

Attachment C

Summary Report: Horizon and Plan Bay Area 2050 Digital Promotions (2018-2021)

August 2021

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Horizon: Round 1

Campaign Summary

Overview

To increase awareness about the Horizon initiative, drive e-newsletter sign-ups and promote the Transformative Transportation Projects competition, the LPA social team, with consultant support, created a series of standalone tweets that were boosted.

Audience

Geographic: San Francisco-Oakland-San Jose CA, US

Goal

- Link clicks
- Followers
- Post engagements

of Ads 12

Platforms

- Twitter

Timing

Jun. 11-Aug. 11. 2018

Sample Posts

Mailing list sign-ups and Twitter followers

The image shows three Twitter posts from the Metropolitan Transportation Commission (@MTCBATA). The first post, dated June 6, 2018, asks if users are signed up for Horizon newsletters and provides a link to sign up. The second post, dated June 26, 2018, asks what users expect for the future of the Bay Area and includes an image of a train. The third post, also dated June 26, 2018, asks what sort of future users are planning for and includes an image of a child drawing.

Horizon Guiding Principles and Call for Transformative Projects

The image shows four Twitter posts from the Metropolitan Transportation Commission (@MTCBATA). The first post, dated June 8, 2018, thanks 10,000+ Bay Area residents for sharing their hopes and dreams for the future of the region. The second post, dated July 20, 2018, calls for innovators to submit transformative project ideas for a chance to win \$500. The third post, dated August 1, 2018, is a Chinese translation of the call for transformative projects. The fourth post, dated August 3, 2018, is a Spanish translation of the call for transformative projects.

Results

Outcome

Good performance, with a good click-through and engagement rates

Twitter: link clicks, followers and engagement

Impressions	Follows	Link Clicks	Click-through Rate	Post Engagements	Engagement Rate
The number of times a post shows up in a social newsfeed.	The number of people who started following MTC account.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click through to the next state.	Any action a person takes with our ad.	Number of post engagements divided by total impressions.
189,869	261	649	5.70%	175	1.34%

Data summary of the entire campaign, consisting of 12 posts.

Horizon: Round 2

Campaign Summary

Overview

To publicize Horizon workshops, the LPA social team chose to promote each workshop as its own Facebook event. We chose an audience that would be most likely to attend the events, so our paid campaign would be most effective.

Audience

Bay Area Advocates & Enthusiasts — people who either actively participate in or are interested in transportation policy. These people are forward-thinking and look for environmental, housing and transportation solutions.

Goal

- Event responses
- Link clicks

of Ads 8

- Oakland
- San Jose
- Petaluma
- San Bruno
- Vallejo
- Walnut Creek



Platforms

- Facebook
- Twitter
- Instagram


Timing

Mar. 1-27, 2019

Sample Posts

 Metropolitan Transportation Commission shared an event.
Sponsored · 

We want your input to help us plan for what's on the Horizon for the Bay Area.



TUE, MAR 19
Horizon Workshop: San Bruno
Tanforan Mall, 1150 El Camino Real, San Bruno
35 people interested · 2 people going

 Metropolitan Transportation Commission shared an event.
Sponsored · 

We want your input to help us plan for what's on the Horizon for the Bay Area.



WED, MAR 20
Horizon Workshop: Vallejo
253 Georgia St, Vallejo, CA 94590-5905, United...
92 people interested · 30 people going

 Metropolitan Transportation Commission shared an event.
Sponsored · 


We want your input to help us plan for what's on the Horizon for the Bay Area.



WED, MAR 27
Horizon Workshop: Walnut Creek
Embassy Suites by Hilton Walnut Creek - Walnut...
67 people interested · 7 people going

Metropolitan Transportation Commission shared an event.
Sponsored


We want your input to help us plan for what's on the Horizon for the Bay Area.



Horizon Workshop: Oakland
101 8th St, Oakland, CA 94607-4707, United States
130 people interested · 10 people going

Metropolitan Transportation Commission shared an event.
Sponsored


We want your input to help us plan for what's on the Horizon for the Bay Area.



Horizon Workshop: San Jose
200 E Santa Clara St, San Jose, CA 95113-1903, ...
78 people interested · 14 people going

Metropolitan Transportation Commission shared an event.
Sponsored

We want your input to help us plan for what's on the Horizon for the Bay Area.



Horizon Workshop: Petaluma
320 N McDowell Blvd, Petaluma, CA 94954-2352, ...
42 people interested · 3 people going

Metropolitan Transportation Com...
@MTCBATA

We want to hear from you. Join us at our workshops where you'll let us know which strategies you think are best for the future Bay Area. Don't wait—there are only a few left. bit.ly/HorizonWorkshop



Instagram

Metropolitan Transportati...
Sponsored



[Learn More](#)

We want to hear from you. Join us at our workshops where you'll let us know which strategies you think are best for the future ... more

Results

Outcome

Good performance, with good click-through rates, despite weak performance on IG and TW*

Facebook, Instagram and Twitter

Impressions The number of times a post shows up in a social newsfeed	Unique Link Clicks The number of people who clicked a link	Click-through Rate The rate at which people click through to the next state.	Post Engagements Any action a person takes with our ad.
106,860	447	2.4%	891

Data summary of the entire campaign, consisting of 8 posts.

**Since TW and IG were added last minute, we only had one piece of creative and a limited time to run the ads. If we had run the ads from the beginning, they would have been more successful.*

Art on the Horizon

Campaign Summary

Overview

To publicize the Art on the Horizon contest and drive submissions, the LPA social team chose to promote the contest on Facebook and Instagram.

Rounds 1-3 promoted the contest. Rounds 4-5 announced the winners.

Audiences

- Bay Area residents (13-23): FB/IG
- Art teachers: FB only
- Bay Area parents (35+): FB only

Goal

- Link clicks
- Post engagements

of Ads 46

Platforms

- Facebook
- Instagram

Timing

Round 1: Feb. 7-26, 2019

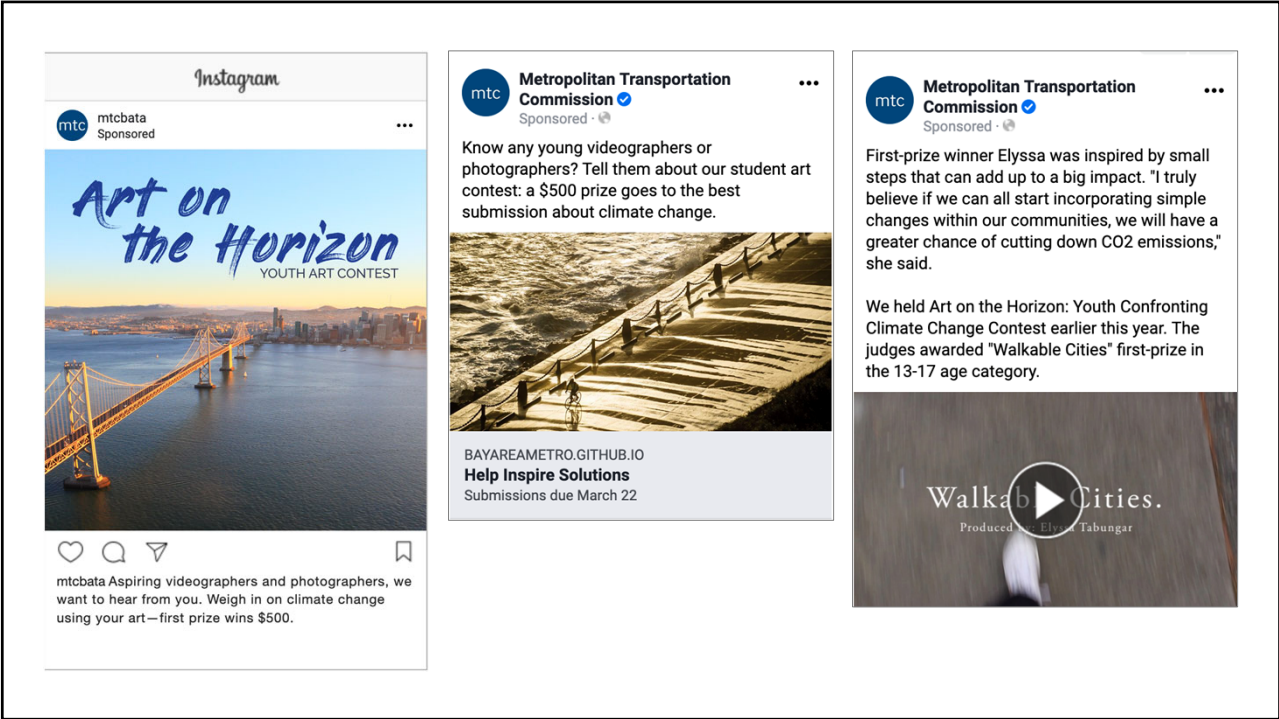
Round 2: Feb. 28 - Mar. 14, 2019

Round 3: Mar. 15-29, 2019

Round 4: May 6-9, 2019

Round 5: May 9-11, 2019

Sample Posts



Results

Outcome
Weak performance, with a low click-through rate

Facebook and Instagram (Rounds 1-3): website clicks

Impressions	Reach	Link Clicks	Click-through Rate
The number of times a post shows up in a social newsfeed.	The number of people who saw your ads at least once.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click-through to the next state.
1,546,154	282,088	5,914	0.38%

Data summary of the entire campaign, consisting of 40 posts.

Results

Outcome
Strong performance, with a high engagement rate

Facebook (Rounds 4-5): post engagements

Impressions The number of times a post shows up in a social newsfeed.	Reach The number of people who saw your ads at least once.	Post Engagements Any action a person takes with our ad.	Engagement Rate Number of post engagements divided by total impressions.
40,578	25,838	8,004	19.7%

Data summary of the entire campaign, consisting of 6 posts.

Horizon: Web Tool

Campaign Summary

Overview

We asked the public to explore the three different Horizon Futures on the Vital Signs website. The LPA social team chose an audience that would be most likely interested in this topic.

Audience

Bay Area Advocates & Enthusiasts — people who either actively participate in or are interested in transportation policy. These people are forward-thinking and look for environmental, housing and transportation solutions.

Goal

- Link clicks

of Ads 8

Platforms

- Facebook
- Twitter

Timing

Apr. 1-21, 2019

Sample Posts

Metropolitan Transportation Commission
Sponsored · 🌐

Imagine a future where the sea level has risen by 3 feet and thousands of homes and roads are destroyed by flooding.

VITALSIGNS.MTC.CA.GOV
The Bay Area in 2050
Explore what might happen

LEARN MORE

Metropolitan Transportation Commission
Sponsored · 🌐

How would life in the Bay Area change if the cost of driving dramatically increased and new technologies enabled greater telecommuting?

VITALSIGNS.MTC.CA.GOV
The Bay Area in 2050
Explore possible futures

LEARN MORE

Metropolitan Transportation Commission
Sponsored · 🌐

How might life in the Bay Area be if housing production boomed and 75% of cars are self-driving in 2050?

VITALSIGNS.MTC.CA.GOV
The future Bay Area
Explore our region in 2050

LEARN MORE

Metropolitan Transportation Commission
@MTCBATA · Apr 1, 2019

Imagine a future where the sea level has risen by 3 feet and thousands of homes and roads are destroyed by flooding. How might life in the Bay Area change? See for yourself. bit.ly/2YBCrB2

🗨️ 23 ❤️ 27 📤

Metropolitan Transportation Commission
@MTCBATA · Apr 1, 2019

What if the cost of driving dramatically increased and new technologies allowing more telecommuting? Get a view into the Bay Area's possible future. bit.ly/2YBCrB2

🗨️ 4 ❤️ 4 📤

Metropolitan Transportation Commission
@MTCBATA · Apr 1, 2019

How might life in the Bay Area be if housing production boomed and 75% of cars are self-driving in 2050? Explore the Horizon futures and find out. bit.ly/2YBCrB2

🗨️ 7 ❤️ 7 📤

Results

Outcome

Good performance, with a good click-through rate

Facebook and Twitter

Impressions The number of times a post shows up in a social newsfeed.	Reach The number of people who saw your ads at least once.	Link Clicks The number of clicks on links within the ad that led to advertiser-specified destinations.	Click-through Rate The rate at which people click-through to the next state.
114,722	47,610	3,504	3.1%

Data summary of the entire campaign, consisting of 8 posts.

Plan Bay Area 2050: Round 1

Events

Campaign Summary

Overview

To publicize Plan Bay Area 2050 pop-up workshops that were held at farmer's markets and other public spaces around the Bay Area, the LPA social team chose to promote each event as its own Facebook event.

Audience

Bay Area Advocates & Enthusiasts — people who either actively participate in or are interested in transportation policy. These people are forward-thinking and look for environmental, housing and transportation solutions.

Goal

- Event responses

of Ads 27




Platforms

- Facebook

Timing

Sep. 27-Oct. 30, 2019

Sample Posts

 **Metropolitan Transportation Commission** 
Sponsored · 

We want your input to plan for the year 2050. It's your future—help shape it.



SAT, OCT 26, 2019
Plan Bay Area 2050: Oakland
Oct 26, 2019 11:30 AM · Lake Merr...

 Carrie Zoll and 11 others 1 Comment




 **Metropolitan Transportation Commission** 
Sponsored · 

We want your input to plan for the year 2050. It's your future—help shape it.



SUN, OCT 6, 2019
Plan Bay Area 2050: San Jose
Oct 6, 2019 9 AM · Alum Rock Villa...

  Michael Lomio and 7 o... 4 Comments

 **Metropolitan Transportation Commission** 
Sponsored · 

We want your input to plan for the year 2050. It's your future—help shape it.



FRI, OCT 18, 2019
Plan Bay Area 2050: SF
Oct 18, 2019 10 AM · Heart of the ...

 Marty Cerles and 4 others

Results

Facebook

Impressions The number of times a post shows up in a social newsfeed.	Reach The number of people who saw your ads at least once.	Event Responses The number of people who responded Interested or Going to your Facebook event, attributed to your ads.
105,531	41,880	337

Data summary of the entire campaign, consisting of posts.

Mayor of Bayville

Campaign Summary

Overview

The LPA social team, with consultant support, drove engagement at scale with the Mayor of Bayville game, gaining valuable feedback about Bay Area residents' priorities.

Audiences

- Housing Interests
- Transit Enthusiasts
- Gen Z/Millennial Audience
- Santa Clara Co. Gen Z/Millennials
- Bay Area Commuters
- Video Completions Lookalike

Goal

- Link clicks

of Ads 68

Platforms

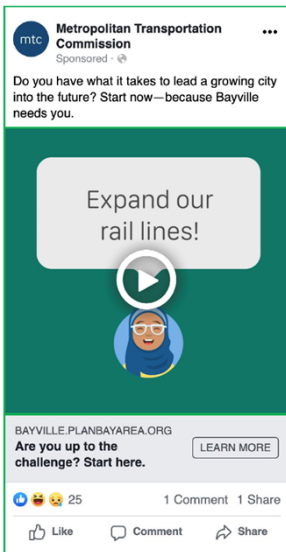
- Facebook
- Instagram
- Snapchat

Timing

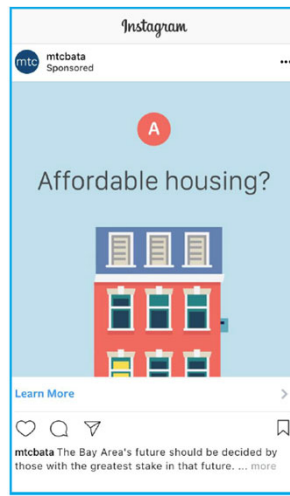
Nov. 18-Dec. 16, 2019

Sample Posts

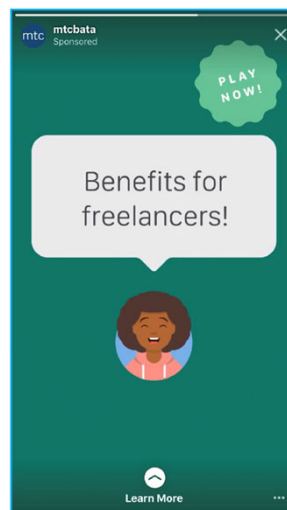
Top Creatives, by platform



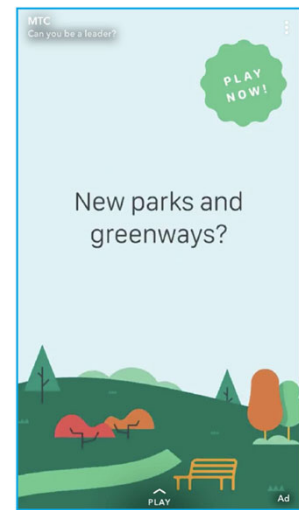
Facebook



Instagram



Instagram Stories



Snapchat

Results

Outcome

Overall, the campaign delivered robust results.

Facebook, Instagram and Snapchat

Impressions	Link Clicks	Click-through Rate
The number of times a post shows up in a social newsfeed.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click-through to the next state.
4,061,612	24,290	0.60%

Data summary of the entire campaign, consisting of 68 posts.

General Awareness

Campaign Summary

Overview

The LPA social team, with consultant support, built awareness of Plan Bay Area 2050 with a focus on MTC's commitment to elevating resident's voices as a core element in the planning process.

Audiences

- Housing Interests
- Transit Enthusiasts
- Bay Area Commuters
- 3% Engagement Lookalike
- Video Views Targeted

Goal

- Link clicks
- Thru Play

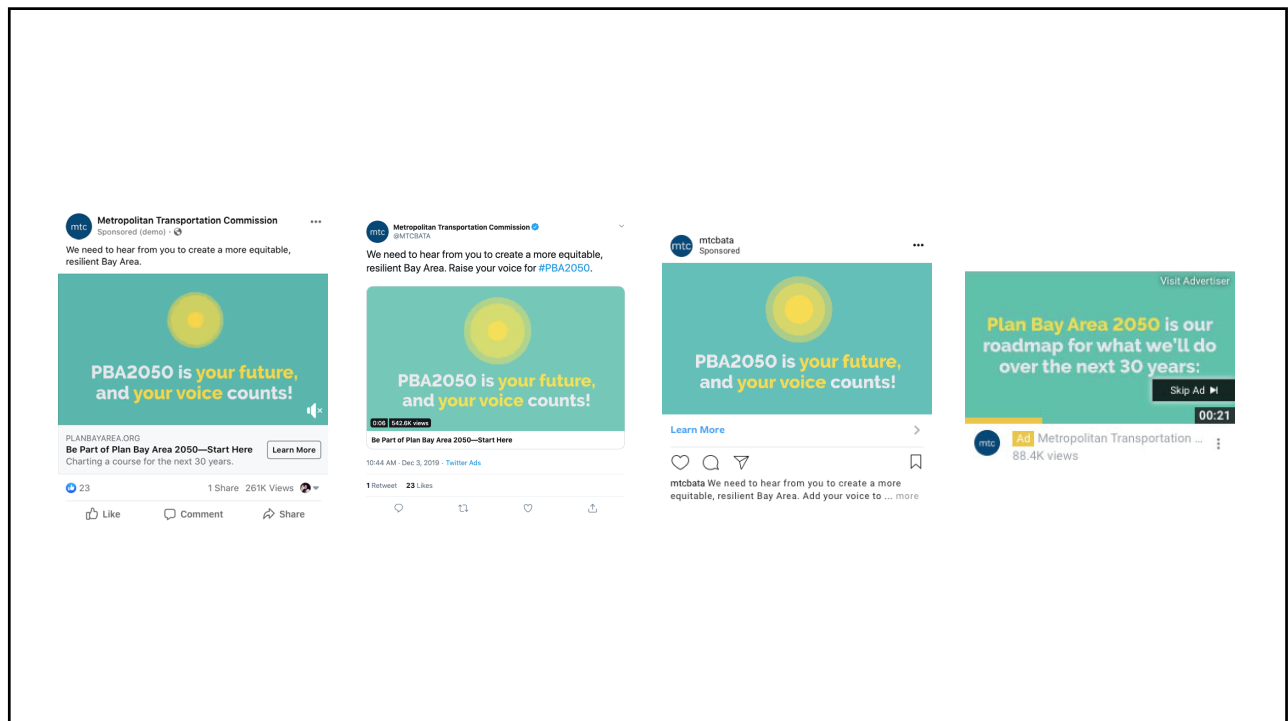
Platforms

- YouTube
- Facebook
- Instagram
- Twitter
- Spotify

Timing

Dec. 4, 2019- Jan. 31, 2020

Sample Posts



Results

Outcome

We saw extremely robust results, with a strong video completion rate.

All platforms

Impressions The number of times a post shows up in a social newsfeed.	Video Views (3 Seconds) The number of times your video played for at least 3 seconds, or for nearly its total length if it's shorter than 3 seconds.	Video Completions The number of times your video was played at 100% of its length, including plays that skipped to this point.	Video Completion Rate The rate at which people watch the entire video.
3,761,864	650,358	171,350	26.35%

Data summary of the entire campaign.

Plan Bay Area 2050: Round 2

Campaign Summary

Overview

The LPA social team, with consultant support, gathered Bay Area residents' feedback on Plan Bay Area 2050 strategies via a Typeform survey and drove traffic to virtual workshops.

Audiences

- Commuters
- Transit Advocates/Enthusiasts
- Housing Interests
- Retargeting Plan Bay Area 2050 Phase 2 Video Views

Goal

- Survey completions
- Event registration (link clicks)

Platforms

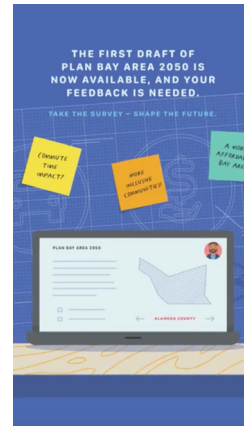
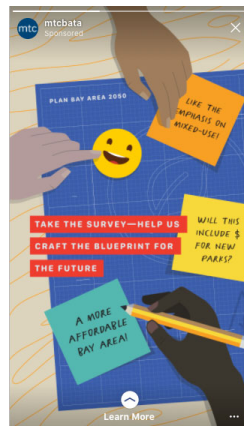
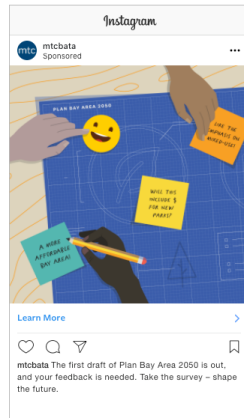
- Facebook
- Instagram
- IG Stories
- Twitter
- Snapchat

Timing

Jul. 10-Aug. 10, 2020

Typeform Survey

Sample Posts



Results

Outcome

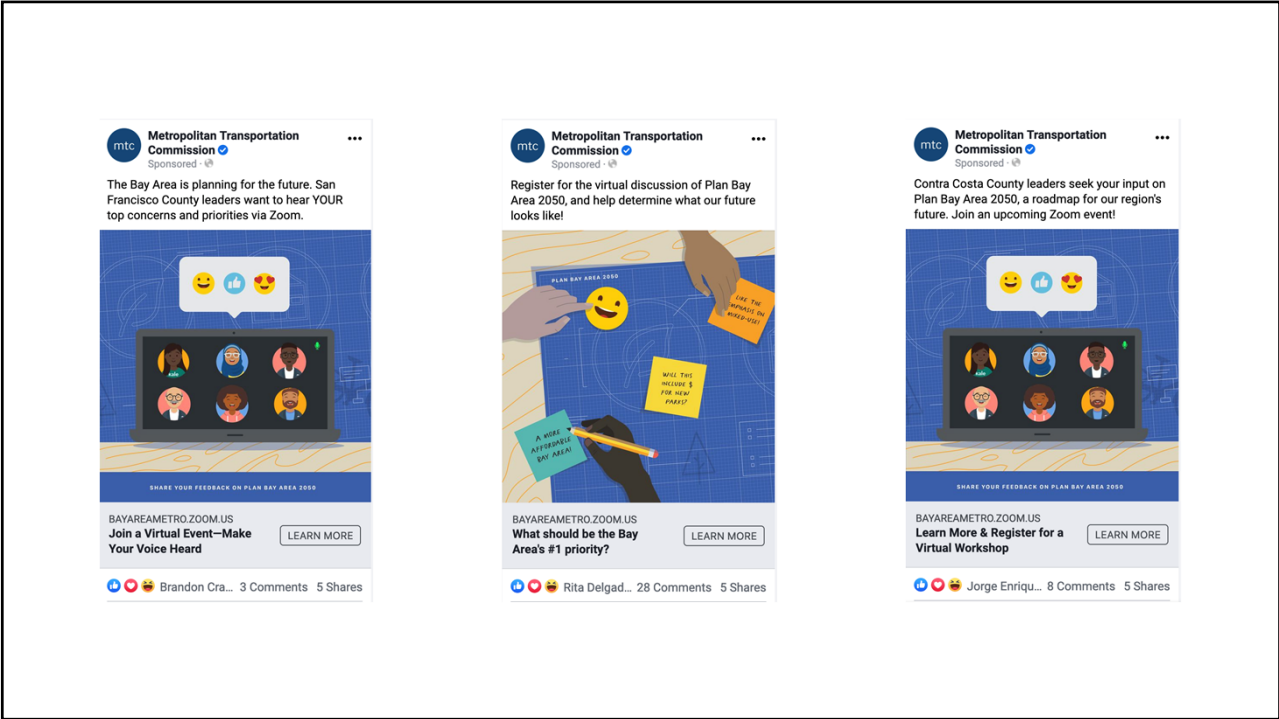
We saw extremely robust survey completion results.

All platforms

Impressions The number of times a post shows up in a social newsfeed.	Link Clicks The number of clicks on links within the ad that led to advertiser-specified destinations.	Survey Submissions The total number of surveys submitted.
5,834,584	20,597	3,919

Data summary of the entire campaign

Virtual Workshops



Results

Outcome
 While challenging, we were able to help drive significant participation at online events with a nominal budget.

Facebook and Instagram

Impressions	Link Clicks	Click-through Rate
The number of times a post shows up in a social newsfeed.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The rate at which people click-through to the next state.
3,166,288	10,216	0.32%

Data summary of the entire campaign.

Plan Bay Area 2050: Implementation Plan

Campaign Summary

Overview

MTC, with consulting support from Craft & Commerce, gathered feedback on the final development phase of PBA 2050 to determine which strategies Bay Area residents would like to see prioritized over the next five years via the Implementation Plan.

Audiences

- Bay Area residents
- Housing Advocates/Enthusiasts
- Communities of Concern

Goal

- Survey completions
- Increased awareness of Plan Bay Area 2050

Platforms

- Facebook
- Instagram
- IG Stories

Languages

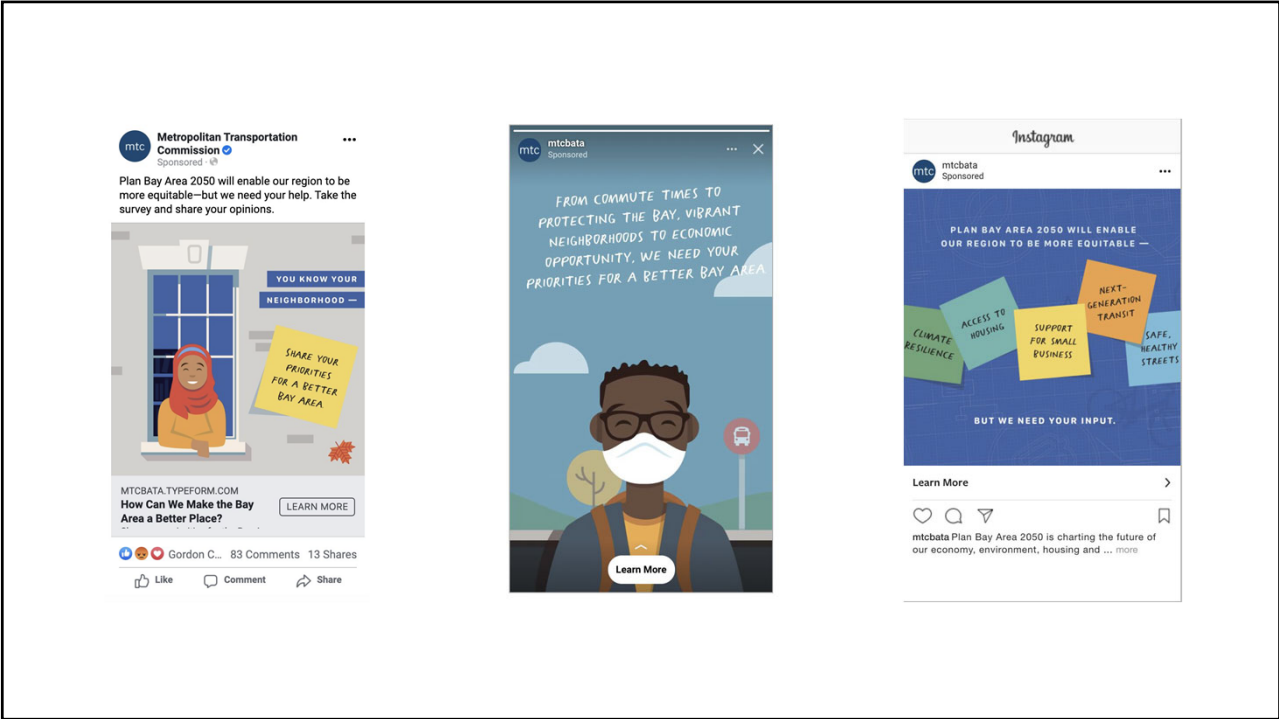
- English
- Spanish
- Chinese

Timing

Jan. 4-28, 2021

Typeform Survey

Sample Posts



Results

Outcome
 We exceeded our survey completion goal by 43%, despite having to turn off some ads early due to xenophobic and racist comments.

All platforms

Impressions	Link clicks	Survey submissions
The number of times a post shows up in a social newsfeed.	The number of clicks on links within the ad that led to advertiser-specified destinations.	The total number of surveys submitted.
1,170,316	5,018	1,682

Data summary of the entire campaign

Plan Bay Area 2050: Round 3

Campaign Summary

Overview

MTC, with consulting support from Craft & Commerce, gathered Bay Area residents' feedback on the Draft Plan Bay Area 2050. MTC staff also created promoted event posts to drive traffic to five virtual workshops.

Audiences

- People living in the Bay Area
- Equity Priority Communities

Goal

- Link clicks
- Video views
- Event registration (link clicks)

Platforms

- Facebook
- IG Stories
- YouTube

Languages

- English
- Spanish
- Chinese (Mandarin and Cantonese for videos)

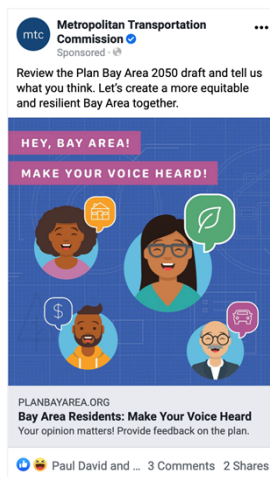
Timing

May 30-July 15, 2021

General Awareness

Sample Posts

Four videos were created to reach English, Spanish, Cantonese and Mandarin speakers.



Results

Outcome

We exceeded all our goals* (impressions, link clicks, video views), despite having to turn off the English language Facebook ads early due to xenophobic/racist comments.

Facebook, IG Stories and YouTube





Impressions The number of times a post shows up in a social newsfeed.	Video views On YouTube a view is counted when someone watches 30 seconds of your video ad or interacts with the ad, whichever comes first.	Video view rate The percentage of people who watched your ad when it was served to them (in other words, total views divided by total impressions).	Link clicks The number of clicks on links within the ad that led to advertiser-specified destinations.	Click through rate (Link) The rate at which people click-through to the next state.
3,011,526	787,176	39.99%	9,353	0.31%

Data summary of the entire campaign

**Exceeded video views goal on YouTube by 3X, link clicks goal on FB by 1.8X, link clicks goal on IG Stories by 2.7X*

Virtual Workshops

Sample Posts

 **Metropolitan Transportation Commission**  
Sponsored · 

The draft plan is out, and we want to hear from you! Come to our online workshop & review it with us.







WED, JUN 30

Plan Bay Area 2050: North Bay

INTERESTED

  Gail P. Petersen-Macal... 9 Comments

 **Metropolitan Transportation Commission**  
Sponsored · 




The draft plan is out, and we want to hear from you! Come to our online workshop & review it with us.







THU, JUN 17

Plan Bay Area 2050: South Bay

INTERESTED

   Halian Murillo and... 11 Comments

 **Metropolitan Transportation Commission**  
Sponsored · 

The draft plan is out, and we want to hear from you! Come to our online workshop & review it with us.





MON, JUN 14

Plan Bay Area 2050: East Bay

Jun 14 5 PM PDT

INTERESTED

   Ky-Nam Miller and ... 9 Comments

Results

Outcome

We were able to help drive attendance at and awareness of online events with a nominal budget.

Facebook

Impressions The number of times a post shows up in a social newsfeed.	Reach The number of people who saw your ads at least once.	Event responses The number of people who responded Interested or Going to your Facebook event, attributed to your ads.
90,473	34,534	277

Data summary of the entire campaign (May 30-June 29)