

2021

MILWAUKEE COUNTY TRANSIT SYSTEM

MARKETING AND COMMUNICATIONS YEAR IN REVIEW



2021 IN REVIEW

MCTS MARKETING

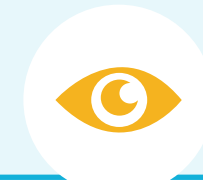
The MCTS Marketing team had a hand in many of the high-profile projects that were undertaken in 2021. First, we marketed the biggest change our system has seen in decades. This effort was successfully communicated in three phases. We're proud to report with the MCTS NEXT system redesign that **ridership has increased 13%** compared to last year. We also celebrated the groundbreaking of the state's first Bus Rapid Transit (BRT) line. Elected officials including the Governor, prominent business leaders and community stakeholders came out to support this innovative project. Operations during the second year of the pandemic kept everyone focused on safety. Bus cleaning protocols were kept in place, and we even added another layer of protection by applying a virus—blocking spray on all our bus filters. This effort was widely reported - we even made the news in Sydney, Australia!

Other noteworthy projects included announcing the vendor of our first order of battery electric buses (BEBs) from Nova Bus, launching a new internal and external Human Trafficking awareness campaign and designed our first ever PRIDE bus.



MISSION:

MCTS connects our community to jobs, education and life with essential transit services.



VISION:

To be the preferred transportation choice through service excellence and innovation.



VALUES:

Respect, Integrity, Excellence, Equity,
Collaboration, Innovation



ADVERTISING CAMPAIGNS

2021 ADVERTISING CAMPAIGNS

Two major organizational initiatives were supported by robust advertising campaigns in 2021. The campaigns focused on:

MCTS NEXT

The campaign included messaging and creative that positioned NEXT as an innovative upgrade to the current system.

- Educated current riders about route changes for MCTS NEXT
- Drove traffic to the website for more MCTS NEXT information and encouraged Ride MCTS app downloads

BUS OPERATOR RECRUITMENT

Recruitment messaging and creative positioned MCTS operator jobs as sought-after and dependable opportunities with excellent benefits.

- Informed qualified prospects of the benefits of an MCTS bus operator career
- Encouraged audiences to apply



MCTS NEXT ADVERTISING CAMPAIGN RESULTS

THREE PHASES BETWEEN FEBRUARY AND SEPTEMBER

- Media mix consisted of digital, broadcast, out-of-home, and print
- Media tactics included Spanish language placements and on broadcast radio, paid social, and print
- The multi-channel campaigns generated 11,078,799 impressions
- 22% of impressions were digital
- 272,332 people reached on Facebook and Instagram
- More than 1,820,974 impressions served across paid social
- More than 3,948,186 impressions across interactive display



MCTS NEXT





MCTS RECRUITMENT ADVERTISING CAMPAIGN RESULTS

- Used digital media to reach relevant audiences efficiently and effectively
- Incorporated tactics generated applications
- Generated 9,339,855 impressions
- More than 97,611 people reached across paid social
- More than 429,672 impressions served across paid social
- More than 104,425 impressions served across interactive display
- TV reached more than 465,056 people and was one of the top paid methods that applicants listed in the survey results

AD CAMPAIGNS REACHED THE FOLLOWING KEY AUDIENCES WITH TARGETED DIGITAL AND TRADITIONAL MEDIA

MCTS NEXT

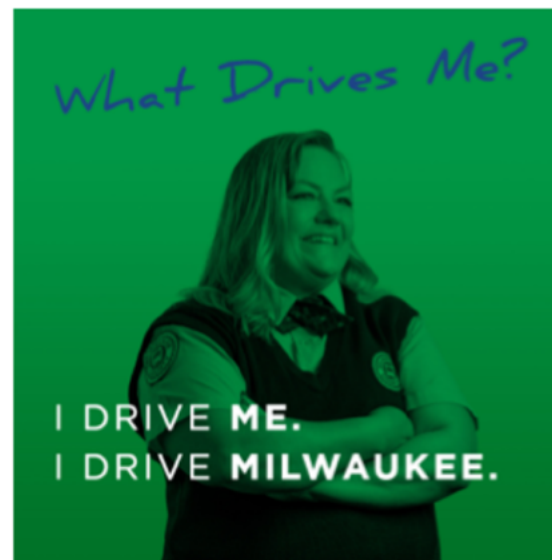
- Current riders
- Hispanic audiences (translations were used in select areas)
- Milwaukee County residents and local stakeholders
- Audiences affected by MCTS NEXT route changes

RECRUITMENT

- Audiences 21-49 who meet qualifications for driver operator positions
- Targeting extended outside of Milwaukee County – included Waukesha, Ozaukee, and Racine counties



Get a great salary and the opportunity to take your career to the next level when you become a bus operator for MCTS.



What Drives Me?
I drive me. I drive Milwaukee.

Take your career in a new direction. Great pay, generous benefits, pension and job stability as an MCTS bus operator.



Salary Starts at \$50,000. Apply Today!
Now offering a \$1,000 signing bonus.

HUMAN TRAFFICKING

To help observe National Slavery and Human Trafficking Prevention Month in January, MCTS launched an effort to raise awareness and provide a call to action about human trafficking.

Human trafficking is a modern-day form of slavery that denies freedom to women, men and children around the world — including Wisconsin. In some cases, traffickers trick, defraud or physically force victims into providing sex for money. In other cases, victims are lied to, assaulted, threatened or manipulated into working under inhumane, illegal or otherwise unacceptable conditions.

Those committing these crimes use America's roads, highways, railways, rivers, and skies to traffic victims. Public transportation is sometimes used because it is low cost, has greater anonymity in ticket buying and has less direct interaction with government officials.

MCTS is committed to raising awareness among the public and teaching employees how to recognize and report suspected cases. MCTS provided its bus drivers, route supervisors, transit security officers, and dispatchers the tools they need to help make a difference.

Sex Trafficking, Forced Labor, Domestic Servitude

HUMAN TRAFFICKING IS HAPPENING IN OUR COMMUNITY

ANYONE CAN BE A VICTIM.

IF SOMETHING DOESN'T SEEM RIGHT, IT PROBABLY ISN'T.
REPORT TIPS AND GET HELP 24/7.

CALL 1-888-373-7888 **TEXT** "BeFree" (233733)

CHAT LIVE [HumanTraffickingHotline.org](https://www.humantraffickinghotline.org)



MCTS COMMUNITY OUTREACH, DIVERSITY & INCLUSION



KAYLA JIMENEZ



ANYA RAMOS



IMAN SNOBAR

ADVANCING RACIAL EQUITY ROSA PARKS STUDENT ESSAY SCHOLARSHIP WINNERS ANNOUNCED

On civil rights pioneer Rosa Parks’ birthday — which is also National Transit Equity Day —MCTS announced the winners of its first-ever Rosa Parks Tribute Scholarship essay contest.

High school seniors in Milwaukee County who will attend a trade school, college, or university were invited to submit a short essay inspired by Parks’ famous quote, “Each person must live their life as a model for others.”

More than 50 essays were submitted and reviewed by a diverse panel of staff from MCTS, the Milwaukee County Department of Transportation, and the Milwaukee County Office on African American Affairs.

The following three students were chosen to each receive a \$1,000 scholarship towards their higher education:

Kayla Jimenez (Ronald Reagan High School, Milwaukee)

Anya Ramos (Audubon Technology and Communication High School, Milwaukee)

Iman Snobar (Ronald Reagan High School, Milwaukee)

Read their essays published in Milwaukee Neighborhood News Service [here](#). MCTS congratulates the winners and thanks everyone who participated to make this inaugural year a success!

MCTS IN THE COMMUNITY

MCTS BUS SHELTERS FEATURE ARTWORK FROM MLK, JR. CONTEST

Murals on two Milwaukee County Transit System (MCTS) bus shelters featured winning artwork from the Marcus Performing Art Center's 2020 Martin Luther King, Jr. Art Contest, which was open to K-12 students in Milwaukee, Wauwatosa, and West Bend.

The first shelter is located across the street from Dr. Martin Luther King, Jr. Elementary School at MLK Drive and Concordia Avenue in Milwaukee. The second shelter is alongside Golda Meir School Upper Campus at MLK Drive and Pleasant Street.

Each mural included multiple designs — inspired by Dr. King's life and values — created by children and teenagers enrolled at

Fairview Elementary School, Fernwood Montessori, Golda Meir School, Luther Burbank School, McLane Elementary School, Milwaukee Spanish Immersion School, Roosevelt Creative Arts Middle School, Wauwatosa East High School, Wedgewood Park International School and West Bend West High School.

A wide range of unique murals have been installed on nearly two dozen MCTS bus shelters in recent years as part of the popular Bus Shelter Art Project. Visit [RideMCTS.com/Art](https://www.rideMCTS.com/Art) to see the designs and learn how you can bring artwork to your neighborhood.



[CLICK HERE TO WATCH A VIDEO ABOUT THE TWO NEW MURALS](#)

ADVANCING RACIAL EQUITY

MCTS SALUTES CIVIL RIGHTS ICON CÉSAR E. CHÁVEZ

MCTS is a proud sponsor of the Marcus Performing Arts Center's third annual César E. Chávez Birthday Celebration that was held virtually on March 31. The digital event can be viewed anytime [here](#).

César E. Chávez was an activist who fought for equal rights for farm workers across the United States beginning in the 1960s, until his death in 1993. Through our sponsorship, MCTS added two murals to our Bus Shelter Art Project. They feature the winning works from the Marcus Center's César Chávez Student Art Contest. The murals are located at National & César E. Chávez Dr. (Top Image - Bus Stop ID 1677) and at Greenfield & César E. Chávez Drive (Bottom Image - Bus Stop ID 342).

This program is the second collaboration with Marcus. MCTS has been part of its Dr. Martin Luther King Jr. Birthday Celebration since 2014.





For each of MCTS NEXT's three implementation phases, MCTS hosted a series of online webinars that featured members of the MCTS Transit Planning Department who explained how route additions and modifications would improve bus travel for customers. In addition to the Transit Planners, then-Mobility Manager Chris Fox discussed how the Paratransit Department's tools and services can aid those who may need extra or special assistance. Once complete, the webinars were posted on [MCTS's YouTube channel](#) and the [RideMCTS.com](#) special MCTS NEXT webpage.

• Total Zoom Meeting Attendees: 214 Unique Attendees
(does not include data from Phase 2 Zoom meeting)

Total English Webinar Views on YouTube: 489

Total Spanish Webinar Views on YouTube: 291

MCTS IN THE COMMUNITY

FOR THE FIRST TIME IN MORE THAN A YEAR, MCTS'S COMMUNITY OUTREACH EFFORTS EXTENDED OUTDOORS AS PART OF HIGHLY VISIBLE EVENTS ACROSS MILWAUKEE COUNTY.

50TH ANNIVERSARY OF MILWAUKEE'S JUNETEENTH DAY

MCTS took part in the 50th Annual Juneteenth Day Parade and Festival held on Saturday, June 19. Like many major events in 2020, the Juneteenth Day Parade and Festival were cancelled because of the COVID-19 pandemic. This year, it came back bigger and brighter than before and on live television thanks to TMJ4! Several MCTS employees, representing a cross-section of the company, marched with the bus in the parade. MCTS also had a presence at the street festival as staff members recruited potential bus operators and mechanics.



ON BOARD MCTS SUPPORTS PRIDE MONTH

Officials from MCTS, Milwaukee County, the City of Milwaukee, Milwaukee Downtown BID #21, Milwaukee Pride, and other partners gathered for an event at Cathedral Square Park on June 1 to help kick off Pride Month.

Milwaukee County Executive David Crowley, Milwaukee Mayor Tom Barrett, Milwaukee County Board of Supervisors Chairwoman Marcelia Nicholson, Milwaukee Common Council President Cavalier Johnson, Milwaukee Alderman Bob Bauman, and Milwaukee Pride President Wes Shaver were among the speakers who highlighted the importance of promoting diversity, inclusion, and respect for the lesbian, gay, bisexual, transgender, and queer or questioning (LGBTQ+) community.

MCTS unveiled its first-ever 'Pride bus.' The 40-foot-long bus featured a colorful design, the phrase 'MCTS Rides with Pride,' and the hashtag #PrideMCTS. The bus's normal paint scheme has been replaced with a rainbow design featuring inclusive colors – like black and brown to represent people of color; as well as pink, white, and powder blue that are included in the Transgender Pride flag.





MCTS IN THE COMMUNITY SENIOR SMART RIDES

MCTS launched a new outreach program for senior citizens or anyone who has a relative, friend, or neighbor who's looking to become more independent throughout their golden years.

MCTS teamed up with local partners to hold two free in-person "Senior Smart Ride" seminars that explored transportation options for seniors in Milwaukee County.

OCTOBER SESSIONS TOOK PLACE AT

Clinton & Bernice Rose Senior Center
Wilson Park Senior Center

Hands-on learning opportunities and presentations developed especially for seniors were given by MCTS, Transit Plus, Milwaukee County Department on Aging, and Milwaukee Police. Attendees learned how to qualify for Paratransit door-to-door van service, how to ride fixed route buses, how to pay, bus etiquette, safety while traveling to their destination, and so much more. Seniors also completed applications for reduced fare cards. A MCTS bus took attendees on a short ride around the neighborhood to demonstrate what riding the bus is like. Watch for more Senior Smart Ride events to come to more community centers in 2022!



WISCONSIN REPRESENTATIVE DEB ANDRACA (DISTRICT 23) TALKED WITH BUS PASSENGERS RIDING THE GREENLINE DURING HER MOBILE MEET UPS WITH MCTS SESSION ON NOVEMBER 4.



MILWAUKEE COUNTY SUPERVISOR SEQUANNA TAYLOR ON ROUTE 60 ON DECEMBER 1.



MILWAUKEE COUNTY SUPERVISOR FELESIA MARTIN ON ROUTE 76 ON DECEMBER 2.

TRANSIT SPOTLIGHT **NEW MOBILE MEET UPS HAS** **SUCCESSFUL START**

Mobile Meet Ups with MCTS is our newest community outreach program. It connects Milwaukee County and Wisconsin elected officials to their constituents on board MCTS bus routes and at bus stops. Plus, officials can personally experience and witness “MCTS Excellence on Board.”

Through our Mobile Meet Ups, officials can host informal opportunities to talk one-on-one with residents who live and work in their districts about issues of concern to them.

In the program’s debut this fall, **State Representative Deb Andraca** (District 23) hosted a session on the GreenLine, **State Senator LaTonya Johnson** (District 6) and **State Representative Supreme Moore Omokunde** (District 17) met bus riders while on the RedLine, **Milwaukee County Supervisors Felesia Martin** (District 7) and **Sequanna Taylor** (District 2) made connections on Routes 76 and 60, respectively.

TRANSIT SPOTLIGHT

EAST-WEST BUS RAPID TRANSIT (BRT) BREAKS GROUND!

Local, State, and Federal officials gathered in Milwaukee on June 10, 2021 for a groundbreaking ceremony to kick off construction on the Milwaukee County Transit System (MCTS)'s East-West Bus Rapid Transit (BRT) project, a first-of-its-kind undertaking in Wisconsin that will provide improved access to the region's most vital, most traveled, and most congested corridor.

Governor Tony Evers, U.S. Congresswoman Gwen Moore, Milwaukee County Executive David Crowley, Milwaukee Mayor Tom Barrett, Wauwatosa Mayor Dennis McBride, Wisconsin Department of Transportation (WisDOT) Secretary Craig Thompson, Federal Transit Administration (FTA) Regional Administrator Kelley Brookins, and Milwaukee Alderman Bob Bauman were among the guests who spoke about the importance of transit in our region.

Click [here](#) to watch a livestream of the event, including remarks from all of the speakers. Click [here](#) to watch a montage showing select TV news coverage about the groundbreaking ceremony.

Nova Bus, a leading North American transportation manufacturer that's part of the Volvo Group, will produce 11 LFSe+ battery-electric buses that will run exclusively on the BRT route. Learn more about the vehicles [here](#).



NEW AIR FILTRATION TREATMENT HELPS TRAP AIRBORNE VIRUSES



Maintenance crews at MCTS are using an innovative, new air filtration product on buses to help prevent the airborne spread of viruses — including the one that causes COVID-19.

Workers started applying the Aeris Guard Bioactive Filter Treatment on buses several months ago and the initial treatment of the entire fleet is nearing completion.

The first-of-its-kind spray coats regular HVAC filters with a specialized polymer system that is independently tested to control bacteria and pathogens that house viruses, such as SARS-CoV-2, for up to three months after a single application. The proprietary product, developed by Aeris Environmental, increases filtration efficacy without decreasing airflow or placing extra strain on vehicle ventilation systems.

GOING THE EXTRA MILE CVP AND U-PASS SUCCESSES



MCTS Business Services embraced 2021 as a year to start rebuilding partnerships and instill confidence with our current clients for long-term success. Our **Commuter Value Pass** Program serves approximately 43 companies with 1,430 participants in various industries throughout Milwaukee County. MCTS welcomed several new partners throughout 2021 including: Brother, Sister Sub Systems, LLC, DBA, Cousins Subs, Milwaukee Repertory Theater, Argosy Foundation, and Employ Milwaukee. This popular program allows employers of all sizes to offer a valuable benefit to their staff at a relatively low cost, and in return, the staff develop positive public transit commuting habits promoting less stress and retention. Commuter Value Pass employees love having MCTS as reliable transportation. They also appreciate the ability to avoid traffic congestion and eliminate the expenses that come with driving and parking.

The **U-PASS** program currently serves eight universities and colleges with more than 29,000 eligible students including: UW-Milwaukee, Milwaukee Area Technical College, Marquette University, Milwaukee Institute of Art and Design, Bryant and Stratton College, Mount Mary University, Medical College of Wisconsin and Lakeland University. Like our CVP riders, students have appreciated our reliability along with saving money and avoiding expenses related to owning a car. Outside of work and school, pass holders also enjoy using their passes for other activities ranging from shopping to attending events.

MCTS Customer Service department remained focused on delivering professional experiences, accurate information, and creative solutions to our passengers' inquiries. The team answered more than 55,000 calls, processed 2,000 emails, and produced 832 reduced fare cards. The Customer Service team was instrumental in preparing our riders for the MCTS NEXT system re-design and continued to educate customers over the three rollout phases during the year. Our Customer Service team continues to support the public as effectively and as efficiently as possible. We look forward to communicating the 2022 Marketing initiatives.

CUSTOMER SERVICE ANNUAL SURVEY

Seventy-seven percent of MCTS riders who completed a survey agree that the Milwaukee County Transit System exceeds or meets their needs. Another 16% agrees that MCTS nearly meet their needs. Seventy-four percent of MCTS riders agree that buses not being late exceeds or meets their needs, while 76% agree that buses not being early exceeds or meets their needs.

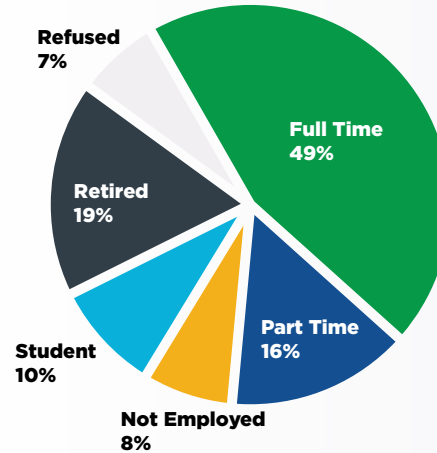
Most riders feel that the buses themselves are kept reasonably clean inside and outside and the presence of adequate security measures are perceived by 8 out of 10 riders to meet or exceed their needs.

Work continues to be the main reason people ride MCTS buses and these numbers are 2% higher in 2020 when compared to the 2019 survey.

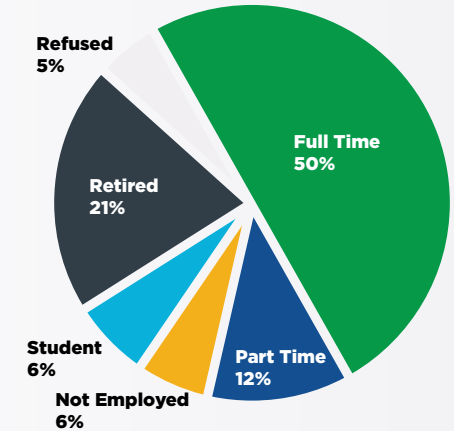
On average 30% of riders always have an alternative to riding the bus, and 20% report they sometimes have alternatives, but choose to use MCTS.

The majority of respondents (74%) report their needs are either met or exceeded with satisfaction of buses not being late. This is a 5% increase from the 2019 survey. With regard to buses not being early, there was an increase of 5% in the 2020 results from the 2019 results.

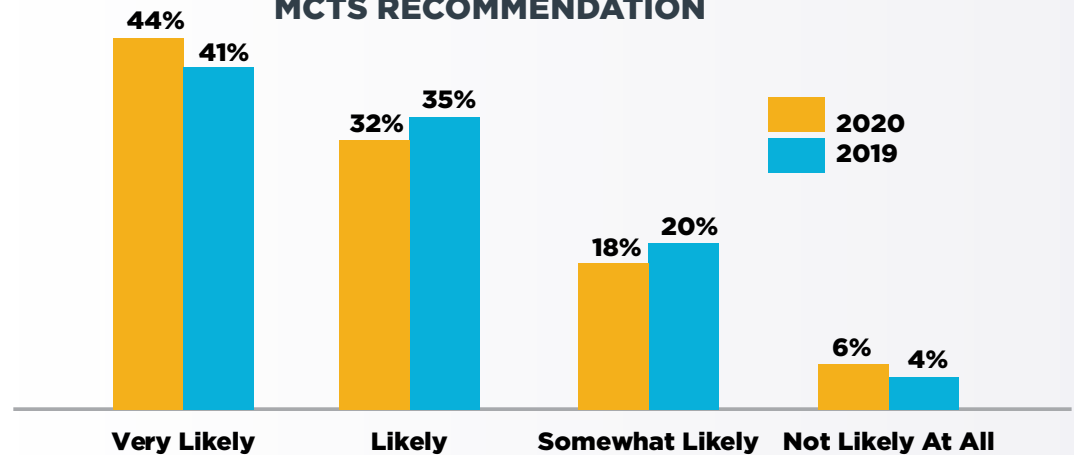
EMPLOYMENT CURRENT WAVE



EMPLOYMENT PREVIOUS WAVE



MCTS RECOMMENDATION

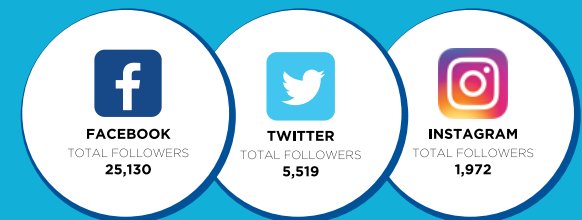
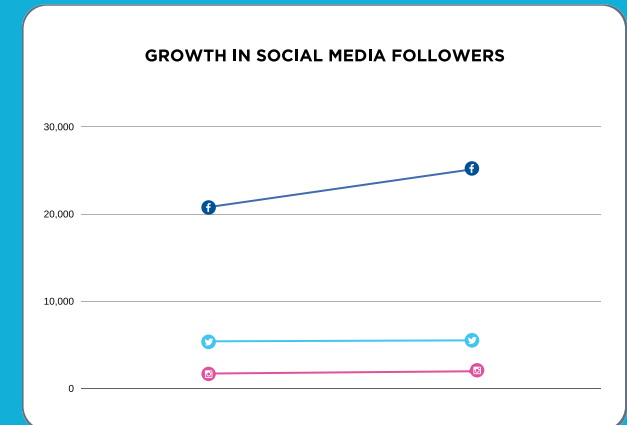


DIGITAL SOCIAL MEDIA

We're quickly nearing the end of another COVID-disrupted year, and while a return to normal is on the horizon, we do have some way to go. Things like supply chain interruptions and economic impacts are likely to last for years to come and will have an impact on digital marketing. Online behaviors have changed due to pandemic-induced lockdowns and rules, and have sparked new trends, such as the growth of eCommerce and how individuals connect with one another. There's also the shift from the work from home model to more of a hybrid approach, which has impacts for broader digital connection. All of these elements will play a part in what's to come for social media and the digital world.

That being said, our goals and strategies have proven to be successful for 2021, so we will continue along the same path for 2022, keeping an eye out for any shifts in communication and emerging digital trends. For next year, we need to continue listening to our customers and be flexible, providing them with the information they need, in order to see growth. Our 2022 social media initiatives will directly support the 2022 Marketing objectives, with a focus on educating riders about the new Fare Collection system and BRT.

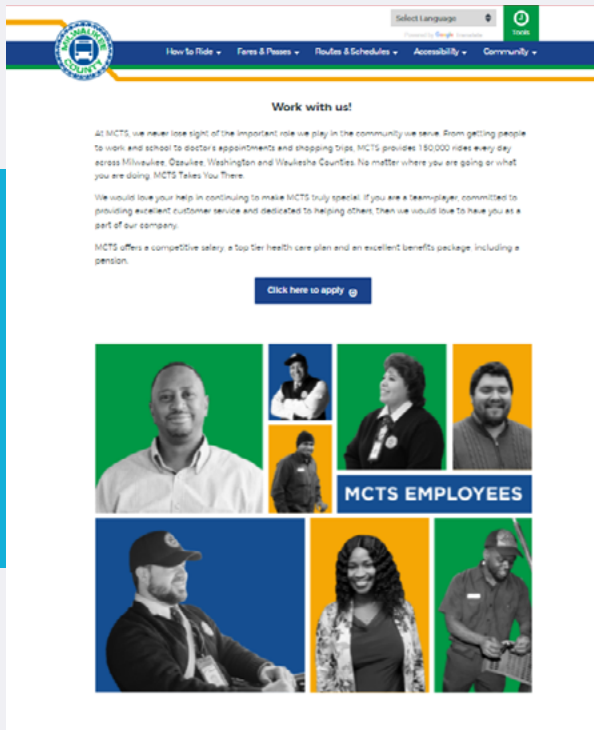
2021 SOCIAL MEDIA GROWTH



**SEE APPENDIX FOR FULL
SOCIAL MEDIA ANALYTICS**

DIGITAL WEBSITE

MCTS worked hard on recruitment in 2020, which included a Careers website page refresh. Our goal with this new look and feel was to make everything on the Careers page more visually interesting to prospective candidates as well as easier to find. We researched current trends in recruitment websites, making sure to include eye-catching photographs of staff, our core values, great benefits package and encouraging messages from the community.



THE CAREERS PAGE RECEIVED A 1000% INCREASE IN PAGEVIEWS YEAR OVER YEAR DUE TO RECRUITMENT EFFORTS AND THIS WEBPAGE REFRESH.

DIGITAL INTRANET

MCTS Marketing has worked diligently over the past two years to improve the way we communicate as a company. In late 2021, we launched a completely reimagined Employee Portal. The primary objectives of our portal development effort were focused on aesthetics, simplifying our content, and increasing the visibility of our important company updates. The new design also allows for streamlined menus, clear navigation, and an employee website that can be accessed anywhere, anytime.



RIDE MCTS APP

INCREASED DOWNLOADS BY 29% OVER 2020.

SEE APPENDIX FOR MORE 2021 DIGITAL ANALYTICS.



CELEBRATE RESPONSIBLY®
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PARTNERSHIP **MILLER LITE FREE RIDES**

MOLSON COORS BROUGHT BACK THE ALWAYS POPULAR FREE RIDE PROGRAM IN 2021. A NEW, MULTI-YEAR CONTRACT WAS SIGNED THROUGH 2024 TO KEEP FREE RIDES GOING FOR NEW YEAR'S EVE AND ST. PATRICK'S DAY.



2022 MARKETING COMMUNICATIONS PLAN



INNOVATION	COMMUNITY	EDUCATION
BRT Brand Rollout	Core Partnerships and Sponsorships	Environment / Earth Day - Battery Electric Buses and New Clean Diesel Buses
Fare Collection	Expand reach to teens, seniors, underserved populations, indigenous peoples, elected officials	Fare Collection - new fare card, new mobile app, smart on-board fare validation
Non-Rider Research	Businesses and Non-Profits (CVP)	BRT
Battery Electric Buses	Colleges and Universities (U-PASS)	Why I Ride Survey Responses
BRT Launch Planning	Recruitment	Internal communications

Marketing Communications efforts in 2022 will ladder up to MCTS’s organizational goals that look to improve the rider experience, meet the needs of the community and foster an engaged workforce.

Key pillars of our plan will fall under these categories: **Innovation - Community - Education**



CONTINUATION OF 2021 INITIATIVES

Several new Community Outreach strategies that were rolled out in 2021 had tremendous impact. Those include **Zoom meetings, Senior Smart Rides, Mobile Meet Ups,** and the expansion of the **Bus Shelter Art Program.** We'll identify strategies to grow those new programs.

In addition, we'll work to strengthen core community outreach initiatives like the **Rosa Park's on-bus commemoration** and **student scholarships, MLK and Cesar Chavez student art on bus shelters, Human Trafficking awareness, PRIDE bus,** and **Juneteenth Day.**

The **Transit Insider** quarterly newsletter for community stakeholders will also continue, as we identify ways to expand our reach to more audiences to increase open rates. And the popular **MCTS Excellence** storytelling video program will reach internal and external audiences.

Excellence
— ON BOARD —

KICKING OFF THE NEW YEAR WITH RESEARCH

It's been several years since we've fielded non-rider research. With the pandemic, the rider landscape is evolving. And, with the major BRT and Fare Collection initiatives ahead for 2022, it's the perfect time to reach out with surveys and focus groups to assess areas of opportunity and how best to market public transportation. Our goal is to discover the types of educational messages we need to convey to modify behavior and encourage ridership.

Another layer in the research involves teens and their perceptions of riding the bus. After all, they are the future of bus ridership. We'll search for teen influencers to tap into the minds of young adults and conduct a range of research with that demographic.





2022 MARKETING COMMUNICATIONS PLAN BUS RAPID TRANSIT (BRT)

The new BRT route will be introduced in two phases. The first will be the brand rollout where the name and logo will be revealed along with introducing the battery electric bus (BEB). Much like the BRT groundbreaking event in 2021, the brand rollout phase will be celebratory and involve key stakeholders and media. The goal is to get all audiences excited about trying the new service before it arrives. People will see the new BEB around town as drivers get trained on how to maximize battery efficiency on the route. Furthermore, the public will see the new bus stops with dramatic shelters, electronic arrival signs, and overhead battery charger.

The second phase will be to launch the actual start of service. Like the branding rollout, this phase will also be high profile. There will be an integrated advertising and PR campaign, coupled with promotions and community events. Educating riders will continue to be important during the first year of service. There will be a plethora of internal communications to develop for MCTS employees as well.

2022 MARKETING COMMUNICATIONS PLAN

FARE COLLECTION

Similar to the BRT, the new Fare Collection system will occur in two phases – **education** and **rollout**. The marketing objective for introducing the Fare Collection system is to educate riders that paying bus fare will be much simpler and faster with many easier-to-understand payment options. We'll develop campaign metrics for converting riders to the new fare collection system.

In the education phase, we'll explain the benefits and timing. In the rollout phase, we'll support the effort with an integrated advertising and PR campaign and hold community events and promotions.

Like BRT, internal MCTS audiences will also need to be educated on the new system.



BUS OPERATOR AND MECHANIC RECRUITMENT



There will be a continued need to support a significant, ongoing recruitment effort with advertising in 2022. Transit agencies and other industries face the same hiring conditions and MCTS needs to stay the course with inspiring campaigns to attract qualified candidates. As noted in the 2021 campaign analytics, we'll mine that data to focus in on the media channels that produced results and home in on messaging that resonates with candidates.

SOCIAL MEDIA APPENDIX

PLATFORM ANALYSIS **FACEBOOK**

Facebook was our fastest-growing account in 2021; it saw much more growth in 2021 vs 2020, growing 15% more followers YOY. From January to November, our posts received 68 engagements (reactions, comments and shares), or a .43% engagement rate, on average. Sources say the average engagement rate for Facebook posts is 0.18%, meaning our content is performing well and we should continue with our posting type and cadence to continue our growth.



TOTAL FOLLOWERS
25,130

In 2021, we grew our following by over 20%, averaging about 14 new followers per day. Our largest follower growth occurred in Q3.



TOTAL REACH
2,807,874

MCTS averaged 280,787 reach per post. Our largest overall reach occurred in Q3.

PLATFORM ANALYSIS **TWITTER**

Our Twitter account was the slowest-growing of all our accounts at only 2%. Since January, our posts earned approximately 3,000 impressions per day (which is approximately the same as last year), and our engagement rate was approximately 1.3%, which is a .2% improvement over 2020. Sources say an engagement rate between 0.33% and 1% is considered to be very high, with expected reactions (clicks, likes, replies, retweets) to be between 3.3 - 10 for every 1,000 Twitter followers. We're currently averaging 22 reactions per post. We said last year that since we have over 5,000 followers, our reactions should be more like 16.5 to 50. Since we have an average of 22 reactions, it seems our prediction of posting more often each day (re-tweeting the same post multiple times) elicited the response we wanted.



TOTAL FOLLOWERS
5519

In 2021, we grew our following by 2%, averaging about 2 new followers per week.



TOTAL REACH
954,100

MCTS averaged 93,900 reach per month. This is a 1.6% increase YOY. Our biggest month for reach was January.

PLATFORM ANALYSIS **INSTAGRAM**

Our Instagram account saw the second most growth of all our accounts in 2021. This continued success from 2020 was fantastic to see considering the fact that we've moved away from purely beautiful photographs to more infographics and serious information. Some of our best performing content was MCTS Excellence stories, NEXT and BRT announcements, proving our followers are there for our storytelling as well as important, relevant information. Our engagement rate was an average of 3.3%. Sources say .96% is the average for a business account, so our content is doing very well.



TOTAL FOLLOWERS
1,972

In 2021, we grew our following by 15%, averaging just under 1 new follower per day.

**253
NEW FOLLOWERS**

OTHER KEY STATS **DIGITAL**

Most of our website pageviews come from individuals searching for route timetable information. Since we decreased our maximum passenger counts due to COVID-19 yet again in 2021, fewer riders have been viewing the same pages every day. We hope our numbers will return to normal in 2022 as ridership slowly builds back up. We're pleased our app and Rider Insider users have increased even though we continued to have fewer riders than normal. This again shows our passengers want to be in the know and also have a contactless form to pay while boarding our buses.



RideMCTS.com

- 428,501 users ↓ -7%
- 4,582,047 pageviews ↓ -36%
- 1,686,786 sessions ↓ -11%



Ride MCTS App

• 38,725 downloads ↑ 29%



Rider Insider

• 79,974 contacts ↑ 48%