



CTA Board Meeting

*Reopening marketing efforts
May 2021*



CTA is planning multipronged marketing and public-relations efforts targeting current and lapsed customers, businesses and service-area stakeholders.

Marketing and messaging goals

- 1. Let the public know that CTA is “open for business”**
- 2. Highlight all the steps CTA has taken to ensure a healthy and comfortable commute**
- 3. Reassure past customers and businesses that CTA is more than ready to welcome riders back**
- 4. Have external validators reinforce the importance of CTA**
- 5. Remind everyone that public transit must be a part of the region’s recovery**



New campaign branding



Rider Testimonial Videos

Videos feature brief interviews with real riders sharing their personal CTA experience. Riders will mention the importance that CTA had during the pandemic, and its role in the recovery.



Civic Committee
COMMERCIAL CLUB OF CHICAGO



BOMA
CHICAGO

Building Owners and Managers Association of Chicago

Business Community Event

Meeting (likely virtual) with large business entities (e.g. Chicagoland Chamber, BOMA, etc.) to discuss CTA efforts to provide service during the pandemic and as Chicago reopens



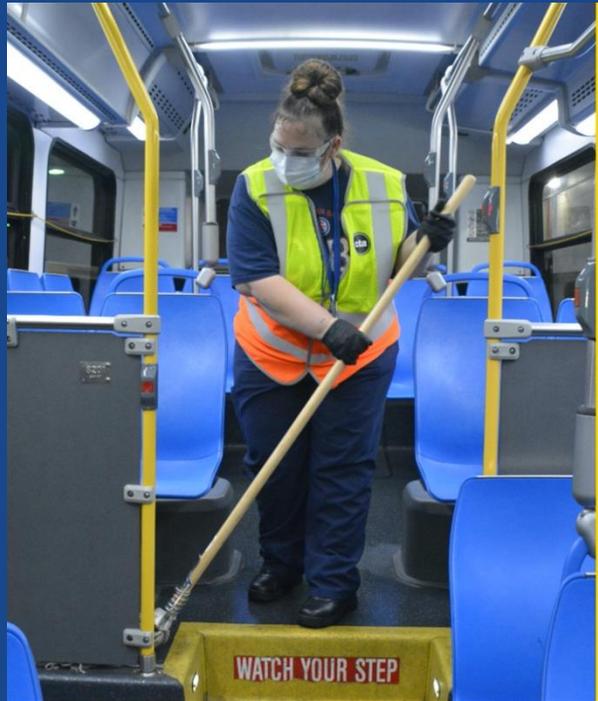
In-System Changes



STILL RUNNING
STILL CLEANING

Our buses, trains and stations are rigorously cleaned and disinfected throughout the day, and receive regular deep cleans.

transitchicago.com/coronavirus 



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Still Running Still Cleaning

PSA campaign; digital and car cards. The variations of the creative will feature imagery of CTA employees cleaning on buses, rail and stations.

Welcome back banners

- Highlight efforts to provide extensive cleaning, effective air circulation, mask requirements and ridership tools.
- Displayed at high-ridership stations including 95th Street, Clark/Lake, Belmont, Fullerton

A large vertical banner for CTA 'Welcome Back!' featuring four sections: Extensive Cleaning, Effective Air Circulation, Rider Tools, and Mask Requirement, with a 'HAPPY TO HAVE YOU BACK ON BOARD!' message at the bottom.

cta **Welcome Back!**

We're doing everything we can to provide you a healthy and comfortable commute.

Extensive Cleaning
Buses, trains and stations are cleaned and disinfected every day, and regularly

Effective Air Circulation
Air inside buses and trains is frequently filtered, and fresh air enters each time the doors open.

Rider Tools
Ridership dashboards can help you determine the least-crowded times to travel.

Mask Requirement
Per Federal and State guidelines, masks are required at all times on CTA vehicles and in

Learn More: transitchicago.com/coronavirus
HAPPY TO HAVE YOU BACK ON BOARD!

Welcome Back Ambassadors

Deployed to a few high-ridership stations.

- Similar to Red Line South and Ventra
- Greet customers with “welcome back” and answer basic questions
- provide postcard/collateral piece with info on cleaning/ridership dashboards
- possible distribution of Travel Healthy Kits
- will wear specially designed T-shirts





Updated system signage

New floor decals that will replace the 6-foot spacing platform decals currently on CTA system.

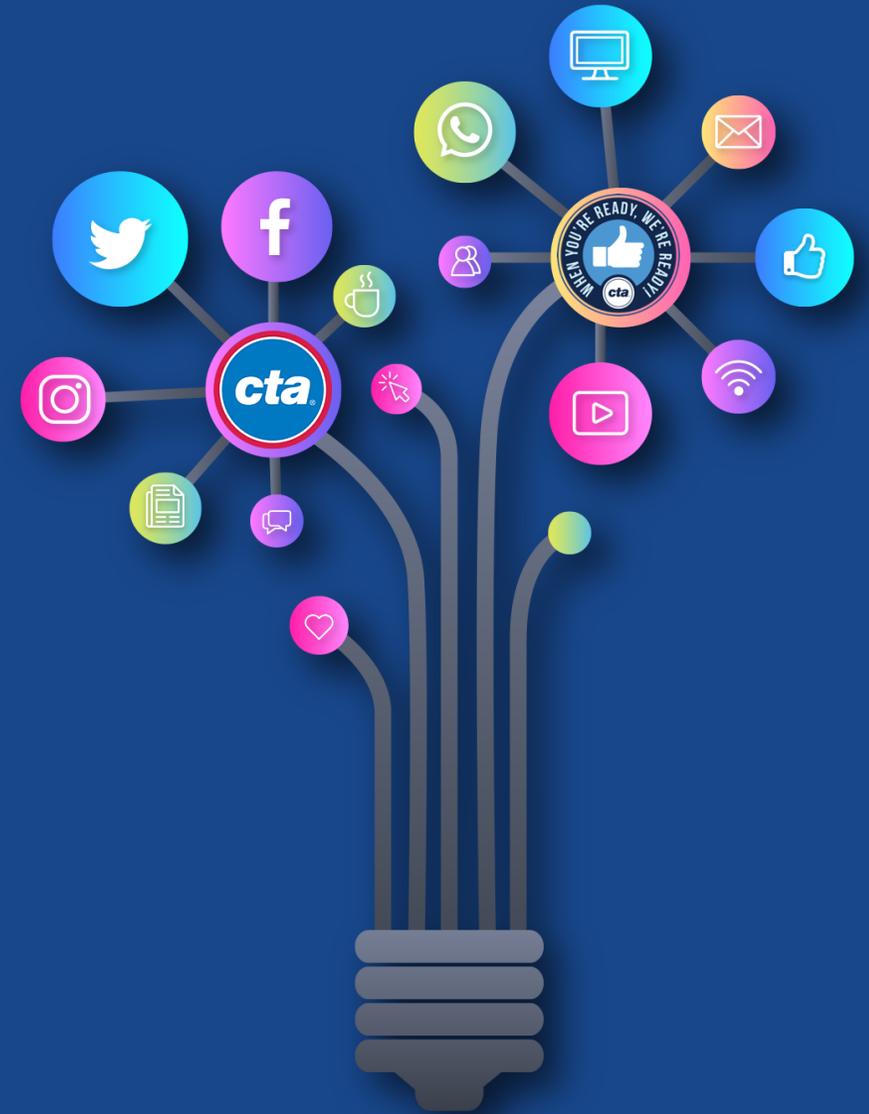


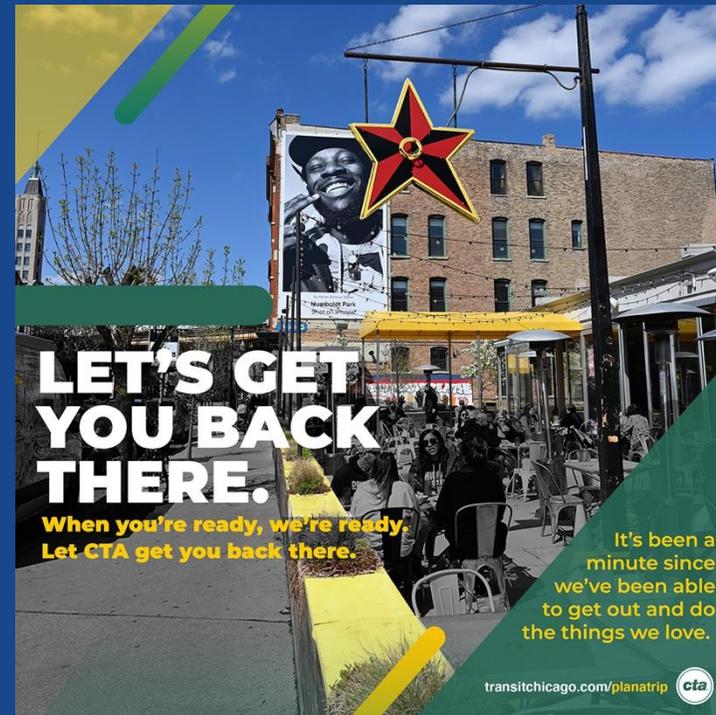
Paid Media

Paid Media Advertising

Use digital and print media to purchase ad buy for promotion of WYRWR campaign initiative.

- Aim at reaching lapsed rider
- Digital, print and broadcast outlets
- Community media: multiple neighborhood publications
- Multilingual





Campaign: Let's Get You Back There

Encourage riders to use CTA to get back to their old routines (dining out, shopping, visiting attractions, etc.). In addition to promoting ridership growth, campaign will refamiliarize users' past riding habits.



Hello,
old
friend

It's been awhile since we've been able to see the destinations that make Chicago our hometown. Let CTA help you get reacquainted.



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Campaign: Hello Old Friend

Encourage riders to reintroduce themselves to city destinations (parks, cultural institutions, neighborhoods, etc.), using CTA.



Customer Appreciation Week

Designate a week in Q3 to execute a customer-appreciation marketing strategy. Purpose: thank and reward current CTA riders; create awareness; and appeal to new prospective riders. Ideas include:

- Heritage Fleet Bus Rides Downtown
- Display of Heritage Fleet at Daley Plaza
- Running of 4000, 6000, 2400 and new 7000 series in loop



Thank You.

