City of Pico Rivera "Community Bike Ride"

CAPIO 2022 EPIC Awards

Communication and Marketing Tools Graphic Design - Online



City of Pico Rivera Community Bike Ride Communication and Marketing Tools Graphic Design – Online

The City of Pico Rivera was beginning two massive projects 1) the USACE's critical Whittier Narrows Dam Project and 2) The Pico Rivera Regional Bikeway Project. The two major upcoming projects would significantly impact the residents and regional bike paths. It was essential to communicate and educate the public about the regional impacts, timeline, and benefits while mitigating negative reception.

City Administration was planning three community events in July 2021 to launch and highlight the status of the projects with info booths and informational speakers in a way to build more sense of community and encourage participation and recreation. By partnering with local and state representatives and organizations, the City of Pico Rivera would host two community informational events and one larger community bike ride around the city. The Media and Communications division was tasked ith designing the flyers, social media posts, door hangers, and a map with overall graphics branding and promoting the events.

Research and Planning

Two rivers border the City on the east and west. The riverways have two regional bike routes: the San Gabriel River Trail and Rio Hondo Trail. The Whittier Narrows Dam Project and Regional Bikeway Project would impact the two bike paths. One of the most significant target audiences to reach was bicycling enthusiasts and residents near the affected areas. It was essential to educate them and make them aware of the incoming changes. The message, through the graphics, was to show a green, bike-friendly community that would benefit from the two major projects.

The Media team looked at secondary and informational research to understand how to promote the events. Previously, there weren't any events, graphics, or marketing materials promoting bicycling or the local bike routes. The media staff was free to create a new and original design that did not need to replicate a previous event. The team needed to create a new "bike-friendly" design that would still connect to the City. Additionally, staff counted the number of bicyclists stopping at the Golf Course and bicyclists passing through where the Bikeway project would be.

The **goal** was to introduce a more bicycle-friendly community outreach effort and begin informational messaging regarding the two major projects. The Pico Rivera Golf Club has a bike route rest stop and consistently sees a steady number of bicyclists. The **objective** of the outreach events was to get a large number of bicyclists to participate in the bike ride and to increase the online conversation from the community.

The **tactic** was to utilize Zencity, a digital platform that gathers and analyzes public discourse relating to City issues. Zencity can be used to track the public perception and engagement of any digital post, particularly in relation to the bike event. The City has used Zencity in the past and can be customized to track specific online data.



Implementation

One in-house full-time graphic designer primarily designed the Community Bike Ride design materials. The digital graphic materials consist of one general announcement for all three events, one design for the larger community bike ride, and one design for the map bike route. Since the marketing was mainly online, there was no digital costs to produce or post the content. Total staff time was around 12 hours.

The design of the Community Bike Ride reflects an open, green, and bike-friendly space. Green was used to emphasize the local surroundings, the park connectivity and reflect on the multiple environmental benefits the projects have. The map design employs a minimalist easy-to-understand layout of the northern part of the City. It is strategically placed so that the mountains in the background reflect the north view of the San Gabriel Mountains from the City. The map outlines the bike route with designated rest stops and points of interest regarding the projects.

The events were **promoted through social media** one month in advance. The first post was the design announcing the three events. After the second community event, the Bike Ride post was frequently promoted throughout July 2021.

Results

On Saturday, July 31, over 150 bike enthusiasts of all ages gathered for an organized bike ride throughout a designated route for feedback from the community on ways to improve the City. The event provided free bike repair stations along the route, and bike riders could interact with various info booths and participate in drawings for prizes.

The **online reception** of the event and discussion of the projects **was very positive**. Through Zencity analytics, we were able to determine the success of social media posts related to the discourse. City official social media posts consistently had **positive interest** and around 100 interactions. People responded positively with great interest by participating and asking when the next bike ride will be.

Additionally, Zencity also **curates data** from other social media accounts. We saw positive interactions from external accounts sharing the event and the Community Bike ride graphics. We determined **the success of positive discourse by gathering additional data** from the School District, USACE office, and other organizations. For example, we saw the 133 interactions and the 84% positive discussion through the Sheriff's Department's social media.

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Digital Designs

Sample of the Community Bike Ride Graphic Design. The map was important to show the route and the areas where the projects will take place.



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July 31, 2021 · 🕄

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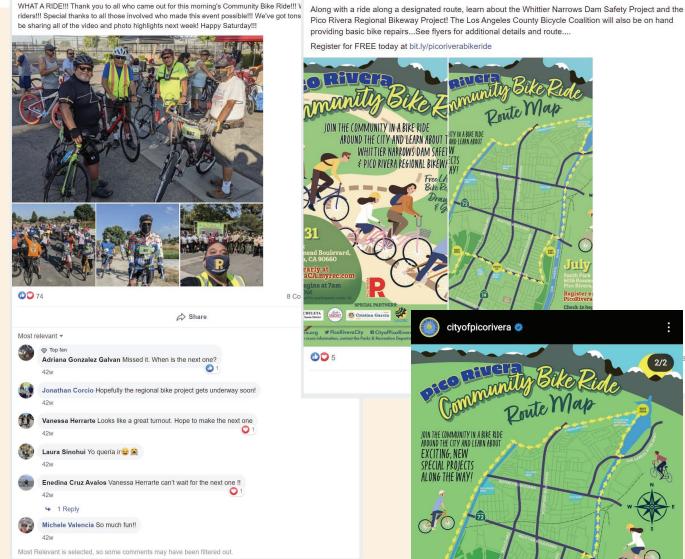
Come and join us on Saturday, July 31, for the next COMMUNITY EVENT, a Community Bike Ride starting

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July 17, 2021 · 🔇

at Smith Park from 8-11am.

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Official City Social Media.

Overall interactions interaction on our social media was positive. Over 150 people participated, and the discussions were positive and inquisitive.



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Zencity dashboard analytics. Besides gathering data from our official City social media accounts, we are also able to gather data from other organizations that share our posts, including the school district, local political groups, and the regional USACE office.

