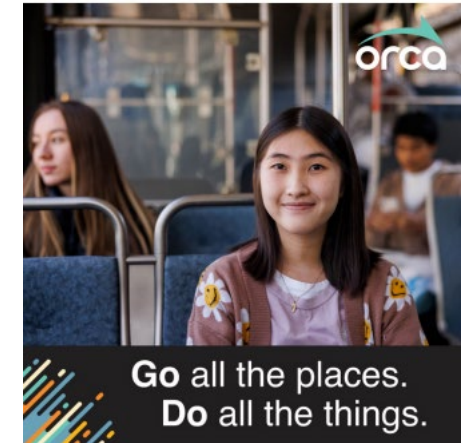
- Goal: Create content that is **relevant** and **relatable** to the teen audience.
- Multiple data points showed that youth don't want to hear from adults but are **interested in and influenced by their peers**.
- Developed a youth-talking-to-youth creative approach, emphasizing the themes of **freedom** and **independence** this audience craves.
- **Validated messaging and graphics** through a youth focus group, plus A/B testing on Facebook and Instagram.



Behind the scenes: Shooting for point-of-view reels featuring teens riding transit.

Creative Approach, Cont.

- Developed a **truly regional campaign** branded not under one transit agency, but rather, under the regional ORCA brand umbrella.
- Developed a unique tagline emphasizing the theme of freedom: "**Go all the places. Do all the things.**"
- Featured **real youth riders and transit advocates** from across the four-county region sharing what free youth transit means to them.



Campaign Strategies

- Concentrated ad dollars on channels **beloved by youth and parent audiences.**
- Collaborated with four influencers to **deliver campaign message to peers.**
- Leveraged the combined power of **8 regional partners.** Tactics included:
 - Providing turnkey content for social, web, and email to leverage the robust reach of regional transit partners' owned channels.
 - Providing longer-term resources like a youth transit rack card in 8 languages.
 - Providing staff support for events outreach throughout the four-county region.
 - Using regional ORCA web presence as well as partner-owned channels.



Media Buy

- **Geography:** King, Kitsap, Pierce, and Snohomish Counties.
- **Timing:** May 22-June 12.
- **Budget:** \$209,496.
- **Key Performance Indicators:**
 - Primary: Awareness and visibility.
 - Secondary: Clicks to the website.
- **Focus:** Channels with high reach and usage by the teen audience.

Site/App	Avg % reach of people 13-17	Avg Hours each Month	
Spotify	95.0	31.4	Audio
YouTube.com	80.3	10.3	Video
Spotify (Mobile App)	85.1	38.7	Audio
Twitch.TV	65.2	4.4	Video
Twitch (Mobile App)	33.8	5.4	Video
Discord	26.9	0.2	No advertising
Reddit	21.3	0.6	Video or static
Facebook	13.0	0.4	Video or static
Instagram	13.6	0.7	Video or static
iHeartRadio Network	15.4	0.3	Audio
TikTok	14.1	2.1	Video
Pinterest	10.8	0.3	Video or static
Pandora	8.4	11.6	Audio
Snapchat, Inc	3.3	4.2	Video
Pandora (App)	0.1	0.0	Audio
Selected Tactics			

Source: ComScore Average Jan-Dec 2021
National US (regional N/A)

Media Buy, Cont.

- **Television:** TV programs were selected based on ability to reach parents and teens, along with prioritizing the four-county region.
- **Digital TV (OTT):** Ads were segmented to homes with teens in the four-county region.
- **YouTube (pre-roll):** Ads were segmented around topics/channels skewing teens, since YouTube does not allow for segmentation of people under 18.
- **Twitch Video:** Ads were segmented to homes with teens in the four-county region.
- **Facebook and Instagram:** Ads were segmented to people 13-18 and parents of teens, across the 4-county region.
- **Spotify Audio:** Ads were segmented to people 13-18 across the four-county region.

Tactics

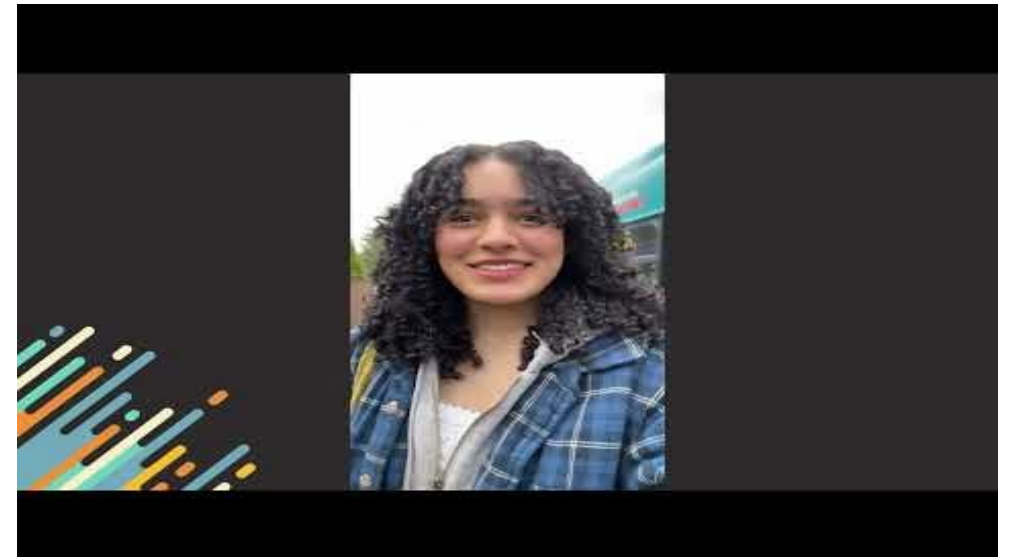
Tactics Overview

- Video
 - Video ads
 - POV reels
- Audio
 - Spotify audio ads
- Digital
 - Web
 - Partner toolkit
 - Micro-influencer partnerships
- Outreach
 - Community events
 - Rack card brochure
 - Promotional items
- On-board
 - On-board announcements
 - Transit ads



Video: POV Reels

- Created **two point-of-view (POV) videos** with youth, demonstrating how they use transit to get around, with a focus on the key motivator of freedom and independence.
- Designed videos to look native to social media, with a user-generated content video style.
- Filmed video vertically as their primary placement was on social media (horizontal version shown here).
- Promoted via **media buy plan** and made available to partner agencies.



Audio: Spotify Ads

- One 15-second spot on Spotify, **segmented to youth ages 13-18** across the four-county region.
- Spotify is one of the highest-ranked channels for saturation among 13-17 year-olds.



Digital: FreeYouthTransitPass.com Updates

Improved user experience of FreeYouthTransitPass.com, including the addition of:

- Buttons for obtaining, replacing, and registering Youth ORCA cards, including new webpage sections for the latter two options.
- Visual aids to assist with entering Youth ORCA card serial numbers in the registration form.
- New FAQ section.
- Removed outdated information and made clarifying revisions.
- Seattle Monorail as a participating agency.
- Photos of youth from our regional marketing campaign.



Youth Ride Transit for Free!

Transit is free for riders 18 and younger thanks to Move Ahead Washington, a statewide transportation funding package.

[GET A NEW YOUTH ORCA CARD](#)

[REPLACE A YOUTH ORCA CARD](#)

[REGISTER A YOUTH ORCA CARD](#)

Digital: Agency Partner Toolkit

Created partner toolkit, including:

- **Newsletter and Website Copy:**
 - Optional web and newsletter copy for transit partners to use.
- **Social Media Copy and Graphics:**
 - Draft Facebook and Instagram posts for use by partner agencies.
 - Media files, including graphics, videos, and web links to accompany posts.
 - Photo library with agency-specific images.
- **On-board transit ads and announcements:**
 - Creative for exterior bus ads and MP3 of an onboard announcement



Looking for a reliable and affordable way to get around? Try transit! Youth 18 and younger can enjoy free rides on buses, trains, ferries and more.

[#YouthRideFree](#)

[FreeYouthTransitPass.com](https://www.kingcountymetro.net/free-youth-transit-pass)



The ORCA Card and seattledot

9:25 AM · May 26, 2023 · 2,866 Views

Digital: Micro-Influencer Partnerships

- Recruited and collaborated with **four local micro-influencers** to use their existing Instagram platforms to promote free youth transit.
- Recruited **youth and parents** with a strong youth/family following.
- Launched on **influencer channels** in June.
- *Note: Metro chose to work with micro-influencers for this campaign. While they have fewer followers, their audiences tend to be more engaged and more likely to take action.*



Carly | Parenting Content Creator



Melanie | Lifestyle Content Creator



Terumi | Parenting Content Creator



Kim | Parenting & Travel Content Creator

Outreach: Community Events

- Tabled at **12 community events** across the region, including supporting partner transit agency events.
- Provided staffing, information, rack cards, and promotional items.

Event	Date	County
South Sound Sustainability Expo	April 22	Pierce
Kiwanis Community Bike Fest	April 30	Kitsap
Gig Harbor Maritime Festival	June 3	Pierce
Colman Ferry Dock Tabling	June 3	King
Everett Sorticulture	June 10	Snohomish
Fauntleroy Ferry Terminal Tabling	June 10	King
Snohomish County Pride	June 11	Snohomish
Bremerton Farmers Market	June 15	Kitsap
Puyallup Meeker Days	June 17	Pierce
Hand in Hand Summer BBQ	June 17	Snohomish
Fremont Fair	June 18	King
Edmonds Ferry Terminal Tabling	June 24	Snohomish

Outreach: Rack Card

- Tri-fold, accordion-style brochure promoting FYTP in **eight languages** – English, Spanish, Vietnamese, Traditional Chinese, Simplified Chinese, Russian, Tagalog, and Korean.
- Printed copies for partner agencies and **digital copies** for future reprints.

청소년 무료 탑승

모든 곳을 다니며 많은 일들을 경험해 보세요. 18세 이하의 경우 대중교통이 무료이며, 또한 여러분을 좋아하는 사람들, 장소, 활동에 안정적으로 연결해 줍니다. Puget Sound 지역 어디에서나 대중교통을 무료로 이용하려면 다음과 같이 하세요:

- Youth ORCA 카드를 단말기에 가져다 드립니다.
- 학생증을 제시합니다.
- 탑승합니다!

자세한 내용은 FreeYouthTransitPass.com을 방문하거나 1-888-988-6722 로 전화하세요.

To learn more, visit:
FreeYouthTransitPass.com
or call 1-888-988-6722

King County METRO communitytransit
SEATTLE STREETCAR SOUNDTRANSIT
PierceTransit KitsapTransit
Washington State Ferries EVERETT TRANSIT

YOUTH RIDE FREE

**Go all the places.
Do all the things.**

If you're 18 or younger, transit is a **free** and reliable connection to your favorite people, places and activities. To use transit at no cost — anywhere in the Puget Sound region — you can:

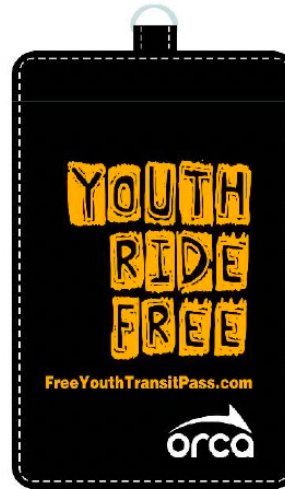
- Tap your Youth ORCA card
- Show your school ID
- Just board!

Outreach: Promotional Items

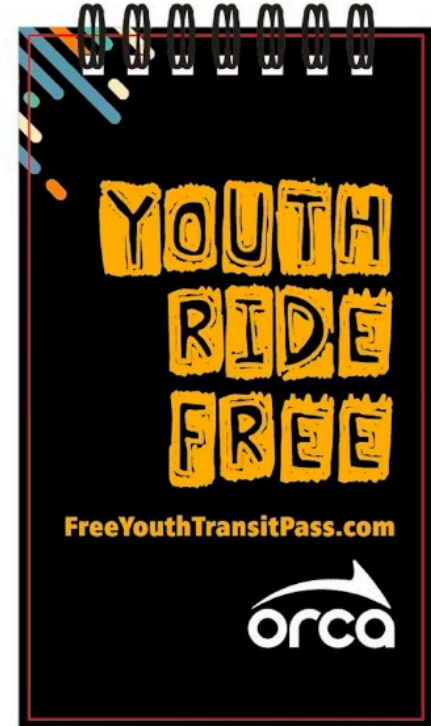
- Designed promotional items using ORCA brand, for **giveaways at tabling events**.
- Distributed to partner transit agencies.

ID holder and lanyard

Safety light/flasher



Jotter notebook



On-Board: Transit Ads

- **Creative for transit ads**, including a template, art files, photo library, and design guidelines.
- Budget distributed to partner transit agencies for **production of transit ads**.



On-Board: Announcements

- Recorded 30-second on-board announcement in **English and Spanish**.
- Ran on King County Metro buses.
- **Script and clip** made available to partner agencies.



Results

Executive Summary

Building off Phase I of the Free Youth Transit Campaign, Phase II **achieved the campaign goal of increasing awareness that youth 18 and younger can ride transit for free.**

Focused on reaching teens and parents in King, Kitsap, Pierce, and Snohomish Counties, Phase II ran from May 22-June 12 with an ad buy budget of \$209,496. Leveraging tv, digital, audio, and in-person channels and the reach of eight partner agencies, the campaign accomplished the following results:

- Earned over **22.4 million total impressions and 3.6 million completed video views**. Media tactics alone accounted for approximately 88% more impressions than in Phase I, with only 35% more budget than Phase I.
- Attracted **990 average visits per day to FreeYouthTransitPass.com**—340% more average visits per day than in Phase 1 and approximately 700% more than when the campaign was inactive.
- Spoke with over **1,200 people** at events and distributed over **300 rack cards and nearly 500 promo items**.
- Earned nearly **4,000 engagements** from influencer posts.

The campaign was effective due to a youth-driven creative approach that shared the benefits of free transit in their own words and matched native content, coupled with a precise targeting strategy that reached youth and their parents through their most frequented channels, and a surround-sound approach reaching our audience through a wide variety of methods.

Phase II Overall Campaign Results

The Campaign generated **over 22.4 million impressions, 3.6 million completed video views, 1.7 million audio listens, and 23k clicks to FreeYouthTransitPass.com.**

- Digital TV was the **most cost efficient for completed video views**, followed by pre-roll & TV.
- While clicks were not a primary objective, the pre-roll videos **drove an exceptional amount of site traffic** (over 14k clicks).
- Transit ads helped drive the overall impressions at a **highly efficient cost per thousand** (\$2 CPM).
- Future recommendations: Add a 6-second video option to maximize the ability to include YouTube shorts in the mix.

Channels	Spend	Impressions	CPM	Completed Video Views	Audio Listens	Clicks	CTR	CPC	CPV
Television	\$45,998	1,133,070	\$41	1,133,070	--	--	--	--	\$0.04
Digital TV	\$25,000	805,255	\$31	776,690	--	192	0.02%	\$130.21	\$0.03
Pre-Roll YouTube Video	\$64,000	6,600,392	\$10	1,632,530	--	14,390	0.22%	\$4.45	\$0.04
Digital Audio	\$24,000	1,785,731	\$13	--	1,714,935	1,265	--	\$0.00	--
Social - Paid	\$34,148	5,579,196	\$6	18,137	--	6,708	0.12%	\$5.09	\$1.88
Social - Organic	\$0	20,100	\$0	--	--	75	--	\$0.00	--
Transit/Ferry	\$10,850	6,451,200	\$2	--	--	--	--	--	--
Influencer Partnership	\$5,500	37,813	\$145	--	--	--	--	--	--
Events	\$0	1,227	\$0	--	--	--	--	--	--
TOTAL	\$209,496	22,413,984	\$9	3,560,427	1,714,935	22,630	0.17%	\$5.44	\$0.06

Phase I & II Messaging Results

Tactic	Completed Video Views	Video View Rate	CPV	CPM	Clicks	CTR	CPC	Engagements	Reactions	Comments	Shares	Saves
Paid Social Total	22,039	0.4%	\$1.80	\$6	7,306	0.12%	\$5.43	573,552	1,495	97	355	65
POV Suburban Video	7,439	0.3%	\$1.86	\$6	2,475	0.11%	\$5.59	196,652	401	23	24	16
POV Urban Video	1,553	0.3%	\$2.31	\$6	693	0.11%	\$5.19	45,434	102	4	14	1
What I Like Video	2,620	0.3%	\$1.71	\$6	909	0.11%	\$4.92	70,865	234	8	70	7
Where I Go Video	2,486	0.3%	\$1.48	\$4	963	0.11%	\$3.83	67,944	286	6	65	15
What I love Video	4,039	0.4%	\$1.87	\$8	1,245	0.13%	\$6.07	98,376	256	19	40	16
Phase I Music Video	3,902	0.5%	\$1.67	\$9	1,021	0.14%	\$6.40	94,281	216	37	142	10
Pre-Roll YouTube Video Total	3,072,383	30.0%	\$0.03	\$9	18,553	0.18%	\$4.71	--	--	--	--	--
POV Suburban Video	557,288	37.9%	\$0.03	\$13	2,358	0.16%	\$7.90	--	--	--	--	--
POV Urban Video	675,818	26.6%	\$0.04	\$11	5,516	0.22%	\$4.87	--	--	--	--	--
Phase I Music Videos	1,839,277	29.6%	\$0.02	\$7	10,679	0.17%	\$3.92	--	--	--	--	--
TOTAL	3,094,422	18.9%	\$0.04	\$8	25,859	0.16%	\$4.91	573,552	1,495	97	355	65

Video Insights

- Across paid social media the **"POV Suburban video"** had the most social engagement (196k engagements, 401 reactions).
- Across the pre-roll video tactics, the **POV Suburban video** had the highest completed view rate (**38%**).

Phase I and II Analysis

Overall, Phase II built off the success of Phase I, growing awareness and visibility to a broader audience with new channels and tactics. Phase I and II had the same targeting (parents, teens) and objective (awareness, visibility). Phase II included \$50k more in budget, five new videos, new media tactics (Twitch, Spotify, and transit ads) and a broadened four-county geographic reach. When comparing the two phases, the following observations can be made:

- **Phase II media earned 88% more impressions with only 35% more budget than in Phase I.** Phase II was more cost efficient for impressions; the addition of more low cost social and partner transit, greatly improved the cost per thousand impressions (CPM).
- The cost per completed video view (CPV) was slightly higher in Phase II likely due to the increase in social media which has an excellent CPM but higher CPV.
- **In Phase II, traffic to the website jumped 340% more than Phase I and 700% more than when media was turned off in Jan-Apr (about 990 users per day).** During pre-launch and Phase I, the daily site traffic was comparable (about 225-227 users per day). Traffic dropped 46% when the media was turned off Jan-Apr (about 122 users per day). Traffic for our 4-county targets increased proportionally for Kitsap, Pierce, and Snohomish in phase II.

Influencer Partnerships: Campaign Overview

- The influencer outreach process began in April, and influencers published content on their channels in June.
 - Content included Instagram reels, in-feed photo posts, and stories.
- Parent influencers created content with the goal of spreading awareness about free youth transit to other parents.
 - Parent influencers: Carly, Kim, and Terumi.
- Youth influencer created content with the goal of spreading awareness about free youth transit to her peers and young followers.
 - Youth influencer: Melanie.

Influencer Partnerships: Performance Overview

In total, the four influencers garnered:

- **Impressions:** 37,813
- **Reach:** 30,975
- **Engagement:** 3,938

The content received over **150 comments**, many from people who expressed thankfulness for the information being shared and that they hadn't previously known about the program.

Content for each influencer performed on par with their other posts and was well received by their followers.

Note: Reach is the number of people/unique accounts that saw the content and impressions are the number of times the content was viewed, including if the same person viewed content multiple times. Reach and impressions are not always available metrics due to the different post formats each influencer used.

Influencer Partnerships: Carly

- **Reach:** 16,119
- **Plays:** 17,805
- **Likes:** 3,029
- **Comments:** 69
- **Shares/saves:** 40



IG reel



mrsrosewinter That's so great they have that program for kids until they are 18! Amazing

2w 1 like Reply



suitcasesinseattle Love Bainbridge and exploring Seattle via transit.

2w 1 like Reply

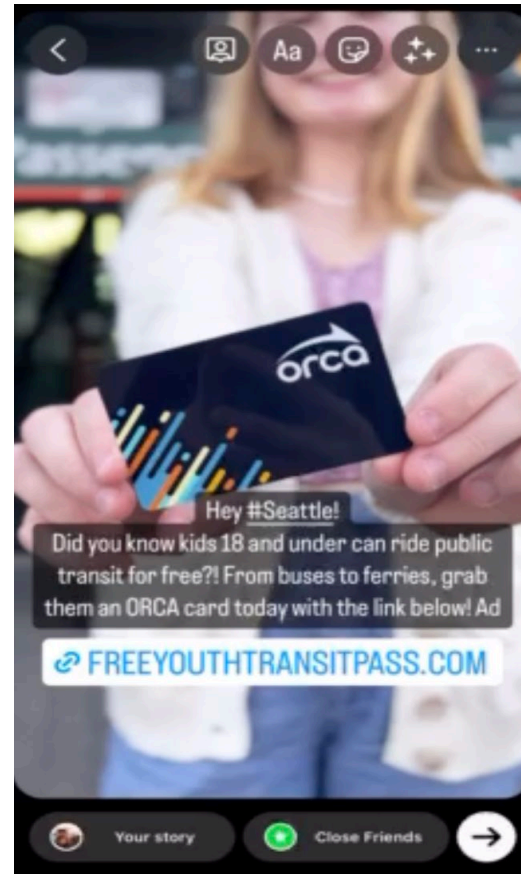


stormsbitesights This looks so fun! I love riding ferries too

6d 1 like Reply

Influencer Partnerships: Kim

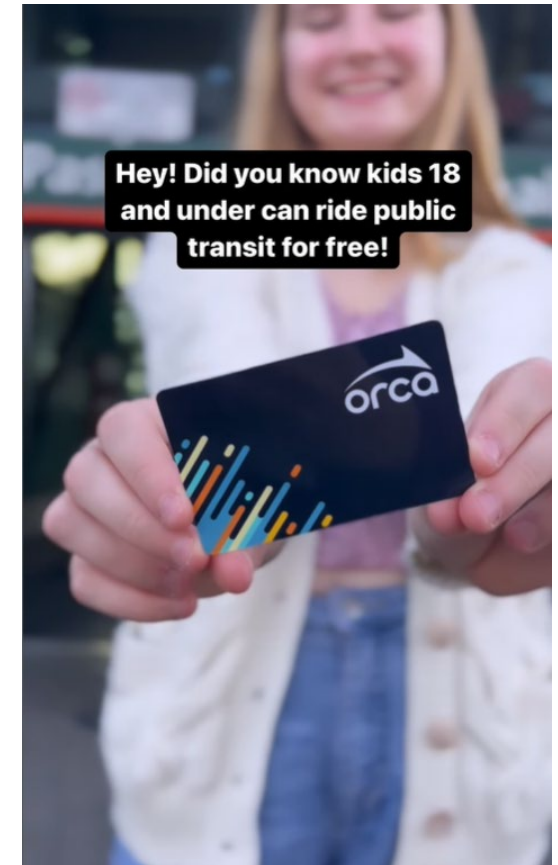
- **Impressions:** 6,403
- **Plays:** 3,484
- **Engagement:** 317



IG story



IG reel



IG reel

Influencer Partnerships: Kim




IG in-feed



crazyfamilyadventure What a great tip!! Thank you!

1w Reply



itsclaudiatravel  What a great program 🙌

1w Reply



reelsbykirstenalana This is such a great way to get kids invested in public transportation young!



traveltalesoflife How awesome is that! What a wonderful thing for a city to do.



iamthemaven Super handy for when the kids have field trips too, everyone just gets on the bus.








1w Reply

Influencer Partnerships: Terumi

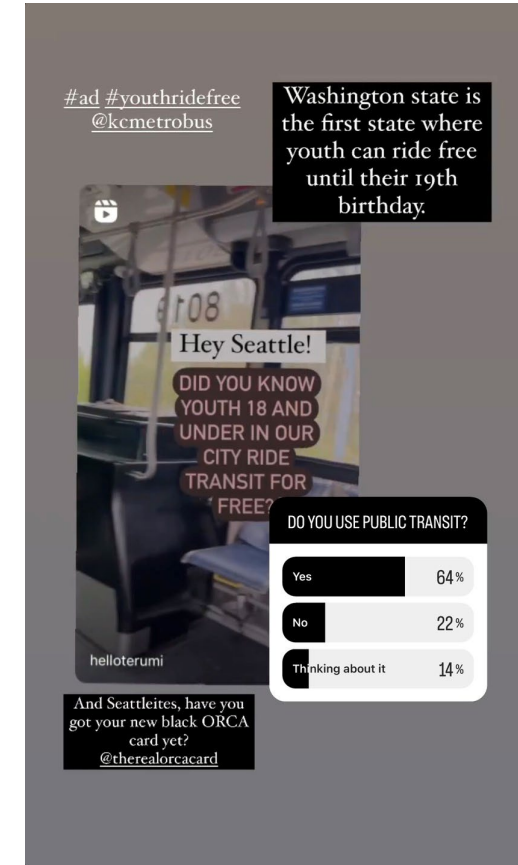
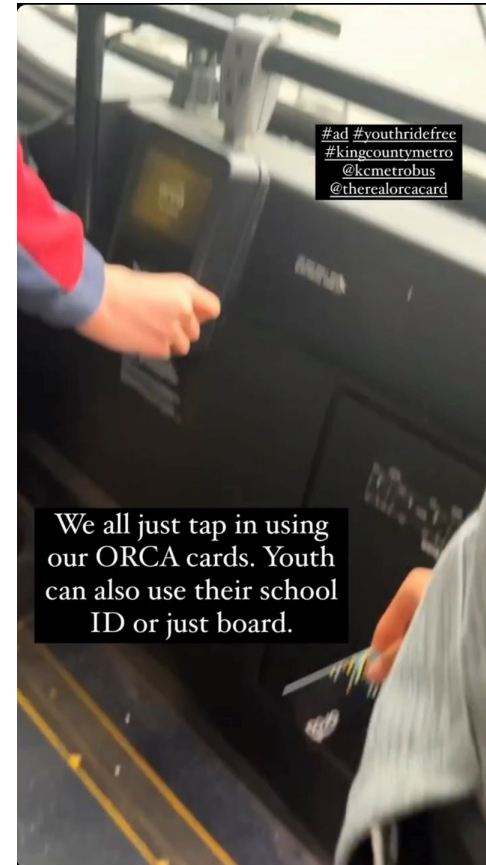
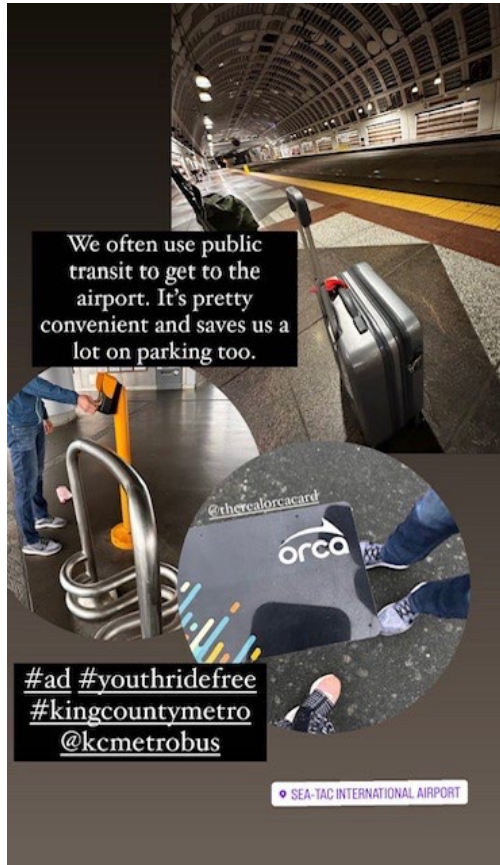
- **Reach:** 4,497
- **Plays:** 2,867
- **Likes:** 364
- **Comments:** 79
- **Shares/saves:** 9



IG reel

-  **travel_worth_telling** Oh wow. That's awesome!
1w 1 like Reply
-  **monybseattle** Yes! Love this! My kiddo rides the bus a lot!
1w 1 like Reply
- View replies (1)
-  **tinyandmighty_ot** Love our city! 🚌❤️
1w 1 like Reply
-  **thriftnwmom** Love that youth can ride free! We've started using it to get to the airport from down south. We just take an Uber to the bus stop and can go from there but it's saved us a lot
1w Reply
-  **meganrileytravel** I didn't know that!! Thanks for sharing @helloterumi Can't wait for the Redmond (local) light rail station to finish up! Game changer for airport & downtown from the eastside!
1w Reply
-  **nelson_eats** I had no idea! I'm getting an Orca card for all my nieces and cousins.
1w Reply
-  **sarachohan18** Oh good to know! I had no idea 🤔
1w Reply

Influencer Partnerships: Terumi

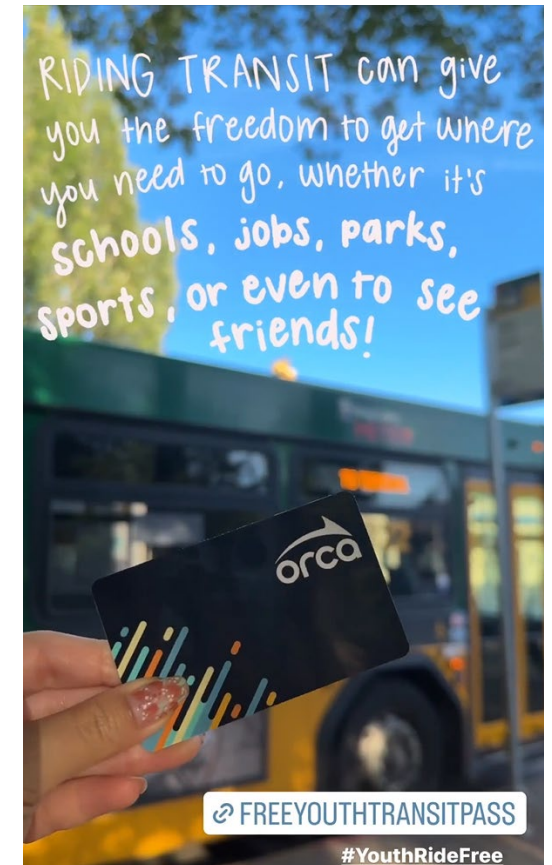
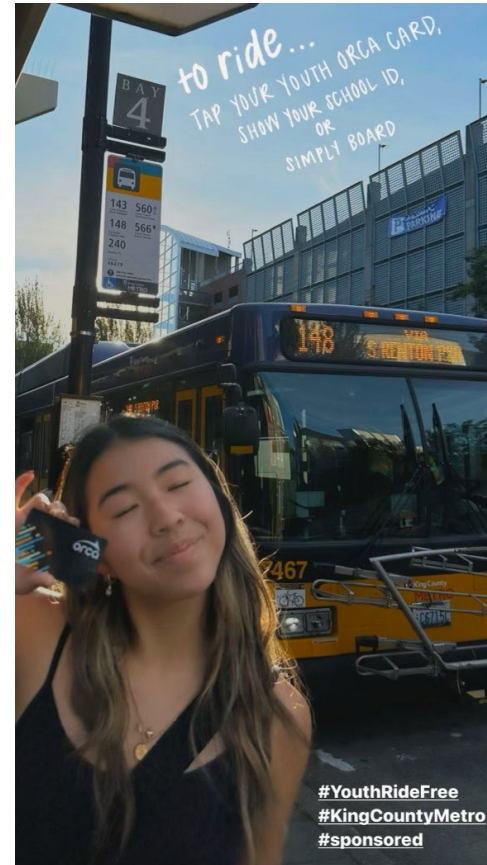
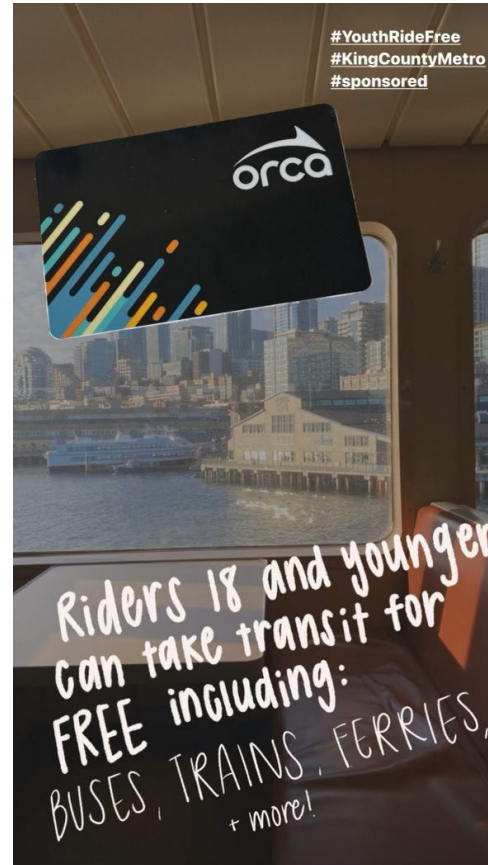


IG story

Influencer Partnerships: Melanie

Total for 3 IG story frames:

- **Impressions:** 10,733
- **Reach:** 10,359
- **Link clicks:** 29
- **Replies:** 1
- **Shares:** 1




Influencer Partnerships: Takeaways & Recommendations

- **Video content from influencers performed the best.**
 - IG reels are often favored by the IG algorithm and explore page, therefore showing the content to more people.
- **Comments on all the posts were positive**, indicating that followers found the information relevant and in line with the kind of content they expect from the influencers.
 - In future campaigns, continue to allow influencers to have creative freedom with their posts.
- Influencers with smaller audiences sometimes end up having the **most engaged comment section**.
 - In this campaign, Terumi had the lowest follower count but drew the most comments.
 - Although micro-influencer content reaches fewer people than other influencers, it can make more of an impact with the audience they do have.
 - Followers feel more connected and have a sense of community, making them more likely to listen to the message.

Partner Toolkit Results

- Metro developed a toolkit for regional partners to use throughout the campaign and beyond. The **toolkit was shared with the eight regional partner agencies** and included links to the video ads, POV reels, transit ads, an on-board announcement, rack card, social media toolkit, and newsletter and website copy.
- Using the organic social content provided in the toolkit, Metro earned **21,100 impressions and 528 engagements.**

The image shows a screenshot of a document titled "Regional Free Youth Transit Pass | Campaign Toolkit". At the top, there is a header with the slogan "Go all the places. Do all the things." and the ORCA logo with the text "YOUTH RIDE FREE" and "FreeYouthTransitPass.com". The document content includes an introduction to the campaign, contact information for questions, and a detailed list of media assets. The assets are categorized into Video ads, Onboard announcements, Rack cards, Social media toolkits, Newsletter and website copy, Point-of-view reels, and Transit ads, each with a brief description and a list of available files with their formats and download links.

Go all the places. Do all the things.  **YOUTH RIDE FREE**
FreeYouthTransitPass.com

Regional Free Youth Transit Pass | Campaign Toolkit

Beginning the week of May 22, the Regional Free Youth Transit Pass (FYTP) campaign will run through the end of June. It celebrates the fact that youth across Washington state can now ride transit for free—raising awareness about the new initiative and encouraging the use of Youth ORCA cards.

This campaign reflects the collaborative efforts of eight transit agencies, including King County Metro, Sound Transit, Community Transit, Pierce Transit, Washington State Ferries, Kitsap Transit, Seattle Streetcar, and Everett Transit. While the paid campaign period ends June 30, we've created this toolkit for regional partners to use throughout the campaign and beyond, as appropriate.

If you have questions about the campaign or the below media assets, please feel free to reach out to [Celina Kareiva](mailto:celina.kareiva@kingcounty.gov) ([ckareiva@kingcounty.gov](mailto:celina.kareiva@kingcounty.gov)) or [Jim Bennett](mailto:jimbennett@kingcounty.gov) (jimbennett@kingcounty.gov).

Media assets

Video ads: includes three, 30-second video ads celebrating that transit is free for youth, featuring transit advocates from across the region. They will be promoted through an ad buy on TV and digital TV that will target audiences in King, Pierce, Snohomish, and Kitsap counties. Partners are encouraged to use the videos across their own channels as well.

- [Video #1: Youth ride free! What I love about free youth fares](#) (YouTube link)
- [Video #2: Youth ride free! What I love about transit](#) (YouTube link)
- [Video #3: Youth ride free! Go all the places.](#) (YouTube link)

Onboard announcement: a 30-second onboard announcement in English and Spanish promoting that transit is free for youth. Partners are encouraged to use the on-board announcement within their own transit agencies, if appropriate. Partners may revise the script to better match their agency specifications.

- [On-board announcement](#) (MP3)
- [Script](#) (Word)

Rack card: a tri-fold brochure/rack card. A small order of print copies have been made available to all partner agencies. Digital copies of the rack card are also available below.

- [Rack card](#) (PDF / Digital)
- [Rack card](#) (PDF / Printer version)
- [Art files](#) (InDesign files, fonts, links)

Social media toolkit: proposed Facebook and Instagram posts—including photos and media—for use by partner agencies.

- [Social media toolkit](#) (Word)
- [Graphic files](#) (JPEG)

Newsletter and website copy: includes newsletter text promoting that transit is free for youth across Washington state, as well as web copy. Partners are encouraged to use this copy across their own agency-specific channels, as appropriate.

- [Website copy](#) (Word)
- [Newsletter copy](#) (Word)

Point-of-view reels: includes two point-of-view (POV) reels with youth, demonstrating how they use transit to get around. POV reels will be promoted through an ad buy on YouTube, Twitch, Facebook, and Instagram. Partners are encouraged to use the videos across their own channels as well.

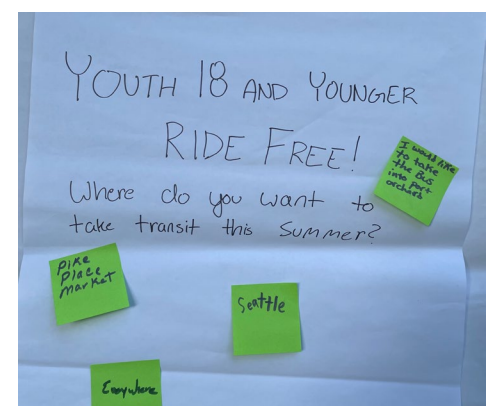
- [POV Video #1: Go all the places. If you're 18 or younger, transit is free.](#) (YouTube link)
- [POV Video #2: If you're 18 or younger, transit is free.](#) (YouTube link)

Transit ads: includes creative for exterior bus ads (Kings and Queens). These include templates, art files, and design parameters for partner agencies to use for in-kind advertising. Templates can be adapted to additional ad space with the support of a graphic designer.

- [Low-resolution proofs](#) (PDFs)
- [Art files](#) (InDesign files, fonts, links)
- [Photo library](#) (JPEGs)
- [Design guidelines](#) (PDF)

Outreach Results

- **12** events attended across the region
- Total **1,227** people spoken to
- Total **321** Rack cards distributed
- Total **497** Promotional items distributed
- Event staff received positive responses to the program and many people spoken with had already heard about it. Many people were not aware that youth can also ride ferries for free and some people were not aware that the program extended beyond their own local transit service agency.



Outreach Results

Events	Date	Partner	# people spoken to	# FYTP rack cards	# promo items
South Sound Sustainability Expo	4/22	Pierce Transit	35	Not recorded	Not recorded
Kiwanis Community Bike Fest	4/30	Kitsap Transit	20	Not recorded	Not recorded
Gig Harbor Maritime Festival	6/3	Pierce Transit	62	2	2
Colman Dock Ferry Tabling	6/3	Washington State Ferries	45	5	50
Everett Sorticulture	6/9-11	Community Transit	236	90	135
Fauntleroy Ferry Terminal Tabling	6/10	Washington State Ferries	10	4	4
Snohomish County Pride in Monroe	6/11	Community Transit	75	15	0
Bremerton Community Farmers Market	6/15	Kitsap Transit	84	50	45
Fremont Fair	6/18	King County Metro	90	30	150
Puyallup Meeker Days	6/16-18	Pierce Transit	510	110	62
Hand in Hand Summer BBQ	6/18	Community Transit	20	5	15
Edmonds Ferry Terminal Tabling	6/24	Washington State Ferries	40	10	34
TOTAL	4/22-6/24	5 partners	~1,227	~321	~497

On-board Promotion Results

- Transit ads and on-board announcement earned **6.5 million impressions** with a **highly efficient cost per thousand** (\$2 CPM).
- Metro and transit partners displayed over **580 interior and exterior transit ads** promoting free youth transit.
- On-board announcements played across King County Metro's full fleet, which includes approximately **1,200 in-service buses**. The announcements ran as a system-wide message every 30 minutes during peak and every 60 minutes during off-peak hours.
- *Note: On-board announcements are a manual process and at the discretion of Metro's Transit Control Center. Occasionally message schedules get overridden due to busy schedules or competing messages.*



On-board Promotion: Transit Ad Results

Partner	# of transit ads	Type	Ad start date	Ad location
King County Metro	150 placements	Bus exteriors	May 1	King County
Community Transit	18 placements	Bus exteriors	May 21	South Snohomish County, University of Washington, Downtown Seattle, Eastside, Sea-Tac Airport
Washington State Ferries	30 placements (17 vessels, 13 terminals)	Digital posters	May 16	Anacortes, San Juan Islands; Port Townsend, Coupeville; Mukilteo, Clinton; Edmonds, Kingston; Seattle, Bainbridge Island; Seattle, Bremerton; Fauntleroy, Vashon; Fauntleroy, Southworth; Southworth, Vashon; Pt Defiance, Tahlequah
Seattle Streetcar	8 placements	Interior panels	June 13	Capitol Hill, First Hill, Yesler Terrace, Central Area, Chinatown-International District, and Pioneer Square, South Lake Union
Pierce Transit	367 placements	Bus exteriors, bus shelters, interior cards, coach posters	May 1 (Bus exteriors) June 1 (Bus shelters and interior cars) July 3 (coach posters)	Auburn, Edgewood, Fife, Fircrest, Gig Harbor, Lakewood, Milton, Pacific, Puyallup, Ruston, Steilacoom, Tacoma, University Place
Kitsap Transit	14 placements	Bus exteriors, interior cards	June 10	Bainbridge Island, Poulsbo, Kingston, Suquamish, Silverdale, Bremerton, Port Orchard

Web Results

- During Phase II, there were **990 average visits per day to FreeYouthTransitPass.com**—340% more average visits per day than in Phase 1 and approximately 700% more than when the campaign was inactive.
- Saw drop in page sessions in Phase II, which is expected as the audience volume dramatically increased.
- Site traffic increased proportionately for Kitsap, Pierce, and Snohomish counties.

	Pre Launch (no media) 10/1-11/13/22 (44 days)	Phase I 11/14-12/31/22 (48 days)	Between phases (no media) 1/1-5/21/23 (141 days)	Phase II 5/22-6/11/23 (21 days)
Users	9,910	10,872	17,219	20,783
New Users	9,156	10,538	15,709	19,975
Avg Users / Day	225	227	122	990
Avg New Users / Day	208	220	111	951
Pages / Session	1.8	1.6	2.4	1.6
Avg Bounce Rate	58%	70%	50%	75%
Avg Time on Site	1:52	1:11	2:27	1:04
Pageviews	17,138	15,204	29,175	22,011
Unique Pageviews	12,483	11,970	21,532	19,116
Pageviews / Day	390	317	207	1,048
Unique Pageviews / Day	284	249	153	910
% of users across target counties				
King County	84.5%	88.1%	80.3%	75.5%
Kitsap County	4.2%	1.8%	3.1%	3.1%
Pierce County	3.7%	3.2%	6.5%	10.7%
Snohomish County	7.4%	6.7%	9.8%	10.6%
Landing Page Behavior	88% dropped. Rest (~2.4% each) tried to find what to do next under the "Using Orca" with /using-orca, /ways-to-save, and /retail		75% dropped, but 13.3% went to buy online page	84% dropped, but 13.3% went to buy online

Web Results by Language

	Pre Launch (no media) 10/1-11/13/22 (44 days)	Phase I 11/14-12/31/22 (48 days)	Between phases (no media) 1/1-5/21/23 (141 days)	Phase II 5/22-6/11/23 (21 days)	
	Unique Pageviews	Unique Pageviews	Unique Pageviews	Unique Pageviews	TOTAL:
<u>Spanish site</u>	159	59	197	45	460
<u>Chinese site</u>	28	13	51	18	110
<u>Tagalog site</u>	16	15	22	4	57
<u>Vietnamese site</u>	14	4	23	10	51
<u>Russian site</u>	10	8	31	5	54
<u>Korean site</u>	7	9	17	12	45

THANK YOU