

DATE:

**REPORT TO: TRANSPORT PORTFOLIO COMMITTEE**

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**1. ITEM NUMBER** TRNS 10/06/20

**2. SUBJECT**

TRANSPORT MONTH 2019 REPORT BACK

**ONDERWERP**

TERUGVOERING OOR VERVOERMAAND 2019

**ISIHLOKO**

INGXELO ENGENYANGA YEZOTHUTHO KU-2019

**3. DELEGATED AUTHORITY**

In terms of delegation

This report is

- Committee name** : Transport
- The Executive Mayor together with the Mayoral Committee (MAYCO)
- Council

**4. DISCUSSION**

Transport Month is an annual initiative of the National Department of Transport (NDOT) which the National Cabinet endorsed in 2005. Its purpose is to showcase transport services and infrastructure development in all modes of transport. One of the focus areas of NDOT's Communication Strategy for 2019 was to create public awareness around Public Transport and Roads Infrastructure.

The City's Transport Month 2019 programme had the following focus areas: -

## 4.1 Congestion Management

### 4.1.1 Portfolio Committee site visits

- a) As part of the Transport Portfolio's oversight, the members visited the Transport Management Centre (TMC) operational area where the CCTV camera feeds, the traffic signals and the MyCiTi buses are being monitored, the Transport Information Centre (TIC) where agents are assisting customers as well as other areas of interest.
- b) The members also embarked on using public transport and visited the MyCiTi Wood Station where they received a demonstration of how to buy and load a **myconnect** card, how to tap in and out and were afforded the opportunity to experience the use of **myconnect** card on the journey back to the Civic Centre.
- b) Members were also afforded the opportunity to assess the plans and the progress that has been made to date on the Phase 2A Jan Smuts Drive construction project.
- c) In addition, the members visited the Buttskop Rail Crossing, where they received a briefing from the project manager on the short term interventions as well as the proposed long term solution which went to public participation on 7 October 2019 for public comment by 7 November 2019.

### 4.1.2 Online and Radio Activations

- a) Digital media was used to communicate various alternative travel options to help alleviate congestion. This was augmented with colourful and educational visuals.
- b) Heart FM supported the congestion Management message by facilitating discussions around congestion management between the 3 to 9 October 2019; culminating in a series of radio advertisements encouraging the public to consider changing their travel patterns and an interview with the Mayoral Committee Member for Transport, Ald. Felicity Purchase.
- c) The congestion message was hosted as Council's desktop background for two weeks in October 2019 and also communicated on E-nform.

## 4.2 Promoting the use of MyCiTi – a full report is attached as Annexure A

### 4.2.1 Launch of the official MyCiTi App

The official MyCiTi App was launched on 2 October 2019 and was accompanied by activations at Civic Centre, Adderley and Table View Stations. Whilst the launch was not the primary focus of Transport Month, it was considered integral to the promotion of MyCiTi and the congestion management message. The uptake of the app was swift and by 24 October 2019 the app had been downloaded by 4941 users.

A more focused promotion of the MyCiTi App ensued at the beginning of November 2019 and by 2 December 2019 the number of users had nearly doubled. What is pleasing to note is that, since its launch, the application has received favourable reviews and by 21 February 2020 the number of users stood at 21,024.

#### 4.2.2 31 Reasons to use MyCiTi

The 31 Reasons initiative used social media to tell the public why it is a good idea to #ChooseMyCiTi. Over the last number of years, the narrative on the MyCiTi social media platform has become very negative as it was predominantly used to share operational information. Passengers used these platforms to voice their dismay and frustration at the changes. However, prospective users who considered giving MyCiTi a try, often use feedback on social media to determine whether or not they will take the risk. The negative narrative therefore was not helping MyCiTi to get more passengers.

This led to the creation of a competition where passengers were challenged to share their reasons for using MyCiTi and stand a chance to win a weekly prize. The uptake was slow initially until the first winner was announced. Thereafter there was no stopping MyCiTi passengers sharing their reasons.

The social media messaging was quirky and fun while the artwork was colourful and some were even animated. This same artwork was placed on the back window of 50 MyCiTi buses from the middle of October 2019 until the middle of February 2020.

#### 4.2.3 Free Card Activations

To promote the service, these activations afford prospective users to obtain a free **myconnect** card, loaded with 50 Mover points, for only R30. A **myconnect** card costs R35 which means they save R55. These free card activations were advertised in local community newspapers, on radio and social media, and through leaflet drops at the Grand Parade and surrounds, Atlantis area, CBD, Waterfront, Century City, Sea Point and Camps Bay. The free card activations were held at:

Golden Acre Centre – 10-12 October,

Atlantis Mall – 19 & 20 October,

Bayside Mall – 26 & 27 October and

Civic Centre, concourse level – 30 October.

### 4.3 The Road Network and Pothole Campaign

During Transport Month the Mayor also launched his Pothole Campaign whereby he visited various communities and the select Road Maintenance teams to show residents that the City is focused on bringing services to them. This campaign is part of a back-to-basics approach to remind residents that we are committed to ensuring that more people experience the benefit of efficient service delivery. The Transport Directorate used this opportunity to encourage members of the



## 5. RECOMMENDATIONS

It is recommended that the Transport Portfolio Committee note the content of this report and its annexure.

### AANBEVELING

Daar word aanbeveel dat die portefeuljekomitee oor vervoer van die inhoud van hierdie verslag en die bylae daarby kennis neem.

### IZINDULULO

Kundululwe ukuba iKomiti yeSebe lezoThutho mayiqwalasele okuqulathwe yile ngxelo nesihlomelo sayo.

## ANNEXURES

### A – MYCITI TRANSPORT MONTH 2019 – FULL CLOSE OUT REPORT

#### FOR FURTHER DETAILS CONTACT

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DIRECTORATE	Transport	FILE REF NO	

## Approval Form

Supported for inclusion on the agenda



### Transport Month 2019 Report Back

**Report Reference:** 514766  
**Meeting:** Section 79 Portfolio Committee - Transport  
**Meeting Date:** 02.04.2020  
**Meeting Venue:** Council Chamber  
  
**Contact Person:** Denny Jean Keet  
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Item	Section	Approver	Approval	Approved Date	Approver Comments
01	Author	Denny Jean Keet	Approved	13.03.2020 13:53:12	
02	Director	Regan Melody	Approved	13.03.2020 14:42:49	
03	Executive Director	ERNEST SASS	Approved	16.03.2020 08:00:56	
04	Legal Compliance	Joan Mari Holt	Approved with Comments	16.03.2020 15:43:06	For information.

**ECS Officer:**

# CLOSE OUT REPORT

## TRANSPORT MONTH 2019

M000295

MyCiTi Transport Month (1 - 31 October 2019)



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## 1. INTRODUCTION

The Transport Month programme was used to raise awareness of the important role of transport in the economy. The aim of the programme was to encourage civil society and businesses to adopt transport options that are cost effective, efficient, kinder to the environment and contribute to a less congested road network. Transport Month also presented the opportunity for MyCiTi to showcase the brand's long-term vision and highlight practical reasons to use MyCiTi and promote the newly launched mobile App.

On 1 October 2019 MyCiTi launched its Transport Month programme called 31 Reasons to #ChooseMyCiTi, which ran throughout the month.

The communications team was tasked with conveying a variety of messages which included the promotion of the service through the 31 Reasons to #ChooseMyCiTi social media competition; the launch of the first official MyCiTi App, the new look and feel website; as well as educating travellers about the direct routes that MyCiTi offers. The campaign was a success because it was encouraged positive reviews where we saw commuters drive the positive sentiment and reasons why to choose MyCiTi, instead of the brand pushing this message.

An integrated approach was applied to ensure maximum efficacy of communications efforts, which saw the alignment of all print media, social media, digital advertising, broadcast as well as outdoor activations.

## 2. MARKETING COLLATERAL

### 2.1. Updated New User's Guides

Updates to the new user's guide incorporated information relating to the downloading of the new MyCiTi App. The guides were distributed to new and existing commuters at each of the activations. The guides were also made available to retailers and hotels/B&B's along the MyCiTi footprint, as well as to the following MyCiTi stations:

STATION NAME	QUANTITY	STATION NAME	QUANTITY
Adderley	2 000	Porterfield	250
Airport	1 500	Potsdam	250
Atlantis	2 000	Queens Beach	350
Century City	250	Racecourse	500
Circle East	250	Refinery	250
Civic Centre	6 000	Royal Ascot	250
Dunoon	-	Sanddrift	250
Gardens	1 000	Sandown	250
Granger Bay	250	Section	250
Grey	250	Stadium	250
Janssens	250	Sunset Beach	250
Killarney	250	Table View	6 000
Kuyasa	-	Thibault Square	500

STATION NAME	QUANTITY	STATION NAME	QUANTITY
Lagoon Beach	500	Turf Club	250
Melkbosstrand	1 500	Usasaza	-
Milnerton	500	Vrystaat	250
Mitchells Plain	-	Waterfront	1 500
Montague Gardens	250	Wood	250
Neptune	250	Woodbridge	250
Omuramba	1 000	Woodstock	250
Paarden Eiland	250	Zoarvlei	250
Phoenix	-		
<b>TOTAL</b>		<b>30 500</b>	

## 2.2. Banners

A media-wall and four pull-up banners were designed and deployed to promote the MyCiTi App and its key features at activations.

## 2.3. Advertising on MyCiTi Infrastructure

Advertisements displaying the 31 Reasons theme were placed on the back of 50 MyCiTi buses, targeting existing MyCiTi users and potential commuters.

To maximise the exposure, buses were selected according to specific routes such as Atlantis, Table View, Milnerton, Civic Centre, Camps Bay, Sea Point, Waterfront, Houtbay, CBD City Bowl, Salt River, Gardens and more along the footprint.

## 2.4. Newspaper Advertorials

Area-specific newspaper advertorials were published to promote the benefits of using the MyCiTi service, market the direct routes available in the specific area, create awareness around the free card activations and encourage downloading of the official MyCiTi App. These appeared in the following publications:

PUBLICATION NAMES	PUBLICATION DATES	LANGUAGES	DISTRIBUTION
<b>I'solabantu (Dunoon)</b>	22 October	Xhosa	15 000
<b>Impact News (Atlantis)</b>	25 September	English	17 000
<b>Weskus Nuus (Atlantis)</b>	15 October	Afrikaans	14 950
<b>Atlantic Sun</b>	03 October	English	31 350
<b>The CapeTowner</b>	03 October	English	15 000
<b>Tabletalk</b>	16 October	English	70 323
<b>Tygerburger: Milnerton</b>	16 October	English	18 688
<b>Tygerburger: Table View</b>	16 October	English	31 445

## 2.5. Leaflet Drops

Leaflets were designed to promote activations, market direct routes and recruit new users. Four areas were targeted with area-specific leaflets to promote the benefits of using MyCiTi and the downloading of the MyCiTi App. These leaflets were delivered via door-to-door

drops.

A5 leaflets to promote the free card activations and outside broadcast at Bayside Mall were also delivered via door-to-door drops.

Four distribution points on and around Grande Parade in the CBD City Bowl were targeted for the handout of leaflets to promote the new Plein Street stop, including the direct routes accessible from this stop. Free card activations also took place at the Golden Acre Shopping Centre in support of the promotion of the bus stop. The distribution of leaflets was as follows:

<b>LEAFLET</b>	<b>AREAS</b>	<b>DISTRIBUTION DATES</b>	<b>QUANTITY</b>
<b><i>A5 Leaflet to promote activation</i></b>	<i>(Bayside Mall) Table View</i>	<i>24 Oct</i>	<i>1 500</i>
<b><i>Area-specific leaflet to market area-specific direct routes</i></b>	<i>Century City</i>	<i>29 Oct</i>	<i>2 910</i>
	<i>Central City</i>	<i>22 Oct</i>	<i>2 935</i>
	<i>Waterfront</i>	<i>22 Oct</i>	<i>2 610</i>
	<i>Sea Point/Camps Bay</i>	<i>21 Oct</i>	<i>3 000</i>
<b><i>A4 folded to A5 leaflet to promote the new Plein Street bus stop, direct routes, as well as the free card activations at Golden Acre</i></b>	<i>Central City Cape Town Parade Stairways to and from station deck Exit from Metrorail station to Old Marine Drive Exit from Metrorail station to Newmarket Street</i>	<i>10–12 Oct</i>	<i>3 000</i>

## **2.6. Promotional Items**

A number of promotional items were used at the various activations and keen interest and enthusiasm was shown by new and existing users. These included:

<b>COLLATERAL</b>	<b>QUANTITY</b>
<b>New user's guides</b>	3 642
<b>Lanyards</b>	3 434
<b>Marvin figurines</b>	2 369
<b>Stress buses</b>	2 400
<b>Toy buses</b>	1 492
<b>Fridge magnets</b>	4 874
<b>Drawstring bags</b>	2 962

## **3. RADIO**

The Transport Month radio broadcast programme was used to raise awareness on the important role that transport plays in the economy. The aim of the programme was to encourage civil society and businesses to adopt transport options that are cost effective, efficient, kinder to the environment and contribute to a less congested road network. This fitted very well with the practical reasons to use MyCiTi and promotion of the newly launched mobile App.

A variety of messages were conveyed which included the promotion of the MyCiTi service; the 31 Reasons to #ChooseMyCiTi message and social media competition; the launch of the first official MyCiTi App and the new look and feel website; as well as educating the public about the direct routes that MyCiTi offers.

Heart FM was selected as the most effective and relevant radio channel to broadcast the messages, as it has a broad reach across Cape Town. Heart FM also has a good understanding of transport related issues and takes a hands-on approach to activations and interviews. The station offers a vast reach at affordable rates when compared to other major radio stations in Cape Town.

A comparison of the major radio stations in Cape Town:

	HEART FM	KFM	GHFM	SMILE FM
<b>Cape Town Listenership</b>	631 210	417 120	435 000	194 040
<b>Cost to reach 1000 people</b>	R 28.10	R 72.60	R 43.00	R 142.00

### 3.1. Pre-recorded Generic Spot Adverts

A total of 58 pre-recorded generic spot adverts, promoting the MyCiTi service, were broadcasted at various times between 11 and 20 October 2019 to maximise reach.

### 3.2. Adverts Promoting the Outside Broadcast

A total of 30 x 30 second adverts were broadcasted at various times between 21 and 26 October 2019 promoting the outside broadcast and free card activation that took place at Bayside Mall on 26 October 2019.

### 3.3. Outside Broadcast

The outside broadcast at Bayside Mall on 26 October 2019 between 10h00 and 14h00, included two live interviews while ambassadors interacted with approximately 1 625 people and assisted 64 users with the downloading of the MyCiTi App. During the event, it was noted that most people who attended the activation and outside broadcast had already downloaded the App.

### 3.4. Radio Related Organic Social Media Posts & Event Listing

Social media posts promoting the 31 Reasons message as well as the MyCiTi app were published on Heart FM's popular Facebook page which has a following of 209 893, and Instagram with 67 000 followers.

An event listing, together with social media posts, was published on their Facebook page prior to all activations in order to promote engagement and drive traffic to the MyCiTi website. Social media posts on the Heart FM channels were provided as a value-added service.

The top performing post on the Heart FM Facebook page was the promotion of the outside broadcast at Bayside Mall. The post reached 17 439 people and achieved 588 clicks. The top performing post on the Heart FM Instagram channel was also the promotion of the outside broadcast at Bayside Mall. It reached 6 976 people and achieved 131 likes.

The results received from using this channel were very encouraging due to strong engagement and a positive sentiment on social media platforms. Below is an evaluation of one of the posts: -

**Heart FM**  
Published by Kelly Pearce [?] · 21 hrs · 🌐

Reason 15: Nap time. Seriously, just drop your head back, close your eyes and catch some zzzzzs. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.  
<https://bit.ly/2n92GAG>

**Reason #15**

**15** Nap time.  
#ChooseMyCiTi

MyCiTi Bus  
October 15 at 9:15 AM · 🌐

Reason 15: Nap time. Seriously, just drop your head back, close your eyes and catch some zzzzzs. We're sharing 31 reasons to use MyCiTi – one for each day in Oc...  
[See More](#)

**9,704** People Reached  
**276** Engagements  
Boost Unavailable

Mongezi Mbanya, Lutfiyya Fiya Nicholson and 16 others · 3 Comments

Like Comment Share

**Performance for Your Post**

**9,704** People Reached

**26** Likes, Comments & Shares ⓘ

20 Likes	20 On Post	0 On Shares
6 Comments	3 On Post	3 On Shares
0 Shares	0 On Post	0 On Shares

**250** Post Clicks

16 Photo Views	5 Link Clicks ⓘ	229 Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

0 Hide Post      0 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

## 4. DIGITAL AND SOCIAL MEDIA

The implementation of the social media competition encouraged audience engagement as commuters were requested to share their reasons for using the MyCiTi bus service, by making use of the unique hashtag #ChooseMyCiTi on an array of social media channels.

Digital activity was rolled out including paid and organic social media posts on channels such as Facebook, Instagram and Twitter. These complimented other communication elements such as radio, print and MyCiTi collateral.

Google display ads and Google search ads were used as an effective medium to increase audience reach. Event listings, social media posts and adverts were rolled out prior to activations to promote the engagement activities and drive traffic to the website.

- Primary message: 31 Reasons to use MyCiTi - #ChooseMyCiTi
- Secondary messages: new Official MyCiTi App and new look website and optimisation.

The results were outstanding due to strong engagement in the 31 Reasons program. Digital communications amplified the communication efforts resulting in a significant increase in card sales compared with that of 2018. Through this effort the sentiment on the Facebook platform was turned from consistently negative to very positive. See the list of artwork and associated messaging annexed to this report.

#### 4.1. Promotion of the MyCiTi App on Social Media

The MyCiTi App and the new look and feel website were launched during Transport Month. Potential and existing commuters who engaged with MyCiTi via social media prior to the roll-out of the Transport Month program were targeted using Twitter and Facebook.

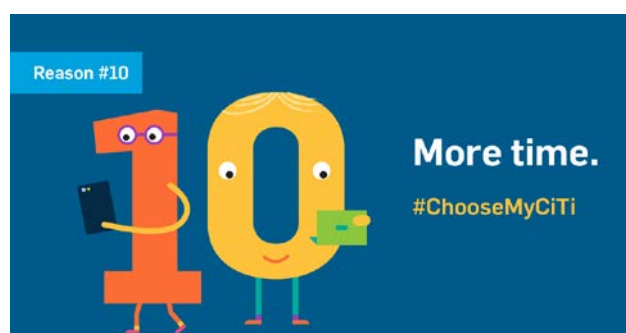
Display ads were targeted at sites where new and existing commuters were likely to be found and a banner on the home page of the MyCiTi website encouraged visitors to download the mobile App.

Display-type messaging on the app informed users of the 31 Reasons Facebook competition and directed them to Facebook using the hashtag #ChooseMyCiTi to participate. A total of 580 competition entries were received and four prize winners (one for each week of Transport Month) were announced. Prizes consisted of two **myconnect** cards pre-loaded with 500 Mover points, double tickets up Table Mountain with the cable car, double tickets for the Two Oceans Aquarium, MyCiTi gift packs and 'LoveCapeTown' sling bags filled with Cape Town Tourism information booklets.

#### 4.2. Facebook Results

A unique reason for using MyCiTi was posted each day with the aim of engaging and promoting the 31 Reasons primary message, supported by the hashtag: #ChooseMyCiTi.

Daily Facebook posts were supported by targeted ads via the social media platform. The frequency of the ads was strategically segmented according to the browsing habits of the target market. The top performing post was reason 10 which included an animated version of the ad. The video file was viewed **103 190** times.



Below are the engagement results of the listed events on the MyCiTi Facebook profile. Facebook targeting and geo-tagging were implemented from the Wednesday prior to each event.

EVENTS		REACH	GOING	INTERESTED	SHARES	RESPONSES
10-Oct-19	Golden Acre	3300	7	25	0	355
11-Oct-19	Golden Acre		4	11	2	
12-Oct-19	Golden Acre		1	11	1	
18-Oct-19	Atlantis City Mall	12800	25	118	5	295
19-Oct-19	Atlantis City Mall		17	89	2	
25-Oct-19	Bayside Mall	2500	7	19	5	85
26-Oct-19	Bayside Mall		3	15	2	
27-Oct-19	Bayside Mall		5	6	2	

Paid-for events results:

EVENTS	RESPONSES	CTR	REACH	FREQUENCY	IMPRESSIONS
	663	6.69%	59 424	2.05	121 766

The overall performance on paid ads was good with an average click-through rate of 0.34% compared to the current industry average of 0.31%. The overall engagement rate (interactions per post, per thousand reached) was 8.09, which is outstanding. Results relating to audience reach was positive as more than 10% of Cape Town's total population and nearly 15% of the total audience in our catchment area were communicated to. Performance figures are:

PLATFORM	CTR	REACH	FREQUENCY	IMPRESSIONS	CLICKS
FACEBOOK	0.38%	337 395	3.14	1 060 059	180 810
INSTAGRAM	0.13%	151 162	2.43	366 718	42 423
AUDIENCE	0.54%	61 054	2.94	179 541	104 569
MESSANGER	0.87%	10 368	1.97	20 454	473

### 4.3. Twitter Results

Daily tweets formed part of the communication mix and were supported by targeted paid Twitter ads. A similar strategy was used to that of Facebook, whereby geo-tagging was implemented to support the scheduled events. Below are results for the Twitter paid ads:

CONTENT ADS	IMPRESSIONS	ENGAGEMENTS	RATE	CPE
31 Reasons - Content	497 927	13 926	2,80%	R2,11

The cost per engagement reflected an increase towards the end of the initiative, however Twitter proved to be an extremely receptive platform for #31Reasons and MyCiTi with strong engagement rates and wide reach. The quality of the creative execution contributed largely towards this performance as Twitter does not penalise images with overlaid text. Twitter

should be considered as a strong contender for any future programmes, as it has proven to be a fertile channel for our messaging. The top performing tweet was Reason 18 which included an animated version of the ad. The video file was viewed **953** times.



#### 4.4. Instagram Results

The Instagram daily posts performed positively. This social media channel is new to MyCiTi and forms part of the strategy to increase engagement with the younger audience. The top performing post was Reason 3 which included an animated version of the ad. The video file was viewed **75** times.



The paid ads performed well, with an average click-through rate of 0.13%, which is well above the industry average of 0.05%. Reach was also very good, reaching more than 10% of Cape Town's total population and nearly 15% of the total audience in the catchment areas.

PLATFORM	CTR	REACH	FREQUENCY	IMPRESSIONS	CLICKS
INSTAGRAM	0,13%	151 162	2,43	366 718	42 423

#### 4.5. Google Ads Results

Google Display Ads:

GOOGLE					
CAMPAIGN	CLICKS	CPC	CTR	IMPRESSIONS	RATE
Display-Reach	15 678	R0,70	1,44%	1 088 150	2%
Display-Awareness	103	R0,85	1,97%	5 222	2%
Display Keyword-Target	19	R0,79	3,08%	617	2%

The display ads performed well, combining both low-cost reach and high click through rate (which are normally mutually exclusive). It's clear that traditional "reach" activity is our best



tactic for local audiences (compared to keyword and awareness targeting where we struggled to get any traction).

### Google Search Ads:

SEARCH CAMPAIGN					
CAMPAIGN	CLICKS	CPC	CTR	IMPRESSIONS	RATE
Cape Town Public Transport	809	R0,26	40,29%	2 008	0,11%
MyCiTi Bus Service	608	R0,22	46,03%	1321	0,70%
MyCiTi Card	372	R2,36	31,85%	1168	0,40%
Bus Routes	710	R2,12	5,43%	13558	0,30%
MyCiTi	1916	R0,91	31,14%	6 152	0,57%

Search ads yielded superb results, with a great click through rate and cost per click figures, even for the “feel-good” keywords such as “sightseeing”. The most encouraging search was “bus routes” with very strong conversion rates compared to click through rate. More “generic” / utility-focused search ads are the best way to introduce the public to the brand via Google Search Engine Management.

### Google Traffic Ads:

TRAFFIC ADS	VISITS	CPV	CTR	REACH	FREQUENCY	IMPRESSIONS
31 Reasons - Site visits	3807	R3,87	3,87%	251 125	2,52	632 907

The performance of traffic (site visit) activities had a mix of some positive and some negative results. The click-through rate of 3.87% was well above the industry average of 0.50%, which suggests that both the creative and messaging were both compelling to the public. However, the cost per click was quite high particularly for a brand with such a broad appeal. This may be partly due to the geo-targeting the team employed with this programme (which tends to drive up quality and price). The cost per thousand for this programme was lower than the engagement programme. It would normally be much higher since traffic activities sacrifice reach for quality (i.e. less reach for more CTR). The reason for this is that the traffic ads had less text overlaid on the images than the engagement ads.

### Google Content Ads:

CONTENT ADS	ENGAGEMENTS	CPE	REACH	FREQUENCY	IMPRESSIONS
31 Reasons - Content	42 956	R0,17	91 296	1,71	155 690

SITE TRAFFIC						
SOURCE	USERS	BOUNCE RATE	PAGES/ SESSIONS	DURATION	GOAL COMPLETES	CONVERSION RATE
google/organic	17 910	35,68%	3,19	03:43	7978	27,16%

SITE TRAFFIC						
SOURCE	USERS	BOUNCE RATE	PAGES/ SESSIONS	DURATION	GOAL COMPLETES	CONVERSION RATE
google/CPC	26 516	75,44%	1,62	01:01	3414	9,73%
(direct)	6 126	49,30%	2,73	02:53	1581	17,24%
Facebook/display	1585	84,23	1,28	00:30	86	5,01%
Facebook/referral	559	80,09%	1,44	00:38	21	3,32%
bing/organic	481	40,45%	2,86	03:17	143	16,96%
Facebook/Story	229	76,19%	1,19	00:40	1	0,43%
cityweb.capetown.gov.za/referral	178	56,32%	1,98	01:36	9	4,74%
Facebook.com/referral	146	72,25%	2,02	02:08	11	5,76%
t.co/referral	141	62,44%	1,73	01:15	16	8,12%
l.Facebook.com/referral	135	61,95%	1,75	01:29	14	6,83%
yahoo/organic	80	40,19%	2,81	03:22	34	31,78%
googleweblights.com/referral	62	22,47%	3,98	05:46	37	41,57%
capetown.travel/referral	49	39,68%	3,54	04:14	23	36,51%
airports.co.za/referral	47	39,66%	3,01	02:28	5	9,09%
capetown.gov.za/referral	40	45,45%	1,67	01:53	3	6,98%

The Google Ads programme performed positively, with a good volume of engagements and an acceptable cost per engagement. However, the team's communication efforts on this platform were penalised due to having too much text in the images. As a result, this cut the total reach significantly and raised effective cost per thousand. The Google content ads drove the most spend, which suggests that boosting content is still a good way to reach large audiences in Cape Town.

#### Overall Google Results:

The conversion rate for paid Google search is lower than organic search, however it has driven in excess of 3 500 additional goal completions and more than doubled the traffic to the site. Facebook and Twitter were focused on engagements, but managed to convert commuters to completing goals, which is positive for when MyCiTi starts making regular use of these channels for conversion focused advertising. The site has a significant trail of referrals from partners and Cape Town focused sites. The traffic is not of a wide scale but is of a very high quality.

In the absence of regular paid digital advertising, the communications team managed to achieve very positive overall results of 5.1% (above industry standard which is 2%), proving that the MyCiTi brand is a good contender in the Google search and display landscape.

#### **4.6. Station activations**

23 MyCiTi ambassadors and supervisors were trained on the MyCiTi App, the 31 Reasons

competition, direct routes and how to use the MyCiTi system. All ambassadors were given information packs to familiarise themselves with the brand in order to effectively engage existing and potential commuters at the various activations.

These MyCiTi ambassadors were deployed at selected stations to promote the 31 Reasons competition, to educate commuters about the newly launched MyCiTi App and assist with the downloading of the App. Wi-Fi hotspots were made available to facilitate free downloads. Fridge magnets, containing the TIC's contact details, were distributed at the activations whilst Marvin, the mascot, kept everyone entertained.

All station activations were implemented between 15h00 and 18h00 to take advantage of the afternoon rush hour. These activations were well-received, and most commuters were excited to learn about the App. However, some commuters preferred to be given information about the App to download whilst in transit or when they arrive at their destinations.

The total number of MyCiTi App downloads stood at 5 729 by 31 October 2019.

MyCiTi Stations	Activation Dates	Activation Times	Comments
<b>Civic</b>	2 Oct 2019	15h00 to 18h00	This station was extremely busy, and most commuters had enough time to engage as they waited in long queues for buses to arrive.
<b>Adderley</b>	3 Oct 2019	15h00 to 18h00	This station was very busy, and most commuters had enough time to engage as they waited in long queues for buses to arrive.
<b>Table View</b>	4 Oct 2019	15h00 to 18h00	Engagement in Table View was challenging as most commuters were in a rush.

#### 4.7. Free Card Activations

MyCiTi ambassadors and ICT Works were stationed at selected shopping centres and Cape Town Civic Centre to run free card activations.

Free **myconnect** cards were pre-loaded with 50 mover points and sold to prospective new users at various mall activations along the MyCiTi footprint.

These activations were advertised in area-specific advertorials that were published in targeted community newspapers. Facebook events were also created to promote each of the activations and social media posts supported the communication efforts.

The free card activations proved to be a great success, although many commuters had questions regarding the suspended N2 Express service and wanted to know when the service would resume.

A total of 2 800 **myconnect** cards were sold, with the maximum sales being reported in Atlantis.

Point of sales were:

a) **Golden Acre Shopping Centre**, Adderley Street, Cape Town

Thursday, 10 – Saturday, 12 October 2019 - 632 Cards sold

- Marvin the mascot attracted a lot of interest and commuters reacted very positively to the giveaways.
- Ambassadors interacted with approximately 1 250 commuters and assisted 580 people with downloading of the MyCiTi App.
- A well-received activation

b) **Atlantis City Mall, Atlantis**

Friday, 18 – Saturday, 19 October 2019 - 1304 Cards sold

- The most successful activation with 1 304 cards sold over just two days.
- Ambassadors interacted with approximately 750 people and assisted 135 travellers with downloading of the MyCiTi App.
- App downloads were low, as many of the commuters who visited this venue did not own smart phones.

c) **Bayside Mall, Blaauwberg**

Friday, 25 – Sunday, 27 October 2019 - 643 Cards Sold

- A well-received and successful activation.
- Ambassadors interacted with approximately 1 625 people and assisted 64 travellers with downloading of the app, as most people had already downloaded the app.

d) **Civic Centre, Concourse Level**

Wednesday, 30 October 2019 - 221 Cards sold

- The inflatable MyCiTi bus was a great attraction and made for some good photo opportunities during this activation.
- Ambassadors interacted with approximately 500 commuters and assisted 50 people with downloading the app, as most people had already downloaded the app.

Free card sales were recorded as follows:

DATE	LOCATION	NUMBER OF CARDS SOLD
10 Oct 2019	Golden Acre, CBD	172
11 Oct 2019	Golden Acre, CBD	260
12 Oct 2019	Golden Acre, CBD	200
18 Oct 2019	Atlantis City Mall, Atlantis	578
19 Oct 2019	Atlantis City Mall, Atlantis	726
25 Oct 2019	Bayside Mall, Blaauwberg	175

DATE	LOCATION	NUMBER OF CARDS SOLD
26 Oct 2019	Bayside Mall, Blaauwberg	298
27 Oct 2019	Bayside Mall, Blaauwberg	170
30 Oct 2019	Civic Centre, CBD	221
<b>Total Cards Sold</b>		2 800

#### 4.8. Radio Broadcast

The investment into multiple, smart combinations of pre-recorded generic spot adverts and promo spots, live interviews, DJ mentions, focused outside broadcast and social media support, resulted in MyCiTi being the most highlighted brand showcased on Heart FM over the programme period. The station reported large audience interaction on-air, socially and at the outside broadcast. It is therefore recommended that the utilisation of targeted radio promotions be considered as part of future marketing initiatives.

#### 4.9. Advertising on MyCiTi Infrastructure

A total of 50 MyCiTi buses were branded, displaying the 31 Reasons to #ChooseMyCiTi theme. Buses were strategically chosen according to the routes that they travelled to ensure maximum exposure. These adverts were scheduled for display from 22 October 2019 to 08 February 2020 and have been well-received overall. The advertising was well placed, had high visibility and was impactful.

### 5. INSIGHTS

Few challenges were experienced during the roll-out of this program. The objective was to achieve positive social media engagement and effectively change the negative sentiment across the various social media platforms.

All communication efforts and activities showed strong engagement, however, we identified the following hindrances.

#### 5.1. Suspension of N2 Express Service

- Challenge: Disgruntled commuters expressed their anger about the suspension of the N2 Express service, and many requested information as to when the service would resume.
- Action: Continue to respond to comments regarding the suspension of the service by directing the public to the TIC for information. Request update on the service from the relevant department.

#### 5.2. Limited Service

- Challenge: Potential users commented on the fact that there was no service in their particular area.
- Recommendation: Respond to comments about the limited service by directing the public to the website and TIC for information on the MyCiTi footprint.

### 5.3. Creative on Digital and Social Media

- Challenge: Engagement on digital platforms started to decline after three weeks of displaying creatives with the same look and feel. This could be attributed to:
  - Communication re changes to the system (optimisation) commenced during the last week of October
  - Schools commencing with final exams and/or
  - The competition ended.
- Recommendation: Avoid mixed messaging i.e. mixing marketing and operational change messaging.

### 5.4. App Downloads

- Challenge: Downloads of the App were limited to individuals that owned smartphones and functionality is limited on the iPhone. Users also continue to call for the App's functionality to be extended to include the ability to load their cards via the App.
- Recommendation: Increase communication informing commuters that the App is only available on smart devices and that near field compatibility (NFC) is not available on iPhone. Investigate the possibility for users to load their cards via the App.








## 6. CONCLUSION








Following this very positive and well-received Transport Month program, the team will keep the momentum going through continued engagement with existing and potential users by means of creative and relevant communication and marketing efforts.

## 7. SIGNATURE



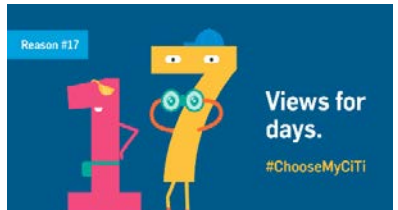
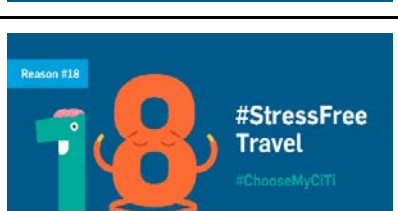

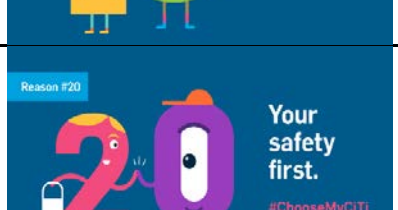
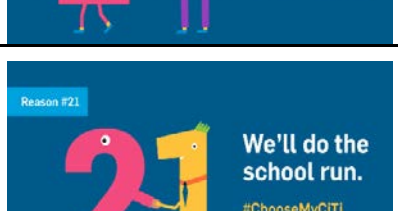
This report was prepared by the MyCiTi marketing and communication team and accepted by the Head: Integrated Transport Communication.








## 8. MyCiTi artwork and associated messages that were placed on social media




ARTWORK	MESSAGE
<p>Reason #1</p> 	<p>Reason 1: Being fit and fabulous. Yip, if you're using the bus, you're walking too, Exercise? Done!' We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #2</p> 	<p>Reason 2: YOU time. Just sit. And breathe. It's our pleasure. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #3</p> 	<p>Reason 3: More ching in your pocket. We keep our fares affordable so you can save for the little things that make life exciting. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #4</p> 	<p>Reason 4: Peace and quiet. So you can FINALLY finish the book you've been reading for, like, eeeeevvvveerrrrrr. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #5</p> 	<p>Reason 5: Designated driver. Enough said. #YoureWelcome. Personalised travel planner. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #6</p> 	<p>Reason 6: People watching. It's like your very own reality TV show. It's addictive. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #7</p> 	<p>Reason 7: We're bicycle-friendly. You know, just in case that hill gets the better of you... We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>

ARTWORK	MESSAGE
<p>Reason #8</p>  <p><b>Bus lanes.</b> #ChooseMyCiTi</p>	<p>Reason 8: Bus lanes. Just so you can give those stuck in traffic the royal wave as you pass them by. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #9</p>  <p><b>It's not the destination, it's the journey.</b> #ChooseMyCiTi</p>	<p>Reason 9: It's not the destination, it's the journey. Taking the bus is just fun. Enough said. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #10</p>  <p><b>More time.</b> #ChooseMyCiTi</p>	<p>Reason 10: More time. Reply to the mails you've been meaning to or finish that presentation you should have done last week. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #11</p>  <p><b>Meeting Real-life People.</b> #ChooseMyCiTi</p>	<p>Reason 11: Meeting Real-life People. It's possible. Try it. Just put down your device and say 'hi'. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #12</p>  <p><b>Get around smartly.</b> #ChooseMyCiTi</p>	<p>Reason 12: Get around smartly. There's an app for that, and it's free. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #13</p>  <p><b>Passenger lottery.</b> #ChooseMyCiTi</p>	<p>Reason 13: Passenger lottery. You never know who you might sit next to, a new boss, a soon-to-be bestie, the ONE... We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #14</p>  <p><b>Eco-warrior status.</b> #ChooseMyCiTi</p>	<p>Reason 14: Eco-warrior status. Reduce your carbon footprint by taking the bus. Mother Nature will love you for it. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>



ARTWORK	MESSAGE
<p>Reason #15</p>  <p><b>Nap time.</b> #ChooseMyCITI</p>	<p>Reason 15: Nap time. Seriously, just drop your head back, close your eyes and catch some zzzzzs. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #16</p>  <p><b>Plan your routes with our app.</b> #ChooseMyCITI</p>	<p>Reason 16: Our app and website will help plan your routes for you, so you don't have to. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #17</p>  <p><b>Views for days.</b> #ChooseMyCITI</p>	<p>Reason 17: Views for days. Beaches, castles, mountains, markets, harbours and more. Our routes run past it all. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #18</p>  <p><b>#StressFree Travel</b> #ChooseMyCITI</p>	<p>Reason 18: #StressFreeTravel. The road can be filled with so much rage, which you don't have to deal with when you take the bus. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #19</p>  <p><b>Sightseeing on the go.</b> #ChooseMyCITI</p>	<p>Reason 19: Sightseeing on the go. You'll never get bored when you're aboard. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #20</p>  <p><b>Your safety first.</b> #ChooseMyCITI</p>	<p>Reason 20: Your safety first. We look out for you. There are CCTV cameras everywhere, so smile. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
<p>Reason #21</p>  <p><b>We'll do the school run.</b> #ChooseMyCITI</p>	<p>Reason 21: We'll do the school run. From world class to maths class, we get children safely to school...and back. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>

ARTWORK	MESSAGE
	<p>Reason 22: Explore our city. So gift yourself a day off, choose a sightseeing route and ‘selfie’ like the tourists do. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>
	<p>Reason 23: Our fares are fair. Make a calculated decision and only pay for the distance you travel. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>
	<p>Reason 24: Track your bus. Breaking news! Stay tuned with live updates in our app so you know when your bus will arrive. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>
	<p>Reason 25: Unlimited instagrammable backdrops. So you can keep your Insta profile on point. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>
	<p>Reason 26: We answer your calls – literally. 24/7 and it’s FREE even from a cellphone. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>
	<p>Reason 27: We’re the local tour guide. We’ll show your visitors around, so you don’t have to. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>
	<p>Reason 28: Fit for travel. MyCiTi is good for your health. Think of it as a free chill pill. We’re sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town’s convenient, quality bus service.</p>

ARTWORK	MESSAGE
	<p>Reason 29: Relax. Our drivers know their way around so you'll always get to where you're going. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
	<p>Reason 30: It's an act of kindness. 1 full bus removes 50 cars from the road, so really you're helping 'unjam' the traffic. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>
	<p>Reason 31: Hidden gems. Our multiple routes mean you can jump on a bus you've never been on to explore a side of the city you've never been to. We're sharing 31 reasons to use MyCiTi – one for each day in October. Tell us your reasons using the hashtag #ChooseMyCiTi and you could win, or discover more reasons to catch Cape Town's convenient, quality bus service.</p>