



Shared San Mateo Pilot Program Marketing Plan & Branding Toolkit



Disclaimer: This is an internal marketing plan, meant to guide C/CAG and the operator's staff to conduct an eight month long marketing campaign. It will cover marketing campaign goals, communications, goals, target audiences, messaging and spokespeople, media strategies, a template press release, a list of recommended marketing materials, and a branding style guide. It is not intended to be disseminated publicly and can be adjusted by staff accordingly when an operator is on board.

It is informed by the outreach conducted on this project and lessons learned from other equity focused bikeshare efforts in Los Angeles and Oakland conducted by the consultant team. It is highly recommended that C/CAG and the future operator do additional future research/outreach to monolingual and/or low-income communities of color to get further insight and data on program design and marketing.

Marketing campaign goals

The following proposed campaign goals are an initial starting point to allow C/CAG to decide and adjust in the future with the operator based on the ultimate program size and design. The proposed ridership and membership enrollment goal numbers below are loosely based on a cursory review of [other agencies' programs' data](#), including Santa Monica's comparably sized Breeze Bikeshare Program, which had 500 bicycles and 80 stations. The program launch goals are based on client provided numbers from the Feasibility Study.

Program Launch Goals - 150-250 bikes/pilot area (≈300-500 devices in total)

Ridership goals:

- 6 months - 120,000 trips taken
- One year- 240,000 trips taken
- Within EFAs: 30-50% of trips taken (can be higher if more stations are ultimately located in EFAs)
- Within the low-income discount program: 10-25% of trips taken

Membership enrollment goals:

- 6 months: 250 monthly memberships and 600-750 annual memberships
- One year: 500 monthly memberships and 1200-1500 annual memberships
- Within the low-income discount program: 10-25% of program memberships

Communications Goals

- Build public support for bike and scooter share through securing 5 earned media articles, radio, and/or tv segments in both local mainstream and ethnic media
- Secure program enrollment conversions for 100 monthly and 50 annual memberships through a 2 month multilingual paid social media ad program.

- Secure program enrollments of 250 monthly and 100 annual memberships through a Community Based Organization/Equity Focus Area promotional partnership campaign.

Target Audiences

- 25-54 year olds
- Low-income workers and visitors to North Fair Oaks, Redwood City, Daly City, Broadmoor, and Colma
 - English speaking African American, Latinx, and Asian workers and visitors who are newer to shared mobility tools
 - Spanish speaking low-income Latinx workers and visitors who are newer to shared mobility tools and less engaged digitally
 - Cantonese speaking low-income Chinese workers and visitors
 - Tagalog speaking low-income Filipino workers and visitors
- People who are enrolled in public benefit programs

Messaging

(Top values and concepts to include or exclude in messaging informed by outreach summary findings, the branding discussion, and lessons learned from past bikeshare projects)

- In-Frame
 - Mobility (both literal and economic)
 - More time for family, fun, and other important parts of life
 - Saving money
 - Connecting to important destinations, especially between transit and commercial areas
 - E-bikes
 - Easy to use
 - Convenient
 - Accessible to communities of color/inclusive
 - Fun to use/recreational
 - Great for navigating hilly neighborhoods, like Daly City
 - Well maintained
 - Collective/community ownership/assets
- Out-Frame
 - Dockless devices cluttering sidewalks/streets
 - Too difficult to use/only for tech savvy people or banked people
 - Too expensive
 - Not conveniently located
 - Only for privileged people
 - Unsafe, not enough bike lanes to ride in and sidewalks off limits
 - Impractical for seniors, parents, and families
 - Being a police target while riding the shared devices
 - Only for unhoused users

Soundbite Message

(For short descriptions of the program particularly for outreach elevator speeches, social media, and short interviews on TV or radio)

Problem: It can be expensive, stressful, and time consuming to get around San Mateo County, whether you drive or take transit.

Solution: Spend less money and time stuck in traffic and more time enjoying life with friends and family with a new shared bike and scooter program. Conveniently connect to your favorite destination while getting cars off the road and cleaning up the air.

Call to Action: Sign up for a monthly or annual membership in C/CAG and _____ (operator name)'s new Shared San Mateo bike and scooter share program today and start getting around for less!

Talking Points

(Can be adapted for longer media interviews with radio/tv outlets and when conducting outreach)

- A new Shared San Mateo Bike and Scooter Share program has arrived in Redwood City, North Fair Oaks, Daly City, Broadmoor, and Colma!
- You can now rent e-bikes and scooters to help make those short trips that are just a little too inconvenient to walk to get to transit stops, jobs or school, shopping or simply to have fun outdoors.
- Shared San Mateo Bike and Scooter Share stations are conveniently located throughout these communities and will help reduce pollution, traffic, and stress, especially for our low-income residents and workers.
- One ride costs \$xx and there are monthly and annual memberships at \$XX and \$xx respectively.
- It's really convenient. You can pay right at the Shared San Mateo stations with cash, card, or via app.
- C/CAG and _____ (operator) will also be partnering with agencies offering social service programs and community based organizations to make sure we reach residents and those who work in our communities most in need and help them sign up for affordable, discounted program memberships.
- We're excited about the potential impact this pilot program will have on supporting people's economic and transportation mobility, while also helping reduce driving trips and traffic.
- We will be evaluating how well the program serves the community and how we can learn, improve, and ideally, eventually expand the program into other communities with an equity first lens.

Tone Guidelines

Given the marketing campaign's focus on low-income young people and adults of color, the messaging and marketing collateral should align with the following tone qualities:

- Positive, upbeat

- Cheer people on for using the program and helping their communities
- Fun and casual
 - Use a playful (but professional) voice whenever possible to make the program appealing and inviting, particularly to younger adults
- Straightforward
 - Use clear, intuitive language without jargon (ex: Greenhouse Gases or VMT)
- Multicultural
 - Work with community partners to use appropriate and tailored cultural references wherever possible to signal a connection with key audiences, particularly for translated collateral
- Focus on benefits target audiences care about
 - Focus less on environmental framing, which may be the program's goals and more on economic and quality of life benefits

Website homepage copy

Looking for an easy and affordable way to get around San Mateo County?

In _____ (month/year), C/CAG and _____ (operator name) launched a new Shared San Mateo Bike and Scooter Share program in Redwood City, North Fair Oaks, Daly City, Broadmoor, and Colma!

You can now rent e-bikes and scooters to help make those short trips that are just a little too inconvenient to walk to get to transit stops, jobs or school, shopping or simply to have fun outdoors. Shared San Mateo Bike and Scooter Share stations are conveniently located throughout these communities and you can sign up and find a location here! {[hyperlink to sign up website](#)}

One ride costs \$xx and there are monthly and annual memberships at \$XX and \$xx respectively. It's really convenient. You can pay right at the Shared San Mateo stations with cash, card, or via app.

For qualifying community members, we are also offering income discounted program memberships at xx% of the normal cost. Simply fill out a quick application and upload proof of eligible qualifications via our website here. {[hyperlink to low-income discount sign up webpage](#)}

We're proud to make it easier for you to get around, save time and money, and cut down on traffic and pollution (and hopefully, have fun with family and friends!).

For more information on the program background, click here. {[link to feasibility study, etc](#)} We will be evaluating how to eventually expand the program into other communities with an equity first lens.

Spokespeople

These are intended to be the media and outreach faces of the campaign (including on collateral, ads, etc.) who most influence target audiences, and generally aren't staff, unless leadership is requested to give background or a quick quote to a reporter.

- CBOs/community leaders
- Bay Area influencers of color
- Spanish, Cantonese, or Mandarin language radio personalities
- Member agency board members/elected officials who are influential with their constituents

Media Strategies

This section is intended to provide an eight month roadmap of tactics to implement the marketing campaign. Budgets and measurable outcomes with pre-identified numbers were loosely adapted from other similar efforts on different projects conducted by the consultant team, and will need to be adjusted by C/CAG staff later, depending on capacity, budget, and program implementation needs. For sections without measurable outcome numbers, the consultant team will either need more information from C/CAG or cannot anticipate precise numbers prior to the program launch.

Strategies (Months 1-4)	Resources	Budget	Measurable Outcomes
<p>Month 1: Pitch media for a press event (ribbon cutting/bike and scooter ride with local electeds and community members), using press release in this plan</p> <p><i>English media:</i> Mercury News, KQED, San Jose Spotlight, San Mateo Daily Journal, San Jose Post Record, San Francisco Chronicle, Metro Silicon Valley, Fox 2, NBC Bay Area, San Francisco Bayview and the Bay Area Review (African-American)</p> <p><i>Spanish media:</i> El Observador, El Tecolote, La Oferta, Alianza Metropolitan News, Univision, Telemundo, Azteca, Estrella, Latino California</p> <p><i>Tagalog media:</i> Asian Journal, Filipino American Post, the Filipino Channel</p> <p><i>Cantonese/Mandarin media:</i></p>	<p>Operator communications and C/CAG staff (Kaki Cheung for Chinese language media interviews)</p>	<p>Any signage needed for the event and related translation needed (20-30 cents/word, depending on the language)</p>	<p>5 earned media articles, radio, and/or tv segments in both local mainstream and ethnic media</p> <p>Number of attendees: 25-50 people</p>

<p>World Journal, Sing Tao, Wind Newspaper, Bay Area Metro Radio AM 1400, KTSF, SkyLink TV</p>			
<p>Months 1-3: Member agency and CBO eblasts and social media posts focused on low-income discount program enrollment</p>	<p>Operator communications, C/CAG, CBOs, member agency staff, using the "Reporting" function of Social Pinpoint/setting up a Google Analytics account if another website will be used for membership sign ups</p>		<p><i>Populate based on C/CAG eblast metrics:</i></p> <p>Number of email recipients:</p> <p>Open rate:</p> <p>Total clicks:</p> <p>Number of people who indicated sign ups through eblasts (through website survey during enrollment)</p>
<p>Month 2: 2 Facebook or Instagram paid ads/language (in English, Spanish, Chinese, and Tagalog) focused on low-income discount program enrollment</p>	<p>Operator communications and C/CAG staff, using the "Reporting" function of Social Pinpoint/setting up a Google Analytics account if another website will be used for membership sign ups</p>	<p>Designer: optional</p> <p>Stock images (if new images beyond what the consultant team already purchased are needed): \$60-115 (1 stock image "credit packs")</p> <p>Translation: \$100 (across languages for short copy, 20-30 cents/word, depending on the language)</p> <p>\$1000-1500 total for paid ads</p>	<p>Impressions: 5000-8000/ad</p> <p>Conversions (when someone clicks on a link and signs up for a low-income discount membership): 4% of impressions</p> <p>Engagement rate: a 1% engagement rate (calculated by adding likes, comments, and shares divided by overall page followers x 100)</p> <p>Number of people who indicated low-income discount program sign ups through social media ads (through website survey during enrollment)</p>
<p>Months 2-3: Print media digital ads focused on low-income discount program enrollment</p>	<p>Operator communications and C/CAG staff</p>	<p>Designer:</p> <p>\$250-1000 (depending on the outlets' pricing)</p>	<p>Impressions: 20,000 (dependent on print outlets' digital readership)</p> <p>Number of people who indicated sign ups through print media outlets' digital ads (through website survey during enrollment)</p>
<p>Month 3: 1 radio ad/language (in English, Spanish, Chinese, and Tagalog) focused on low-income discount program enrollment</p>	<p>Operator communications and C/CAG staff; radio station staff to record the ads by language</p>	<p>Translation: \$100 (across languages for short copy, 20-30 cents/word, depending on the language)</p> <p>\$3000-10,000 total for a week of several ad spots (depending on how many languages and radio stations')</p>	<p>Number of listeners reached/week: 130,000-300,000/station (dependent on radio station's listenership)</p> <p>Number of people who indicated sign ups through radio stations (through website survey during enrollment)</p>

		pricing)	
Months 2-3: Identify key CBO, government agency, and other partners to assist with low-income discount program enrollment	Operator, C/CAG, and member agency staff		<i>Populate based on C/CAG agency and CBO connections:</i> Number of partners and opportunities identified

Strategies (Months 5-8)	Resources	Budget	Measurable Outcomes
<p>Months 3-8: Low-income focused program enrollment/engagement</p> <p>Partner with CBOs (that represent different demographics, AAPI, Latinx, day laborer centers, etc.) and unions to co-distribute discounted membership applications/conduct enrollment and surveys</p> <p>Partner with government agencies and PG&E's public benefit programs staff to co-distribute discounted membership applications/conduct enrollment</p>	CBOs, operator communications, C/CAG, member agency, PCE, and PG&E CARE/FERA program staff	Subcontracts with CBOs, workforce organizations, and/or unions to do more in depth membership enrollment with set goals (\$10,000/CBO for 2-4 CBOs, total \$40,000)	<p>Secure program enrollments of 250-300 monthly and 100-150 annual low-income discount memberships through CBO, workforce organization, and union partnerships</p> <p>Number of people who indicated sign ups through government agencies, PG&E, CBOs, workforce organizations, and unions (through website survey during enrollment)</p> <p>Number of feedback surveys completed: 300-500</p>
<p>Months 5-7: Send follow up eblasts and low income discount program sign up email and mail postcards to all registered residents/Peninsula Clean Energy customers in North Fair Oaks, Colma, Daly City, and Redwood City who have indicated their language preferences via member agencies' contacts list</p>	Operator communications, C/CAG, PCE, and member agency staff; graphic designer, printer, and mailhouse	<p>Translation: (20-30 cents/word, depending on the language)</p> <p>Designer</p> <p>Mailhouse</p>	<p>Number of email recipients (dependent on number of eblasts, followers/agency, and how many agencies send out the eblast)</p> <p>Open rate (dependent on number of followers/agency and how many agencies send out the eblast)</p> <p>Total clicks (dependent on number of followers/agency and how many agencies send out the eblast)</p> <p>Number of people who received postcards (dependent on number of residents' contacts provided by agency and how many agencies participate)</p> <p>Number of people who indicated sign ups through email or postcards (through website survey during enrollment)</p> <p>Number of people who click</p>

			through a special link to visit the website and sign up for a membership (created just for the postcards)
Months 6-8: Working with VTA, SamTrans and other local transit agencies to advertise low-income discount program memberships on buses or put posters in underutilized bus shelters	Operator communications, C/CAG, Sam Trans and other transit agency staff, and bus shelter ad contractor staff; graphic designer, printer, and mailhouse	Printer (may be the only cost if operator doesn't have a printer in-house and open ad space is offered pro-bono and copy/translated copy and design are the same as what was used for eblasts/fliers): \$175/poster	Number of riders reached (contingent on transit agency provided stats and number of ads) Number of people who indicated sign ups through bus ads (through website survey during enrollment)
Months 6-8: Offer free monthly memberships to 2-4 Bay Area influencers of color and/or paid partnerships to promote the program to their followers	C/CAG staff and influencers	Cost of memberships or \$250-1000/ promoted post per influencer	<i>Populate based on the # of followers and current engagement rates selected influencers already have</i> Impressions Clicks Engagement rate: at least 1% Shares: Double organic reach Number of people who indicated sign ups through influencers (through website survey during enrollment)
Months 6-8: Paid focus groups with low-income, monolingual Spanish, Cantonese, and Tagalog speakers to assess the low-income discount program effectiveness mid-point, in partnership with CBOs	CBOs, operator communications, C/CAG staff	\$100/participant for a 1-2 hour focus group with 8-10 participants and a stipend of \$500 for a CBO to recruit and facilitate a focus group with C/CAG provided scripts = \$1300-1500/group per language	Number of attendees

Press Release

Though the overall campaign framing is less problem focused, in order to get successful media coverage, it's important to present a unique spin/angle on a fairly common government program to a reporter audience. Reporters will find the program newsworthy if it's tied to a current or relevant issue, hence the approach of leading with economic concerns linked to the program, given the target audiences.

For Immediate Release: MONTH DAY, 2024

Contact: _____
(operator or C/CAG staff name), _____ (organization),
phone # or email

New Equity First Shared Bikes and Scooters to Help Priced Out San Mateo County Commuters Save Money and Time

Shared San Mateo Program Will Provide Transportation Options to Workers who Have to Live Outside of the County

San Mateo County, CA - The City/County Association of Governments of San Mateo County (C/CAG) and _____ (operator) partnered to launch and operate Shared San Mateo, a new shared bike and scooter program. As of _____ (month, the Shared San Mateo pilot program has rolled out 300-500 bikes/scooters in the communities of Daly City, Colma, and Broadmoor, North Fair Oaks, and Daly City.

Much like other cities' shared bike and scooter programs, one of the agency's primary goals is to reduce traffic and pollution. Uniquely, Shared San Mateo is being designed to prioritize low-income residents and workers. Due to the County's high costs of housing, many residents and workers in San Mateo County have less income for transportation and/or cannot afford to live near their work, making it challenging to get to work and other destinations.

The new program has an innovative low-income discount membership, offering xx% off to qualified individuals (regardless of whether they live in the County) and has stations located in key destinations identified during community outreach. C/CAG and _____ (operator) will be working closely with Community Based Organizations, unions, workforce organizations, and agencies who offer public benefit programs to enroll riders in the low-income discount program.

"We're excited to be offering an equity first, responsive bike and scooter share program," said Sean Charpentier, Executive Director of City/Council Association of Governments (C/CAG). "This is just the start – we hope to play an important role in helping bridge the gaps for our hard working communities who need greater connectivity and affordable commutes into our county."

Community leaders who advocate for communities of color praised the tailored approach.

"For decades, our County has been a job center that hasn't built enough housing, creating hardship and environmental costs, like horrible traffic and pollution," said _____

(name, title, organization). “We applaud C/CAG for taking steps to listen to our communities and put forward solutions for our communities to get back precious time with their families and ease their financial strain with the new Shared San Mateo program.”

“We’re proud to be a part of a thoughtful Shared San Mateo program to especially support low-income communities,” said _____ (name, title of operator’s CEO). “It is a unique approach in our experience operating other cities’ bike and scooter share programs and absolutely the right way to serve these communities while cleaning up our environment.”

###

C/CAG, the City/County Association of Governments (C/CAG) of San Mateo County, works on issues that affect the quality of life in San Mateo County: transportation, air quality, land use planning, hazardous waste, climate planning, energy, water resources, and waste management. C/CAG operates as a Joint Powers Authority and has membership that includes each of the 20 cities and the County in San Mateo County. For more info, visit:

bit.ly/ccagbikescootershare (or the appropriate website for signing up)

Insert operator boilerplate language here

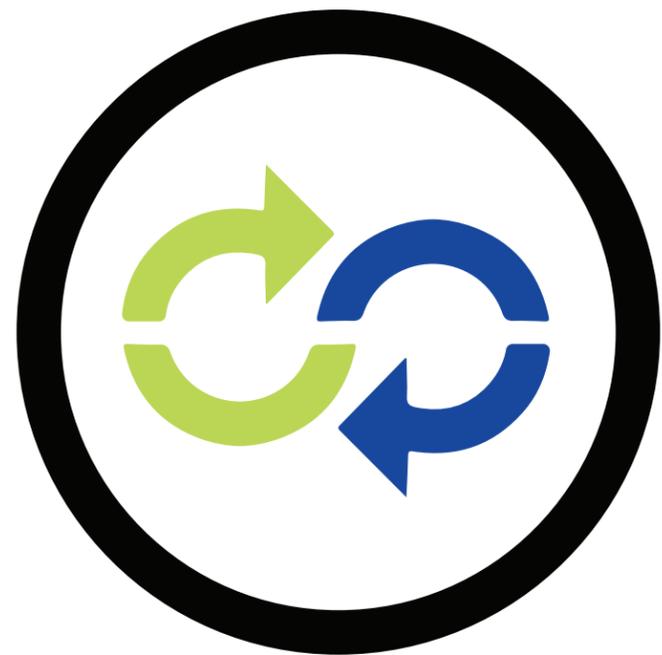
Marketing Materials

(All in English, Spanish, Chinese, and Tagalog)

- Website/app (including short survey)
- One pager
- Postcard
- Posters
- Eblasts
- Social media graphics/toolkit (including ads)
- Graphics for print media digital ads
- Scripts for radio ads
- Bus shelter ads

Program Branding

- Program name
- Program logo
- Brand style guide



SHARED SAN MATEO

Shared Mobility for San Mateo County



Branding Toolkit
March 2024

PHILOSOPHY/TONE



SOLUTION

It can be expensive, stressful, and time consuming to get around San Mateo County, whether you drive or take transit.

Spend less money and time stuck in traffic and more time enjoying life with friends and family with a new shared bike and scooter program. Conveniently connect to your favorite destination while getting cars off the road and cleaning up the air.

tone GUIDELINES

Given the marketing campaign's focus on low-income young people and adults of color, the messaging and marketing collateral should align with the following tone qualities:

Positive, upbeat

- Cheer people on for using the program and helping their communities

Fun and casual

- Use a playful (but professional) voice whenever possible to make the program appealing and inviting, particularly to younger adults

Straightforward

- Use clear, intuitive language without jargon (ex: Greenhouse Gases or VMT)

Multicultural

- Work with community partners to use appropriate and tailored cultural references wherever possible to signal a connection with key audiences, particularly for translated collateral

Focus on benefits core audiences care about

- Focus less on environmental framing, which may be the program's goals and more on economic and quality of life benefits

MESSAGING

- ***Mobility (both literal and economic)***
- ***More time for family, fun, and other important parts of life***
- ***Saving money***
- ***Connecting to important destinations, especially between transit and commercial areas***
- ***E-bikes***
- ***Easy to use***
- ***Convenient***
- ***Accessible to communities of color/inclusive***
- ***Fun to use/recreational***
- ***Great for navigating hilly neighborhoods, like Daly City***
- ***Well maintained***

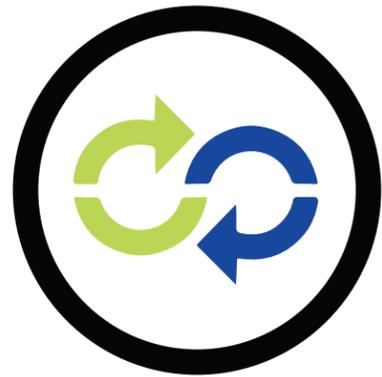
LOGO



Symbol-only /
Favicon

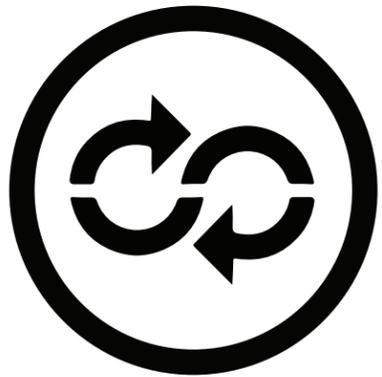


Primary Logo



**SHARED
SAN MATEO**
Shared Mobility for San Mateo County

for light backgrounds



**SHARED
SAN MATEO**
Shared Mobility for San Mateo County

for dark backgrounds



**SHARED
SAN MATEO**
Shared Mobility for San Mateo County

Secondary Logo

SHARED 
SAN MATEO
Shared Mobility for San Mateo County

SHARED 
SAN MATEO
Shared Mobility for San Mateo County

SHARED 
SAN MATEO
Shared Mobility for San Mateo County

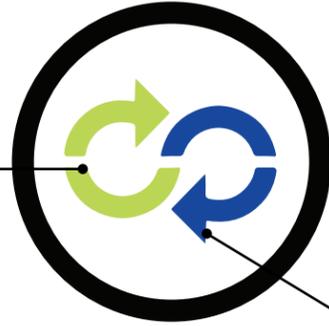
SHARED 
SAN MATEO
Shared Mobility for San Mateo County

for light backgrounds

for dark backgrounds

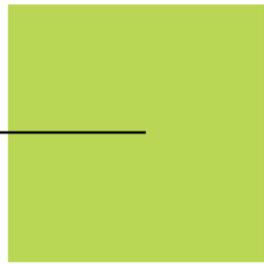
SHARED 
SAN MATEO
Shared Mobility for San Mateo County

COLOR

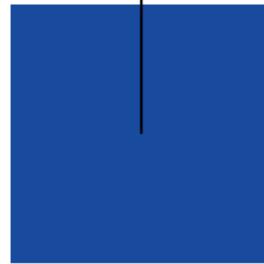


**SHARED
SAN MATEO**
Shared Mobility for San Mateo County

Primary Colors



#bbd755
rgb(187,215,85)



#19499F
rgb(25,73,159)



#ee6f12
rgb(238,111,18)

Secondary Colors



#eec513
rgb(238,197,19)



#5b7bb8
rgb(91,123,184)



#082760
rgb(8,39,96)



#7ac34d
rgb(122,195,77)



#7a9717
rgb(122,151,23)



#e1d859
rgb(225,216,89)



#888888
rrgb(136,136,136)



TYPOGRAPHY



**SHARED
SAN MATEO**
Shared Mobility for San Mateo County

Primary Font:

Work Sans (9)

(headers, titles, h1 text, text meant to stand out)

Work Sans is a sans-serif typeface designed in 2015 by Wei Huang for the Google Fonts library. It is a humanist font inspired by the classic grotesques, but with a more modern and friendly look. The letterforms are open and airy, with a slight geometric feel. The font has a minimalistic, contemporary aesthetic, with a neutral yet inviting character.

Black (20pt)

**ABCDEFGHIJKL
NOPQRSTUVWXYZ
abcdefghijklm nopqrstu-
vwxyz
12345678910
?><!@#\$\$%^&*():”[]**

Bold 20pt

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
12345678910
?><!@#\$\$%^&*():”[]**

Regular (20pt)

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
12345678910
?><!@#\$\$%^&*():”[]\{|

Light (20pt)

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
12345678910
?><!@#\$\$%^&*():”[]\{|

SecondaryFont:

Source Sans Pro (12)

(body text, sub-headers, quotes, h2 and h3 texts)

Source Sans Pro is a sans serif type that feels like a classic — rounded forms, solid lines. It’s confident, lends an air of authority, especially when set in capital letters. Yet, it is graceful and easy on the eyes. This sans serif font reads well even in the footer.

Bold (20pt)

**ABCDEFGHIJKL NOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuv
wxyz
12345678910
?><!@#\$\$%^&*():”[]**

Regular (20pt)

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuv
wxyz
12345678910
?><!@#\$\$%^&*():”[]\

Regular Italic (20pt)

*ABCDEFGHIJKLMNOPQRSTU-
VWXYZ
abcdefghijklmnopqrstuv
wxyz
12345678910
?><!@#\$\$%^&*():”[]\{|*

Extra Light Italic (20pt)

*ABCDEFGHIJKLMNOPQ RSTU-
VWXYZ
abcdefghijklmnopqrstuv
wxyz
12345678910
?><!@#\$\$%^&*():”[]\{|*

IMAGERY/GRAPHICS

potential icons/illustrations ↘



↘ example social media graphics

WISH YOU COULD RENT A SCOOTER OR BIKE TO GET AROUND MORE EASILY?

SHARED SAN MATEO Shared Mobility for San Mateo County

WWW.BIT.LY/SMCMOBILITY4ALL

WE NEED YOUR FEEDBACK ON THE FUTURE OF SHARED SCOOTERS AND BIKES!

SHARED SAN MATEO Shared Mobility for San Mateo County

WWW.BIT.LY/SMCMOBILITY4ALL

WISH YOU COULD RENT A SCOOTER OR BIKE TO GET AROUND MORE EASILY?

SHARED SAN MATEO Shared Mobility for San Mateo County

WWW.BIT.LY/SMCMOBILITY4ALL

SHARED SAN MATEO Shared Mobility for San Mateo County

RENT



example imagery ↘

BIKESHARE. SCOOTERSHARE. GET THERE.

SHARED SAN MATEO Shared Mobility for San Mateo County

example printed flyers/posters ↘

A New Bike and Scooter Program is Coming to San Mateo County. Share Your Thoughts.

Un Nuevo Programa de Bicicletas y Patinetes Compartidas Llegará al Condado de San Mateo: ¡Comparte tus Opiniones!

Ang bagong programa ng Bike or Scooter Share You ang magiging bahagi ng Bagong Programa ng Biketasyon sa San Mateo County: Ibahagi ang mga Pangarap Mo!

新公共单车和滑板车项目即将登陆特奥县市：请分享您的想法

¿Aporte su opinión sobre el nuevo programa de Bicicletas y Patinetes Compartidas que llegará al Condado de San Mateo?

¿Qué es el programa de Bicicletas y Patinetes Compartidas?

Tell us how to make it more affordable and easy to use.

Cuéntenos como diseñamos el programa para que sea más asequible y fácil de usar.

Pakisabi s'amin kung papaano ang magiging mas matalim ang programa ng Bagong Biketasyon sa San Mateo County.

¿Cómo puede diseñarse el programa para que sea cómodo y fácil de usar? ¿Cómo puede diseñarse el programa para que sea cómodo y fácil de usar? Nos gustaría conocer su opinión a través de la encuesta y la actividad del mapa que aparecen a continuación.

请在www.bit.ly/SMCmobility4all告诉我们如何这个项目变得经济实惠，

www.bit.ly/SMCmobility4all