

**citi bike**  
Earth Day Recap

Recap created by:



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## Objectives - Earth Day

- Sell at least 1 YR (5) memberships = \$750  
*OR*
- (30) \$25 Deluxe Memberships  
*OR*
- (50) \$15 regular memberships
- Get to know where the problems are with sign -ups/memberships for Citi Bike

## The activations

CB was part of the Earth Day market at the 1Hotel from 10 am until 3 pm. The set up included: maps, infographics, flags, a contest to win a 1-year membership and 2 BA's were on location.

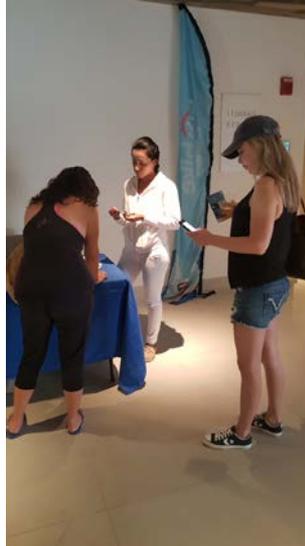
From 3 pm until 7 pm CB was providing a shuttle service in collaboration with the Freehand hotel/Broken Shaker. This was eventually canceled

# The market @ 1Hotel

## MARKET ATTENDANCE

- Estimated: 80 attended
- There were over 10 participants/vendors

## BEHIND THE SCENE

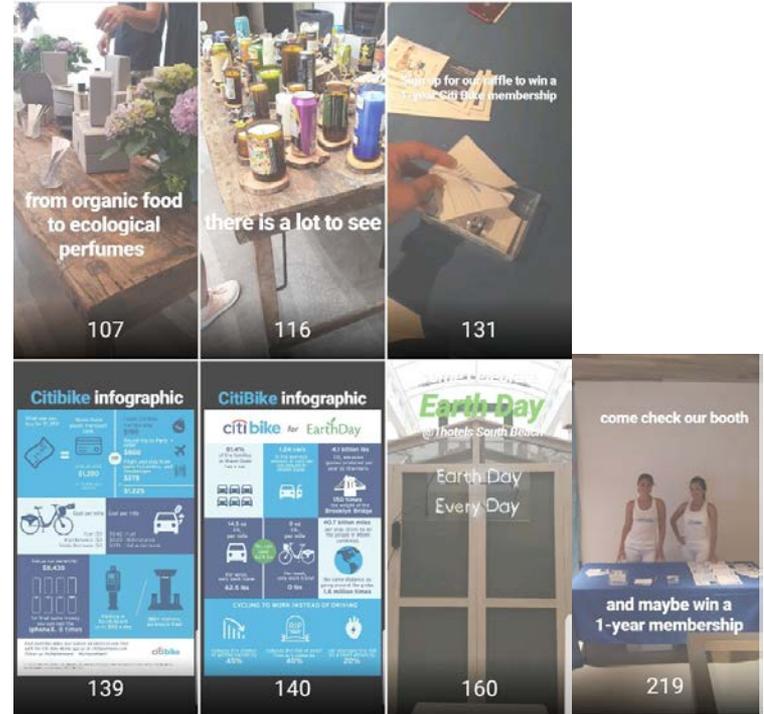




# Social Media Stats - IG Stories

- Average views of each story segment: 144
- Average reach of each story segment: 124
- Average amount of tap backs to previous segment: 12
- Average engagement rate of: 30%

Showing Impressions of stories posted in the past 14 days



## Ballot box

In total there were **11 entries** for the 1-year membership.

Every contestant will be send a message to thank them for participating and the winner will receive a DM on Instagram with the code of the membership.

This will take place in 3 weeks (05-07 / 05-14)

The email addresses of the contestant will be shared with CB for the mailing list.

## Infographics

SMC designed Infographics for Earth Day, those included info about the co2 outcast by cars in Miami, health benefits from riding a bike and economic benefits for choosing CB over a personal car and public transport

1 BA handed out the infographics to attendees of the markrt, people where enthusiastic about the Infographics and it sparked peoples interested. This was a good we to get people to the booth.

# citi bike for EarthDay

**81.4%**  
of the families  
in Miami-Dade  
has a car.



**1.24 cars**  
Is the average  
amount of cars per  
household in  
Miami-Dade.



**4.1 billion lbs**  
CO<sub>2</sub> emission  
gasses produced per  
year by Miami-Dade.



**150 times**  
the weight of the  
**Brooklyn Bridge**

**14.5 oz**  
CO<sub>2</sub>  
per mile



Per week,  
only work travel  
**62.5 lbs**

**You can  
save  
62.5 lbs**

**0 oz**  
CO<sub>2</sub>  
per mile



Per week,  
only work travel  
**0 lbs**

**40.7 billion miles**  
per year, drove by all  
the people in Miami  
combined.



the same distance as  
going around the globe.  
**1.6 million times**

## CYCLING TO WORK INSTEAD OF DRIVING



reduces the chance  
of getting cancer by  
**45%**



reduces the risk of death  
from any cause by  
**40%**



can decrease the risk  
on a heart attack by  
**20%**

What can you  
buy for \$1,350



Miami-Dade  
public transport  
card.



annual cost:  
**\$1,350**

12 x monthly pass  
(\$112.50)

1 year Citi Bike  
membership  
**\$150**



Round trip to Paris +  
hotel  
**\$800**



Flight and stay from  
Paris to London, and  
Amsterdam  
**\$275**



**\$1,225**

OR



Cost per mile

Fuel :\$0  
Maintenance :\$0  
Value decrease :\$0

Cost per mile

\$0.42 : Fuel  
\$0.20 : Maintenance  
\$0.15 : Value decrease



Annual car ownership  
**\$8,435**



for that same money  
you can buy the  
**iPhoneX. 8 times**



Parking in  
South Beach  
up to \$25 a day



**160+** stations,  
parking is free!

Find available bikes and station locations in real time  
with the Citi Bike Miami app or at [citibikemiami.com](http://citibikemiami.com)  
Follow us @citibikemiami #UnlockMiami



\*\* citi, Citi and Arc Design, Citi Bike and Citi Bike and Arc Design are registered service marks of Citigroup Inc.  
Citi Bike Miami is operated by DECOBIKE LLC.

## The Shuttle Service to The Freehand

CB had planned to provide a shuttle from and to the Freehand/Broken Shaker.

CB would have provided 20 bikes for this service

Because of the low turnout due to the weather in the morning, CB, SMC, 1Hotel & the Freehand/Broken Shaker decided to cancel the ride and move the ride in any kind to another date

## Conclusion - Earth Day

The weather was the cause of the low turnout at the 1Hotel, We definitely suggest, for outdoor activations, to also make a bad-weather plan in advance for the upcoming events.

If we decided to really push these kind of activations we need to have knowledgeable brand ambassadors that know the brand in and out. If possible, start looking into getting permanent BA's that can represent CB for every activation.

There is interest from people, but the main problem is most of the time the fact they want a own personal bike because they need to visit parts of miami that are not covered by CB. Basically this is the A to B problem, the problem of people coming to and from their homes to a station of any kind to take public transport/ Clti Bike. In order for CB to tackle this problem we can start promoting punkivbparking spots that are close to CB stations, that way can stimulate people to ride in downtown with their bikes instead of taking their car in downtown Miami.

People are willing to enter a raffle of any kind, so we can use the ballot box also in other events and it will be attracting people, but instead of a 1-year membership, a hour pass.