

PICO RIVERA



City of Pico Rivera "Community Bike Ride"

 **2022 EPIC Awards**

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 with 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.

Pico Rivera
Community Bike Ride

JOIN THE COMMUNITY IN A BIKE RIDE
AROUND THE CITY AND LEARN ABOUT THE
WHITTIER NARROWS DAM SAFETY PROJECT
& PICO RIVERA REGIONAL BIKEWAY PROJECT

Free LACBC Basic
Bike Repair Station
Drawings, Prizes
& Giveaways

July 31
Smith Park
6016 Rosemead Boulevard,
Pico Rivera, CA 90660
Register early at
PicoRiveraCA.myrec.com
Check-in begins at 7am
8am Ride Out
Helmets are required for participants under 18

SPECIAL PARTNERS:
BOB ARCHULETA
Senator, 32nd Senate District
Linda SANCHEZ
Cristina Garcia
LACBC
HILDA L. SOLIS
City of Pico Rivera

pico-rivera.org [PicoRiveraCity](https://twitter.com/PicoRiveraCity) [CityofPicoRivera](https://www.facebook.com/CityofPicoRivera) [City of Pico Rivera](https://www.youtube.com/channel/UC...)
For more information, contact the Parks & Recreation Department at (562) 801-4430

Pico Rivera
Community Bike Ride
Route Map

JOIN THE COMMUNITY IN A BIKE RIDE
AROUND THE CITY AND LEARN ABOUT
EXCITING, NEW
SPECIAL PROJECTS
ALONG THE WAY!

July 31
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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.

City of Pico Rivera - Government
July 31, 2021 · 🌐

WHAT A RIDE!!! Thank you to all who came out for this morning's Community Bike Ride!!! 🚴🏻riders!!! Special thanks to all those involved who made this event possible!!! We've got tons of photos and video highlights next week! Happy Saturday!!!



874

Share

Most relevant ▾

- Adriana Gonzalez Galvan Missed it. When is the next one? 42w 1
- Jonathan Corcio Hopefully the regional bike project gets underway soon! 42w
- Vanessa Herrarte Looks like a great turnout. Hope to make the next one 42w 1
- Laura Sinohui Yo queria ir 😭😭 42w
- Enedina Cruz Avalos Vanessa Herrarte can't wait for the next one !! 42w 1
- 1 Reply
- Michele Valencia So much fun!! 42w

Most Relevant is selected, so some comments may have been filtered out.

City of Pico Rivera - Government
July 17, 2021 · 🌐

Come and join us on Saturday, July 31, for the next COMMUNITY EVENT, a Community Bike Ride starting at Smith Park from 8-11am.

Along with a ride along a designated route, learn about the Whittier Narrows Dam Safety Project and the Pico Rivera Regional Bikeway Project! The Los Angeles County Bicycle Coalition will also be on hand providing basic bike repairs...See flyers for additional details and route....

Register for FREE today at bit.ly/picoriverabikeride



8 Comments

Share

Most relevant ▾

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- Vanessa Herrarte Looks like a great turnout. Hope to make the next one 42w 1
- Laura Sinohui Yo queria ir 😭😭 42w
- Enedina Cruz Avalos Vanessa Herrarte can't wait for the next one !! 42w 1
- 1 Reply
- Michele Valencia So much fun!! 42w

cityofpico Rivera



Pico Rivera Community Bike Ride Route Map

JOIN THE COMMUNITY IN A BIKE RIDE AROUND THE CITY AND LEARN ABOUT EXCITING, NEW SPECIAL PROJECTS ALONG THE WAY!

July 31
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6016 Rosemead Boulevard,
Pico Rivera, CA 90660
Register early at PicoRiveraCA.myrec.com
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90 likes

cityofpico Rivera Come and join us on Saturday, July 31, for the next COMMUNITY EVENT, a Community Bike Ride starti... more

July 17, 2021

Official City Social Media.

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

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.

The image displays a grid of nine social media posts from various sources, including the City of Pico Rivera, Los Angeles District, and El Rancho Schools. Each post includes interaction counts (likes, shares, comments) and engagement percentages. The posts are all related to a community bike ride event held on July 31st, 2021, at Smith Park. The posts feature text announcements, photos of the event, and information about a free vaccine clinic. A central text box highlights the overall positive interaction data.

Post Source	Interactions	Engagement %	Content Summary
Pico Rivera Sheriff's Station	133	84% (2% negative)	Good Morning please come out and join us today! We will be at the Community Bike Ride this morning until 11am.
City of Pico Rivera - Government	109	97% (0% negative)	WHAT A RIDE!!! Thank you to all who came out for this morning's Community Bike Ride!!! We had over 150 riders!!!
Los Angeles District, U.S. Army Corps of Engineers	69	9% (0% negative)	Representatives with the U.S. Army Corps of Engineers Los Angeles District joined the City of Pico Rivera for a Community Bike Ride event.
City of Pico Rivera - Government	62	27% (2% negative)	Community bike ride begins.
City of Pico Rivera - Government	46	9% (2% negative)	GOING ON NOW till 11am at Smith Park... Learn about the Whittier Narrows Dam Safety Project and the Pico Rivera Regional Bikeaway Project.
City of Pico Rivera - Government	56	9% (0% negative)	Come and join us on Saturday, July 31, for the next COMMUNITY EVENT, a Community Bike Ride starting at Smith Park from 8-11am.
El Rancho Schools	6	17% (0% negative)	Please come join us for a Community Bike Ride on Saturday, July 31 beginning at Smith Park.
Montebello-Pico Rivera Democrats	4	100% (0% negative)	Who else enjoyed some Saturday cycling? MPR members had a great time participated in the City of Pico Rivera's Community Bike Ride.
El Rancho Schools	6	17% (0% negative)	Please come join us for a Community Bike Ride on Saturday, July 31 beginning at Smith Park.

Zencity dashboard analytics.
Overall interactions were positive according to the data.