

BLUE RIBBON

**TRANSIT RECOVERY
TASK FORCE**

TO: Blue Ribbon Transit Recovery Task Force Members

DATE: July 26, 2021

FR: Ursula Vogler, MTC

RE: Return to Transit Communications Toolkit

The All Aboard Bay Area Transit campaign focuses on getting the Bay Area public back on transit beginning August 9th, the campaign's launch date. Developed over the past four months by Craft + Commerce and in partnership with the Bay Area's 27 transit agencies, EMC Research, the Bay Area Council and MTC, the campaign will run through the end of September. It will be promoted in English, Spanish, Chinese, Vietnamese and Tagalog, and it will include paid social media, radio, publications and out of home advertising. MTC will be contributing over \$200,000 to the radio, publications and social media elements of the campaign; the operators will be personalizing the assets to produce their own social media promotion and out of home marketing.

The campaign's website is allaboardbayarea.com.

Attached is the campaign's toolkit that was delivered to the transit operators. If you have any questions about the campaign, please contact Ursula Vogler at uvogler@bayareametro.gov.



BAY AREA TRANSIT OPERATORS

Return to Transit Communications Toolkit

About This Guide

With the state fully reopening, large events beginning and employers signaling a return to office, the region's transit agencies seek to accelerate the return to transit with a unified, high impact communications campaign across the Bay Area.

The following guide provides a suite of assets to be deployed through the regional transit agencies' owned and paid communications channels to bring our campaign to life and drive impact at scale.



What's Inside

In the following document, you will find assets for an array of communications channels including out of home, digital display, and social media.

Production-ready and modifiable Adobe Illustrator assets have been provided along with copy for the major social networks.

Depending on the channel, assets have been developed in English, Spanish, Chinese, Vietnamese and Tagalog.



Requesting Assistance

- Assets have been developed based on requests from regional agencies. If you're not finding what you need, reach out and we'll do our best to help! For general asset requests or questions contact [Ursula Vogler](#) at MTC.
- For those running social media campaigns, we've included guidance on the preferred optimization strategy. For those who need assistance or have questions contact [Jacob Lepiarz](#) at Craft & Commerce.

Campaign Branding



Campaign Concept

Our core campaign concept is *All Aboard Bay Area Transit; Moving Forward Together.*

The goal of the concept is to reflect both the diversity of the region and the unified message being delivered across the region's transit agencies.



CAMPAIGN BRANDING

Photography

A full suite of retouched photos for the campaign can be [found here](#).

If you're not finding photos to meet your needs, reach out to [Jacob Lepiarz](#) and we'll explore our broader photo set.



Campaign Assets



Out of Home

We have provided assets in eight different out of home sizes based on requests from the regional operator working group.

Languages for out of home assets include English, Spanish, Chinese and Vietnamese.

All production files have been provided, with a space for regional operators to drop in their respective logos.

For production questions or support contact [Jacob Lepiarz](#) at Craft & Commerce.

OOH Assets

[English OOH Ads](#)

[Spanish OOH Ads](#)

[Chinese OOH Ads*](#)

[Vietnamese OOH Ads*](#)

** **NOTE:** As of 07.23 Chinese and Vietnamese ads are still in production but will be delivered via linked folders.*

OOH Asset Types

King	30" H x 144" W	56 ppi
Queen	30" H x 86" W	56 ppi
Tail	19" H x 70" W	56 ppi
Shelter	68" H x 47.25" W	150 ppi
In Bus Ad Rail	11" H x 17" W	150 ppi
Display Panel	17" H x 11" W	150 ppi
Ad Card	11" H x 28" W	150 ppi
Banner	48" H x 96" W	56 ppi

Social Media

We have provided visual assets and social copy for Facebook, Instagram, Twitter and Nextdoor and visual assets in square and rectangular dimensions for use across platforms in English, Spanish, Chinese, Vietnamese and Tagalog.

For those running Facebook paid campaigns, we have also provided [this document with guidance on our recommended approach to a reach optimized campaign](#).

We've attempted to provide assets that can work for any operator across the region, but if you're not finding what you need or have questions about running reach optimized social campaigns contact [Jacob Lepiarz](#) at Craft & Commerce.

Social Copy

[Paid Social Copy](#)

[Organic Social Copy](#)

Visual Assets

[English](#)

[Spanish](#)

[Chinese*](#)

[Vietnamese*](#)

[Tagalog*](#)

[Unbranded photos](#)

** **NOTE:** As of 07.23 Chinese, Vietnamese, Tagalog and animated ads are still in production but will be delivered via linked folders.*

Display Ads

For those running display campaigns we've provided editable files in English and Spanish with space for operators to drop in their logos.

We've attempted to provide assets that can work for any operator across the region. If you're not finding what you need, require production support or have other questions contact [Jacob Lepiarz](#) at Craft & Commerce.

Display Assets

[English Display Ads](#)

[Spanish Display Ads](#)

Display Dimensions

Medium Rectangle	300 x 250 px
Leaderboard	728 x 90 px
Wide Skyscraper	160 x 600 px
Large Rectangle	300 x 600 px
Mobile Leaderboard	320 x 50 px
Billboard	970 x 250 px



THANK YOU.

