Attachment C

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

August 2021
Khristina Wenzinger & Meg Avedikian

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

Horizon Guiding Principles and 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

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
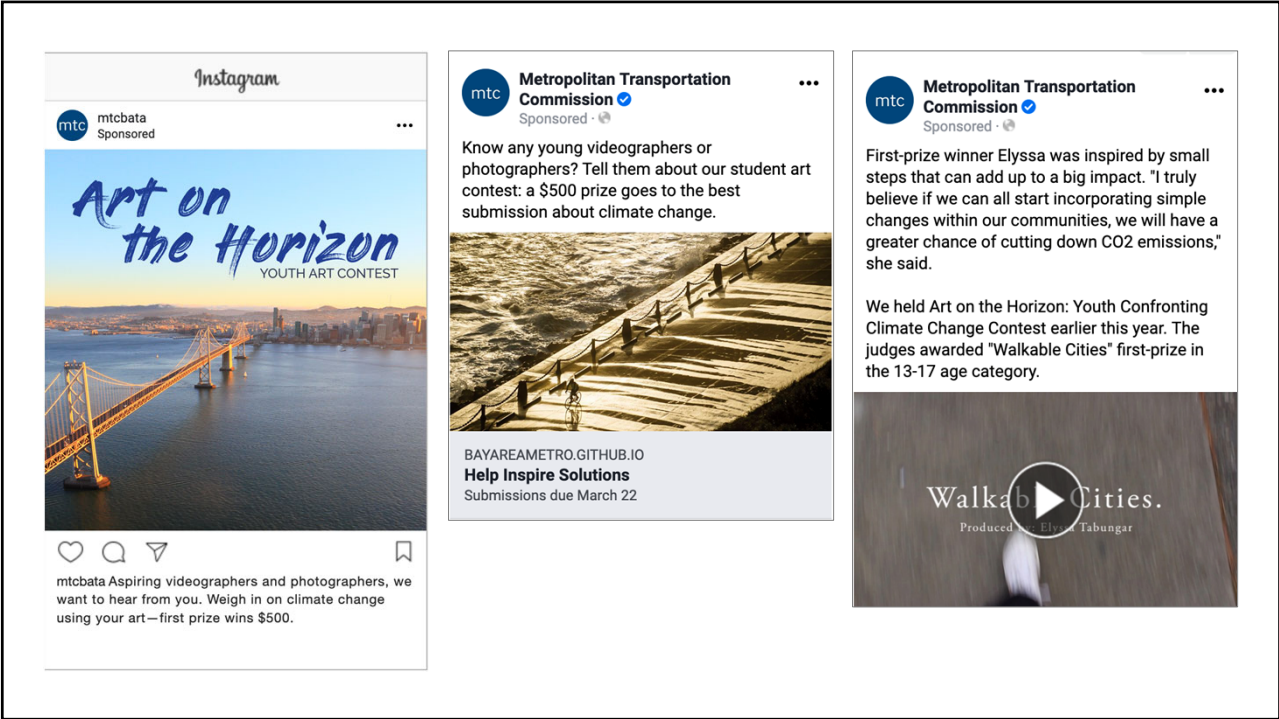
Results

Outcome
Weak performance, with a low click-through rate

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

Impressions 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.
1,546,154	282,088	5,914	0.38%

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

Results

<div style="border: 1px solid blue;">

Outcome
Strong performance, with a high engagement rate

</div>

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.

WHAT IF SEA LEVELS RISE BY 3 FEET?

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?

WHAT IF THE COST OF DRIVING DRAMATICALLY INCREASED?

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?

WHAT IF HOUSING PRODUCTION KEEPS UP WITH DEMAND?

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

WHAT IF SEA LEVELS RISE BY 3 FEET?

💬   🔁 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

WHAT IF THE COST OF DRIVING DRAMATICALLY INCREASED?

💬   🔁   ♡ 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

WHAT IF HOUSING PRODUCTION KEEPS UP WITH DEMAND?

💬   🔁   ♡ 7   ⬆

Results

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

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
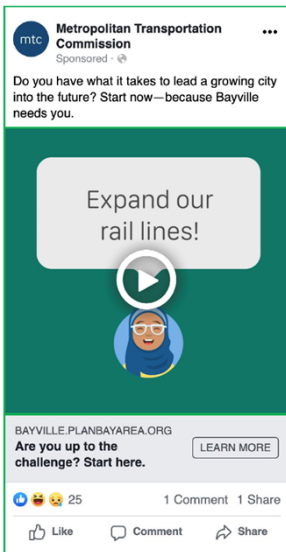- Video Completions Lookalike

Goal
- Link clicks

# of Ads 68

Platforms
- Facebook
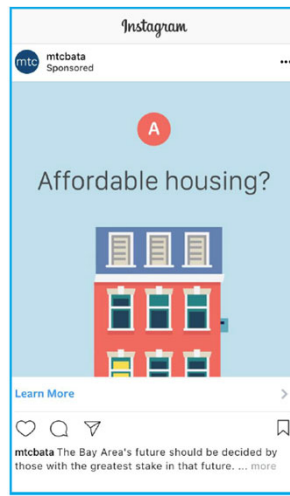- Instagram
- Snapchat

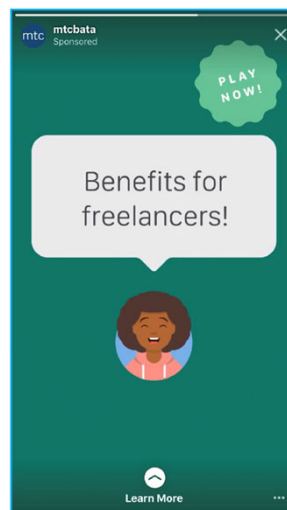**Timing**
Nov. 18-Dec. 16, 2019

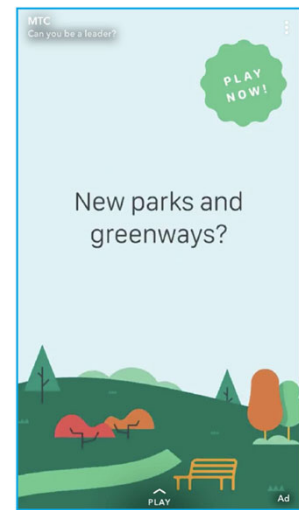# Sample Posts

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
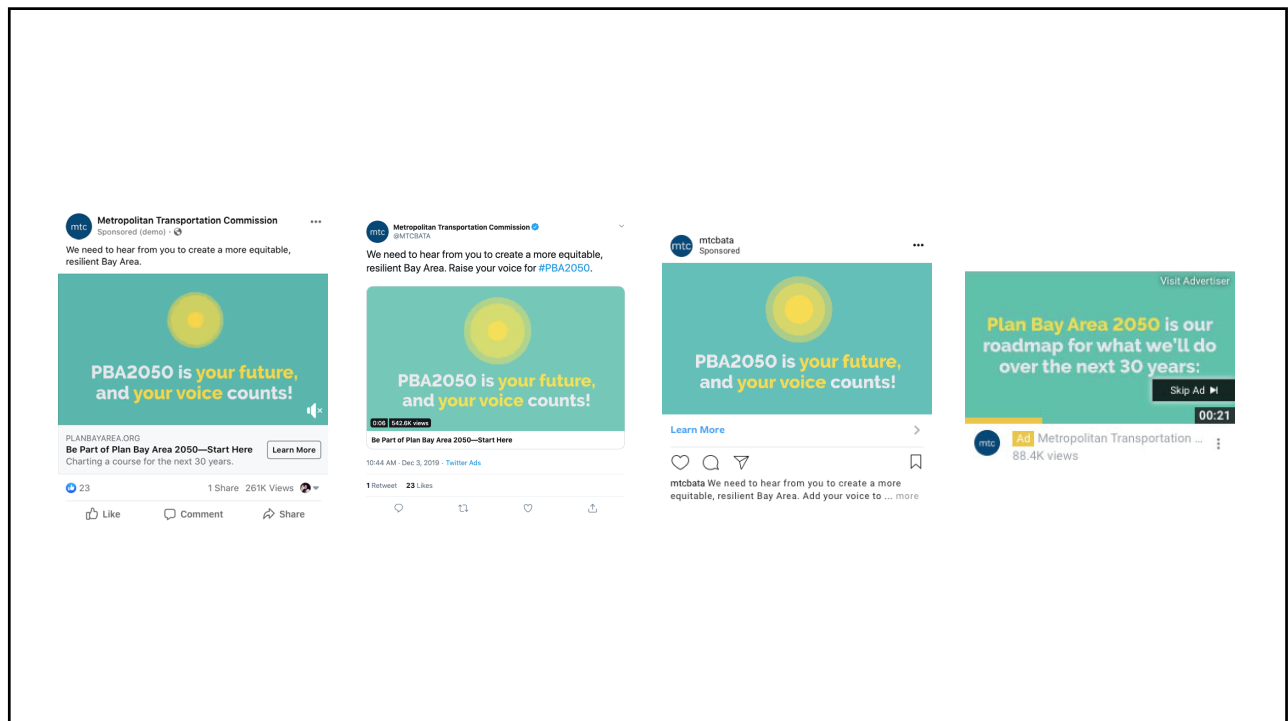- Video Views Targeted

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
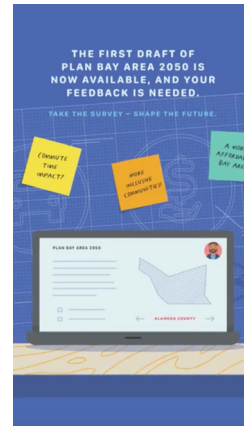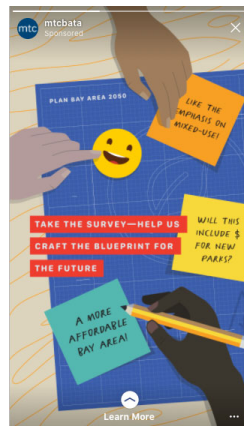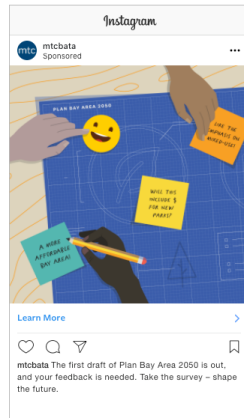- Event registration (link clicks)

Platforms
- Facebook
- Instagram
- IG Stories
- Twitter
- Snapchat

Timing
Jul. 10-Aug. 10, 2020

Typeform Survey

Sample Posts

Results

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
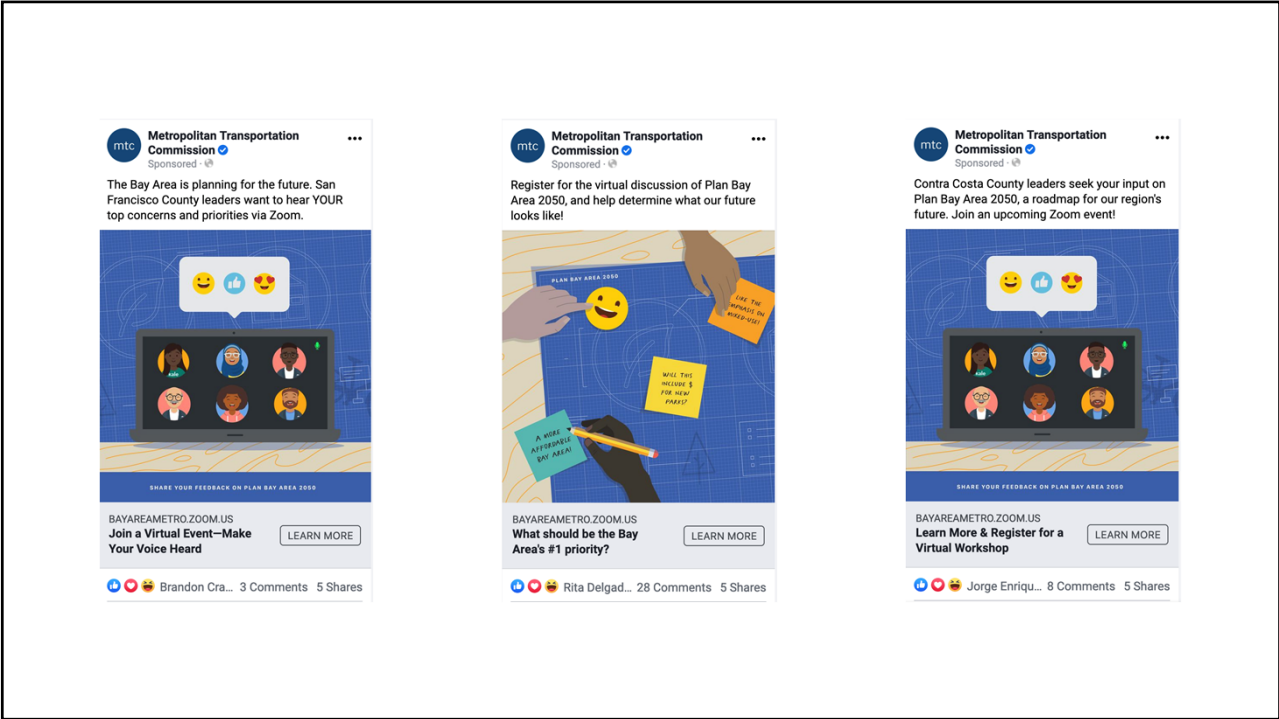
Results

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
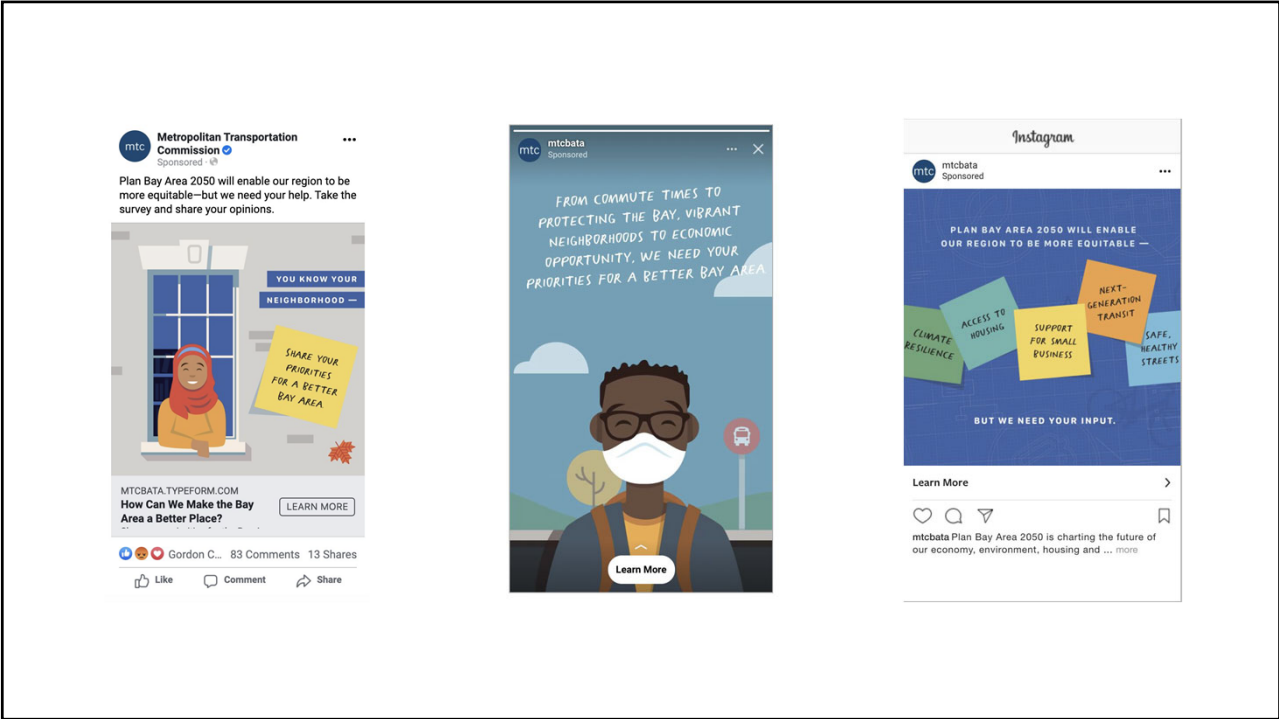
Results

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.
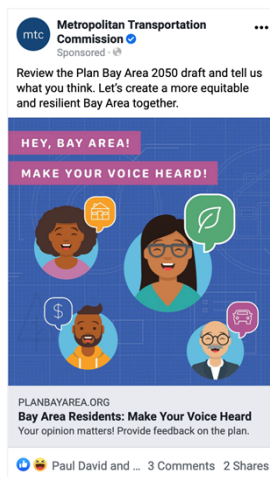
Results

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

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)