

# Design For Community Change

National Aeronautics  
Space Administration

# Marketing

Team Mini Data

Devin | Miranda | Miguel | Dave

01

MINI DATA

Marketing

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Challenge

How might we expand positive perceptions of CicLAvia throughout local communities?

Solution

We propose a marketing strategy that encourages user generated content to be share by CicLAvia and followers.

Insights

Have opportunities to entertain allowing people to have fun, engage the community to highlight their stories, and use stations to attract attendees.

Methodology

# Research Goals



## Event Awareness

Measure awareness among people and businesses who could benefit or enjoy active mobility centered events.



## Community Perception

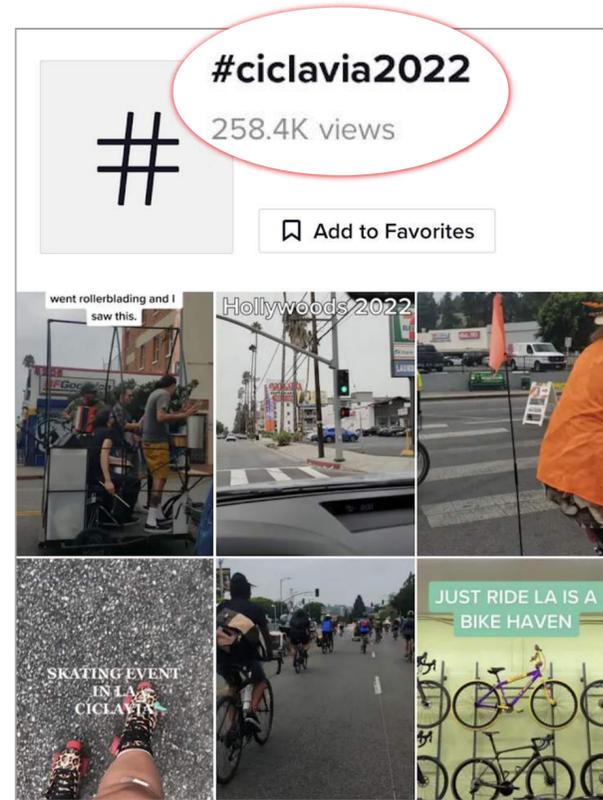
Identify assumptions of the general population, what they think of CicLAvia at the local level and within each different community.



## Social Media Engagement

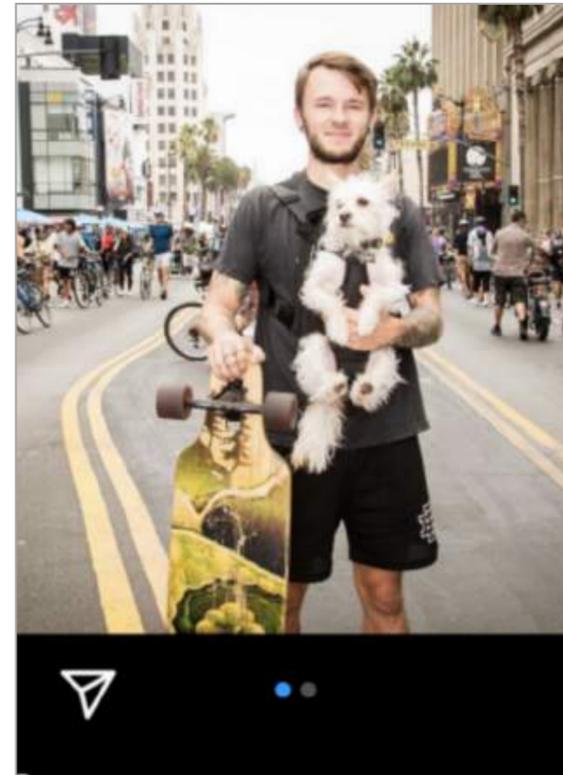
Use social media analytics to determine the most effective marketing strategy and interested demographics.

# Netnography



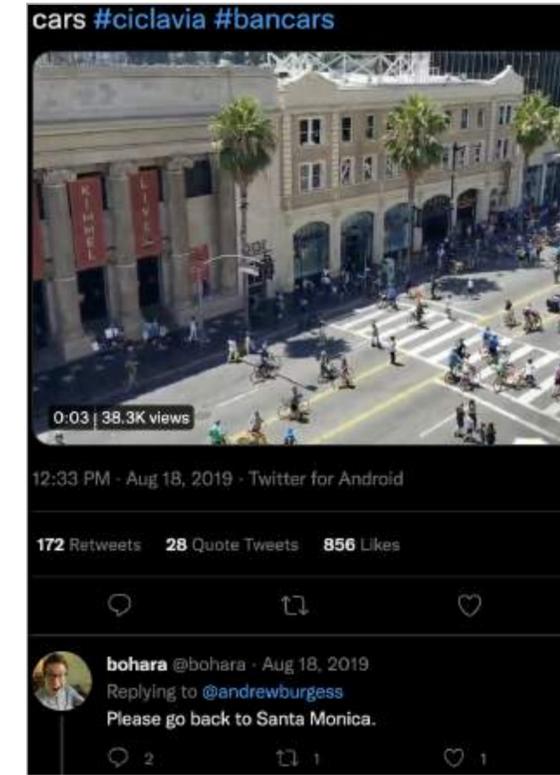
## TikTok #ciclavia2022

With 383k #ciclavia and 258k #ciclavia2022 TikTok views, there's great opportunity for engaging in short form storytelling.



## CicLAvia Event Buddies

Few people are taking advantage of bringing pets. This man doesn't come to event alone, he brings his pet.



## Twitter Users react to CicLAvia

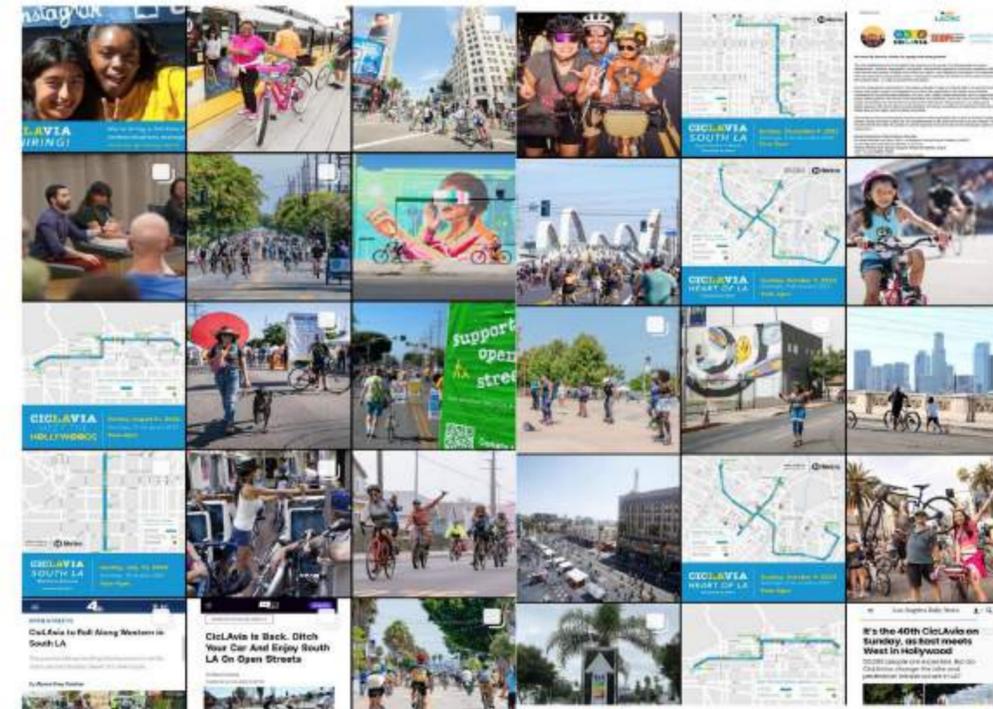
Some Angelenos perceive CicLAvia as "out-of-towners". This misunderstanding may be because they haven't yet experienced it or don't realize CicLAvia's values in community.

## Insights

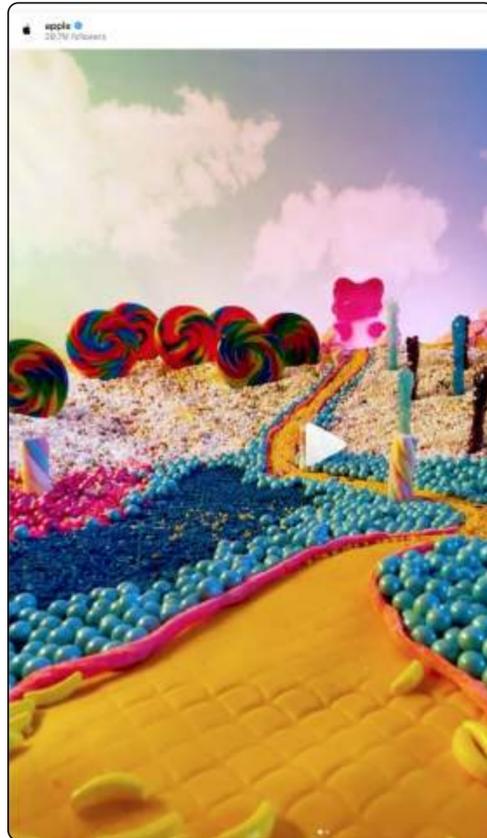
# Social Media

We found that the current social media strategy tends to focus on cyclists in posts with photos and there is a lack of videos shared on the main account page.

Content tagged with #CicLAvia on TikTok has over 457,000 views even with no official organization account.

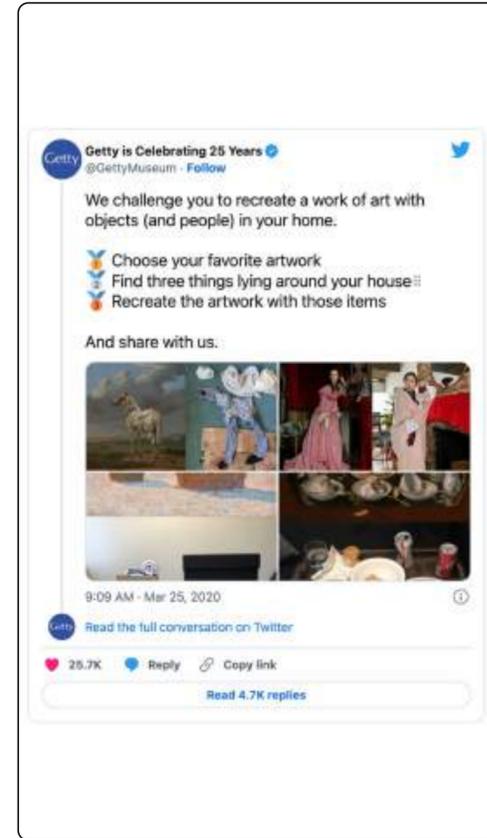


# Inspiration



## Shot on iPhone

Apple commissions its **users** content filmed with their phones **to market online and print media.**



## Getty Challenge

Getty Museum asks users **to recreate works** of art from home during the pandemic.



## Story Corps

Booth started in Grand Central Station that **encourages people to connect and share personal stories.**



## Recess Therapy

Gaining over 2.5 million followers in just over a year, the host interviews kids to **share their unique perspectives.**

## Close Ended Questions

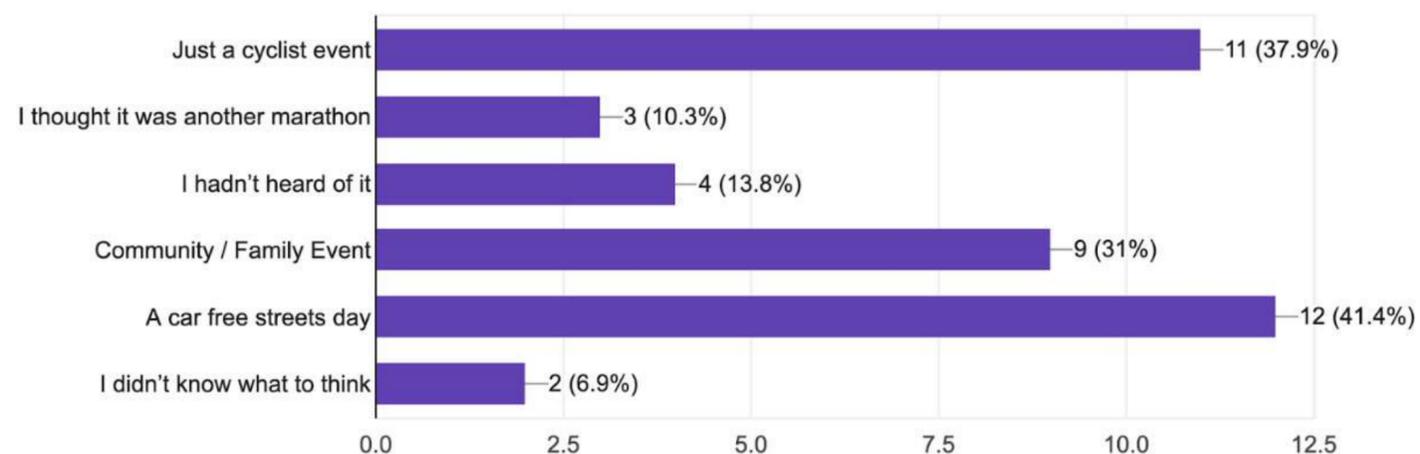
# Survey Data Synthesis - Perceptions

Our team conducted a survey we found two key insights gathering data. Before participating people thought it would be a cyclist event, and after attending they leaned more into perceiving it as an inclusive community driven event.

[\(External Link\)](#)

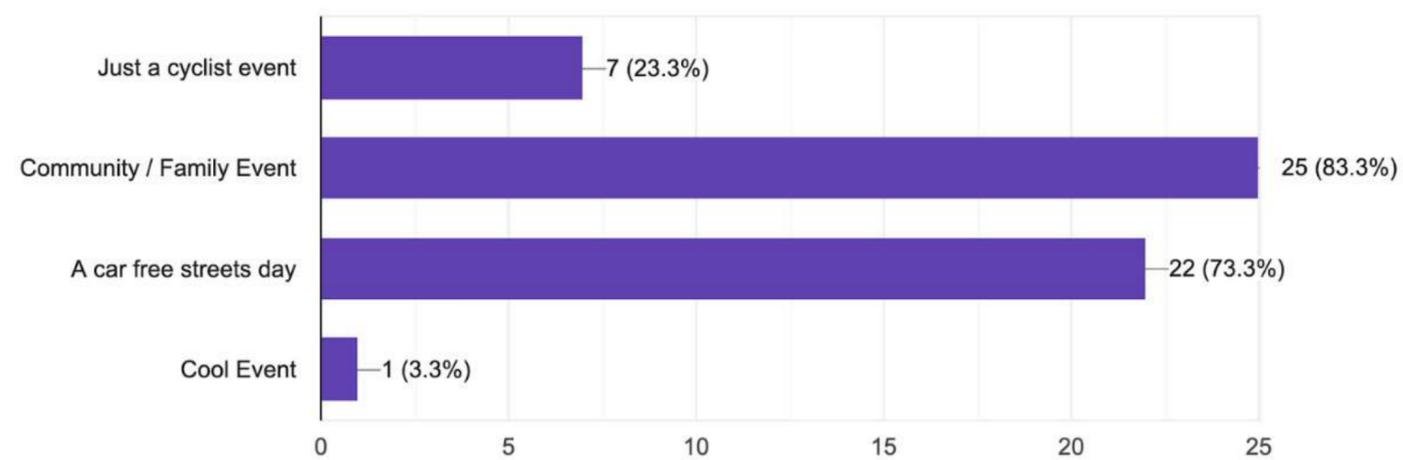
What was your perception of CicLAvia before attending your first event?

29 responses

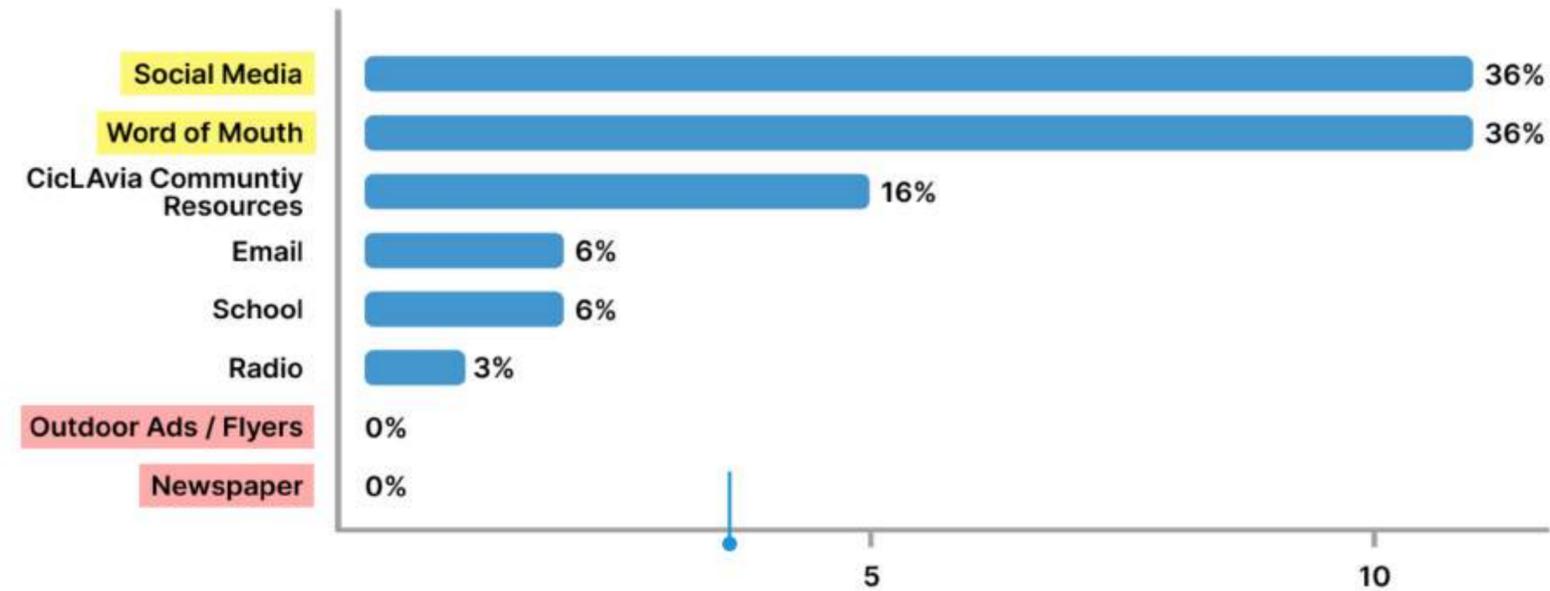


What is your perception of CicLAvia after this event?

30 responses



### How did you first hear about CicLAvia?



[\(External Link\)](#)

### Event Survey

# Target Audience Event Discovery

After conducting surveys at the Heart of LA, we learned that Physical Marketing ranked lowest for how people discovered the event. A majority of attendees that we interviewed heard about the event from social media or their friends and family.

**36%**

Social Media

**36%**

Word of Mouth

# SME Interview Findings

## Methodology

Between October 4 and November 7th three subject matter experts were interviewed with the focus on Marketing for CicLAvia.

### 1. Sandra Kulli

Interview date: October 4th, 2022

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### 2. Moya Chang

Interview date: October 4th, 2022

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### 3. Kim Baer

Interview date: October 4th, 2022

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**Sandra Kulli**

Kulli Marketing

How can you tell CicLAvia's story locally, in a city as diverse as LA, but never lose that common brand value that sustains us universally?

After twelve years I think that CicLAvia is too improvisational, I don't feel like we're as intentional at understanding metrics to see what's really paying off.



Some stories we'd be interested in hearing are about discovery, feelings, unexpected experiences, and chance relationships made at CicLAvia.

Most just see us as a big brand. We'd like to show real people- about you, listening, and making stuff for you.



**Moya Chang**

Digital Communications  
Manager at CicLAvia





**Kim Baer**

Principal, KBDA

Half the stuff that's made on Social Media is crafted to be funny because people could use a laugh, and its what they will shore.

Dig into what is most practical. It can be something super simple that you try for a year and really analyze. Thinking about it as a learning experience is just as important as making another deliverable.

Sharing stories of people might be a great way to engage that community itself and show that people in the community are embracing CicLAvia - it's not just a bunch of outsiders coming in.





How Might We ...

capture and share the culture and community of CicLAvia events?



Concept #1

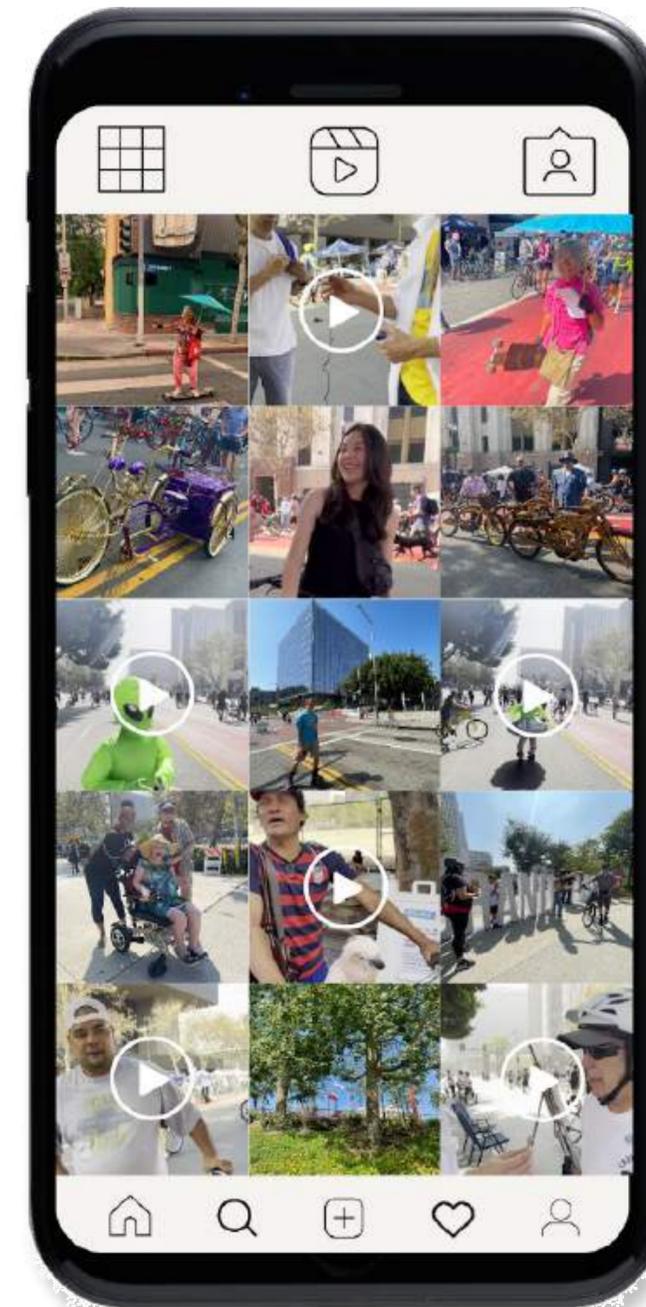
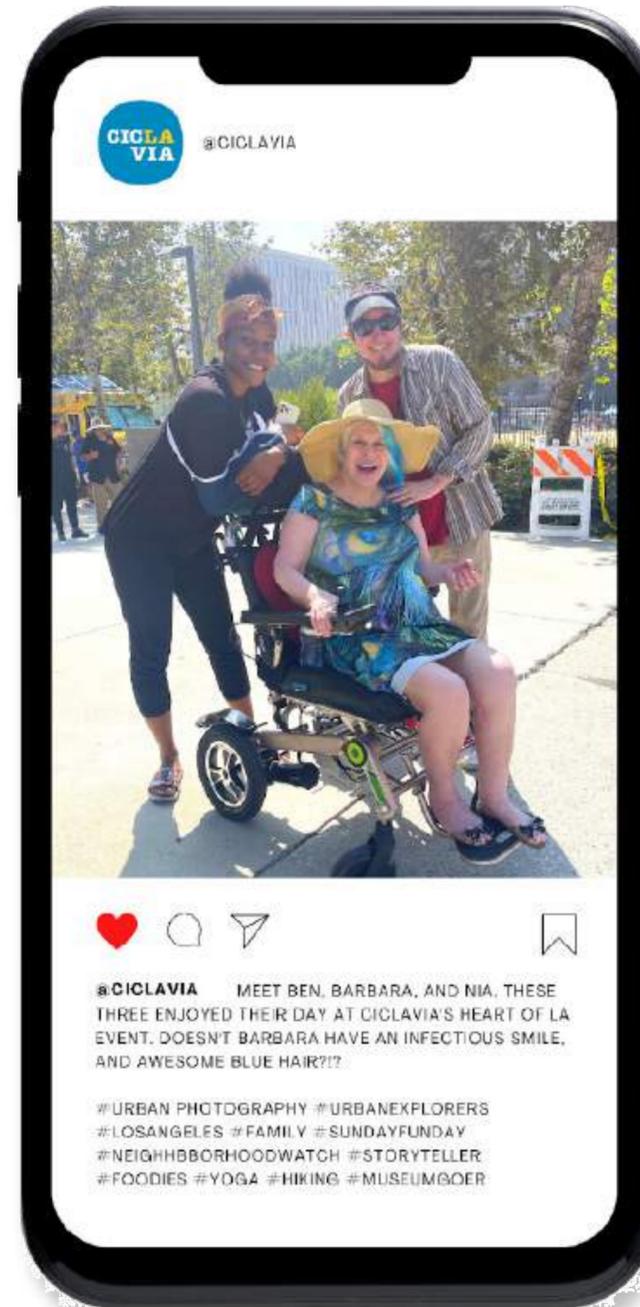
# CicLAVIA Stories

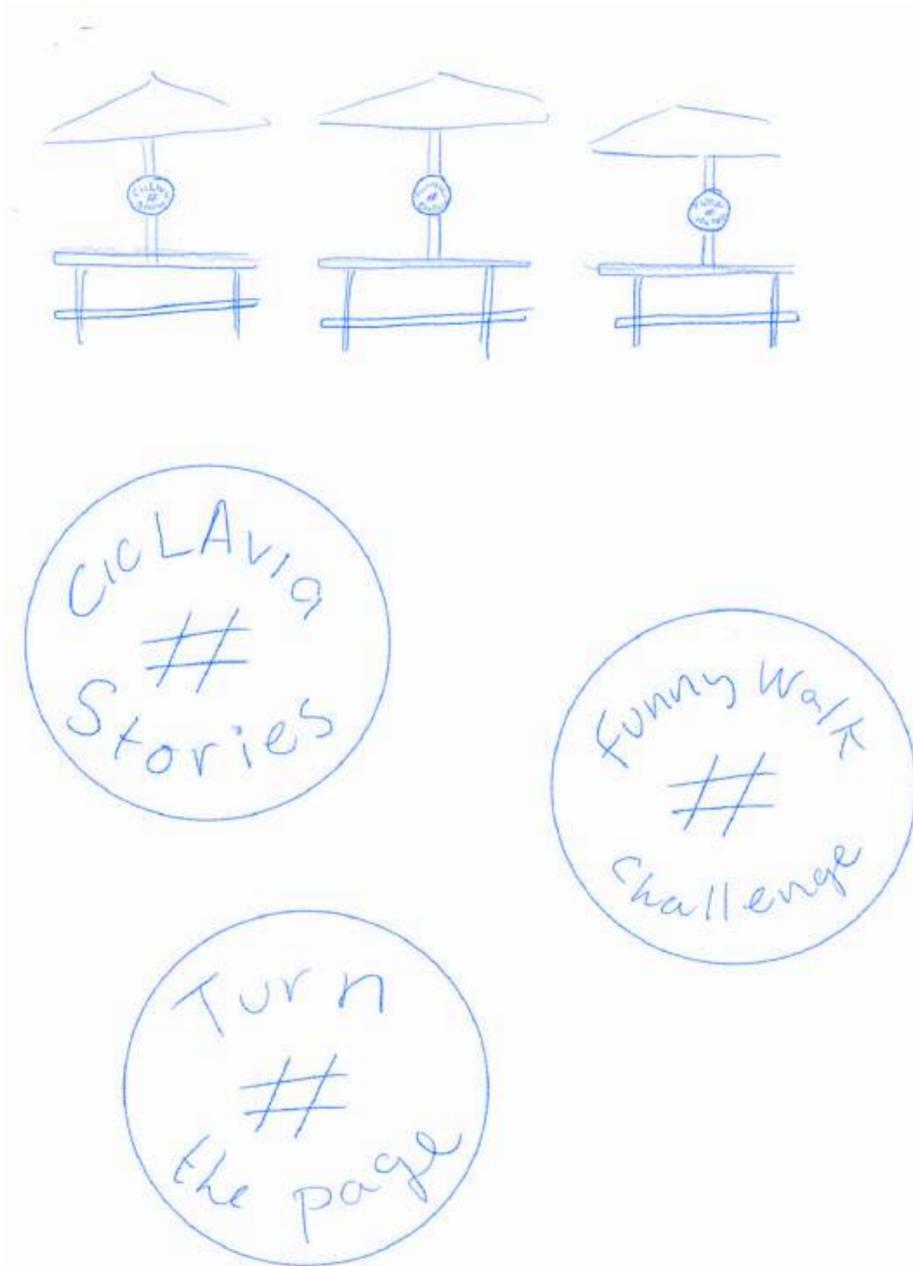
Dedicated stations at hub(s) designed to gather content from community members and attendees passing by.

Concept #2

# Prompts & Challenges

Social media campaigns utilizing prompts, challenges, and themes to encourage participants to collect and share stories from the event.





## Sketches Signage

Getting ready for the December 4th South LA event our team has explored what that will look like and how will we grab the attention of CicLAVia's audience. We crafted a sketch and talked through the verbiage of what our signage of event day will say. Through open communication with Stakeholder Rachel Our group was able to finalize designs.

Signage

# Final Design



# CICLAVIA

# Story Station

With our concepts fleshed out, our team setup at the CicLAvia South LA event to test the story station as well as the prompts and challenges we decided on. We stationed at the Watts hub and began collecting content from attendees passing by.



Insights & Findings

# We Learned

## 1 Funny entertainment won the day

The most successful engagement came from fun challenges for attendees.



Insights & Findings

# We Learned

## 2 Community stories are engaging

Listening to community members talk about what matters to them is most moving content.



“I admire anybody working for the common good. The first person that comes to mind in my community is council person and Mayor Michael Cacciotti who has really pushed for the bicycle master plan in Pasadena.”



Insights & Findings

# We Learned

## 2 Community stories are engaging

Listening to community members talk about what matters to them is most moving content.



## Insights & Findings

# We Learned

### 3 Community stories are engaging

Listening to community members talk about what matters to them is most moving content.



“When the city has events like this it’s always cool when the small businesses along the route come out and support that event by selling their merchandise. It makes it like family atmosphere and that’s what we want. We’re out here to keep that family atmosphere.”



Insights & Findings

# We Learned

## 4 Goofy team costumes help

Fun get-ups help break the ice and make people feel more willing to engage.

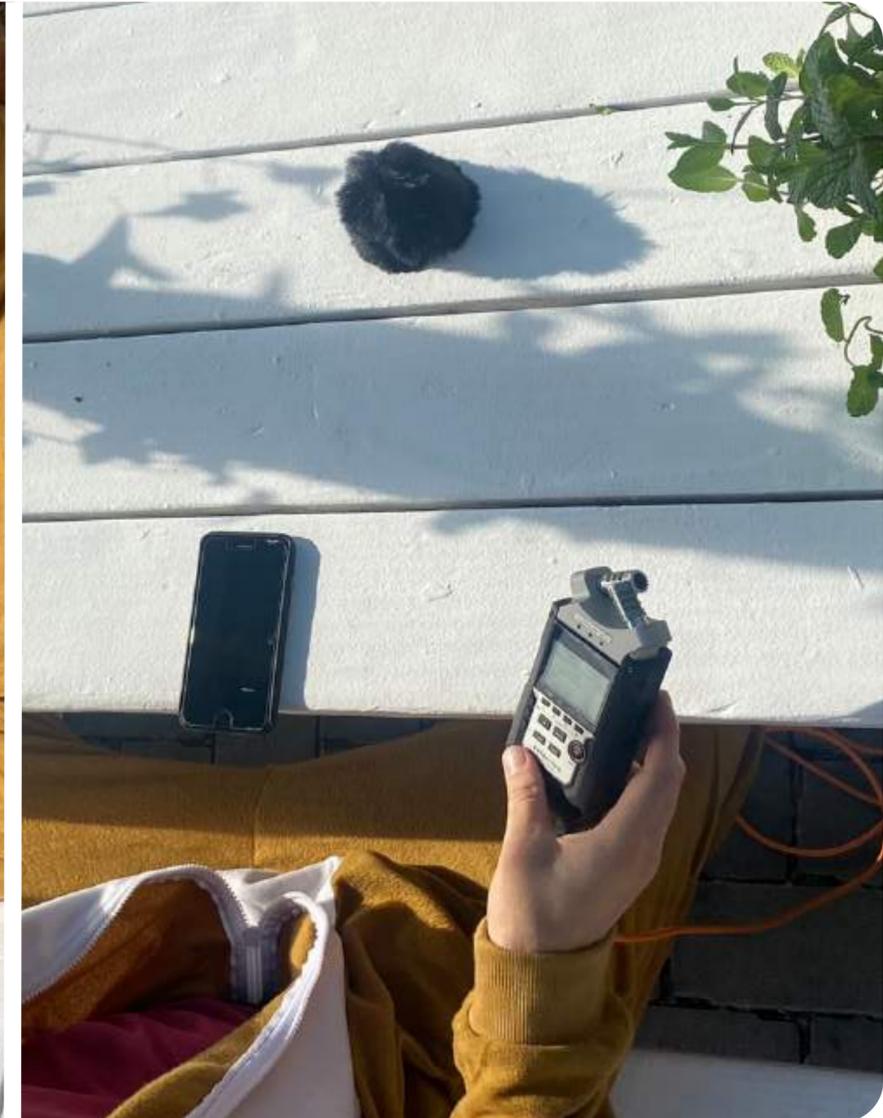


## Insights & Findings

# We Learned

### 5 High quality recording equipment for interviews

A dedicated mic, tripod and consistent recording resolution/frame rate is key for good quality content acquisition and filtering out noise.



Insights & Findings

# We Learned

**6** Story stations attract attendees

A presentable setup made people curious to come check out the station and share their stories.





## Next Steps

# Authentic Advertising

Utilizing UGC goes beyond digital marketing; incorporating it into marketing materials and campaigns can connect with the local communities more than vector art designs. Content captured at the events can be used in physical marketing materials such as pole banners and mailers.

## Next Steps

# The CicLAvia Stories Pedicab

For on-the-go content collection, CicLAvia Stories can have a mobile transportation unit that offers people a lift in exchange for a story. The added benefit being that viewers can listen to the interview while also seeing different parts of the event.





## Next Steps

# Ambassador Program

Collaboration in social media has been successful for many organizations. To explore a strategy for ambassadors we explored micro and macro social media influencers in the LA area.



## Andre Spicer

2nd District Council Member

Micro Influencer (+15K)

Through our outreach, Andre Spicer of Compton city council communicated interest and willingness in collaborating with CicLAvia's active and community centered events. We feel this connection would encourage more locals to participate in the twice yearly South LA event and beyond.



Thank You For The Opportunity



Secondary + Primary

# Appendix

Devin

I want to change the lack of marketing strategy in order to increase measurable success and reach of CicLAvia

Miguel

I want to change the people think, speak and act in regards to cicLAvia in order to be part of a great community.

Marketing Change Statements

Find your project topic  
and share your change  
statement.

Dave

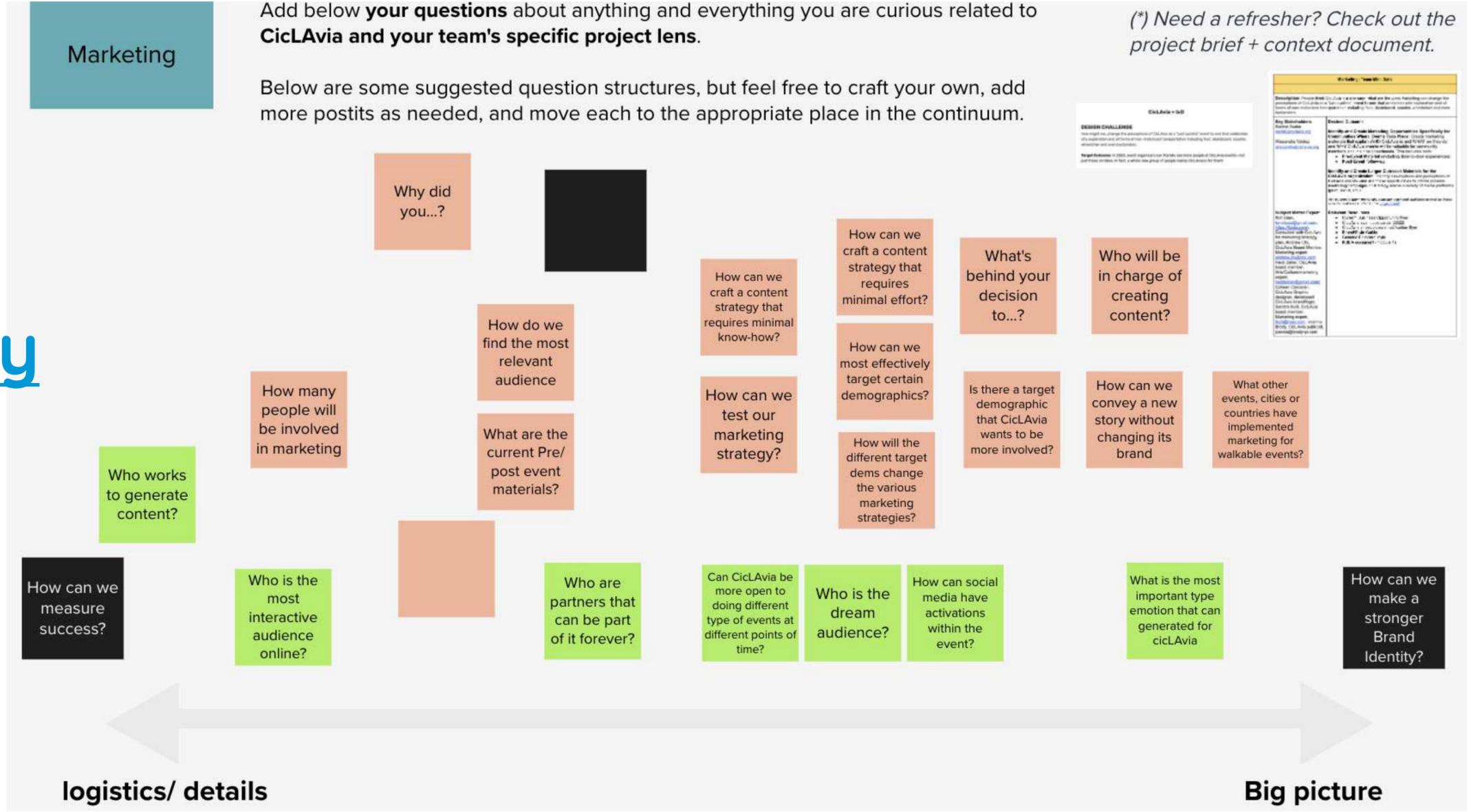
I want to change the way citizens view Ciclavia in order to improve physical and social wellbeing

Miranda

I want to change CicLAvia's marketing strategy in order to create a sustainable future for the community

Mural

# Curiosity





Where is the survey?

# Survey Questions

## What to Test at the Event

Survey Questions - understanding assumptions/ get stories/ data

Who are they, where are they from

- What's your age range?
  - 18-24 , 25-31 , 32-38 , 39-45 , 46-52 , 53-59 , 60-66 , 67-73 , 74-80 , 81-87 , 88 and over
- Do you mind sharing your zip code? (option to decline)
- Do you consider yourself a local to this area?

How did they come to know Ciclavia

- How did you hear about this particular event?
  - Friend/Word of mouth
  - Social media
  - CicLAvia Community Resources
  - Radio
  - Online Advertising
  - Magazines/ Newspapers
  - Outdoor Advertising
  - Television
  - Other:\_\_\_
- Did you know about CicLAvia before? If so, how?
- How many times have you attended CicLAvia? (0-4, >5)
- Did you come with anyone today? If so, how many people?
- Do you know of anyone who has a negative perception of CicLAvia? If so, why?
- Have you ever gone to a CicLAvia with someone who did not enjoy their experience? If so, please describe? ( if so please describe)

Perceptions of CicLAvia

- What do you like about this event?
  - Something to do with family
  - Get steps in for the day
  - Vendors
  - Car free zone
  - Community
  - Learn about new businesses
  - Other \_\_\_\_\_
- How likely are you to recommend this event to family or close friends? (Likert Scale)

## What to Test at the Event

- (Unlikely) 1 - 5 (likely)
- How do you rate this overall CicLAvia experience? Likert scale
  - (largely negative) 1 - 5 (largely positive)
- What was your perception of CicLAvia before attending your first event? (Multiple Choice)
  - Just a cyclist event
  - I thought it was another marathon
  - I hadn't heard of it
  - community/family centric event
  - A Car free streets day
  - I didn't know what to think
  - Other \_\_\_\_\_
- What is your perception of CicLAvia after this event? (Multiple Choice)
  - Just a cyclist event
  - community/family centric event
  - Enjoy a Car free streets day
  - Other \_\_\_\_\_
- How are you getting around CicLAvia today? (Multiple Choice)
  - Skate
  - Bike
  - Skateboard
  - Scooter
  - Walk
  - Jog
  - Dog walk
  - Other \_\_\_\_\_
- What's one thing we can do to improve the event?

### Short survey to gather a few perceptions of bystanders/ non participants

Have you heard of Ciclavia?

What do you think it's all about?

Why or why wouldn't you want to participate in [ciclavia](#)?

## What to Test at the Event

Having people write invitations to their next-door neighbor with reasons why they should come to the next CicLAvia in December.

### What they think

What is a moment that you loved about Ciclavia

Which part of the community do you feel is missing from Ciclavia

Did you find any new restaurant or business you liked

If you could come with anyone, who would they be?

### !!!!

Have defined roles at event: who's asking questions, working board, recording, note taking, etc..

Talk with boss babes about business outreach, work together and share data

Talk to them and fill out survey on our phone, or provide QR code

Make signs advertising CicLAvia? Give them tools to make and

Jar of Joy: ask attendees to write what gave them joy for the day

Post event follow-up: Letter from neighbor

Secondary

# Research

	Problem Statement:				
	Name	What do you know already?	What don't you know?	How will you figure it out?	What do you hope to learn?
1					
2					
3					Unique and never heard before stories
4	<b>Miranda</b>	The Public's Perception of CicLA is centered around a Cycle event	Does the outreach marketing within a 3-5 mile radius	Asking the right staff about outreach details.	More about CicLAvia's market
5		CicLAvia needs to improve their Marketing Strategy	Why many of LA doesn't know about events?	Put together a marketing plan to target a specific demographic	How to reach a larger audience within the door to door experiences
6		CicLAvia creates an open and inviting atmosphere	Which flyers get promoted to the public?	Add this question to our next Interview	How widely the benefits are for the community as a whole
7		Marketing efforts should be physical as well as digital Marketing?	Who is over digital Marketing? Who is over Physical Marketing? Who is over the Brand?	I think this may be an important question to send over to Lead member of CicLAvia	What is the disconnect between CicLAvia's image and the public's perception
8					
9	<b>Dave</b>	There are known issues with CicLAvia's image	What the most effective mix of marketing	set up survey(s) to identify assumptions of business	How teams work effectively to create incremental change
10		Businesses have potential opportunities to grow	What story we will tell (specifically)	use inspiration from survey and craft a story	understanding differences and being able to meet peoples wants/ needs
11		People are constantly reworking their communities	How much budget we have to work with	find the marketing mix that makes bes sense for the how to effectively collect relevent data through interviews/surveys	
12		People share meaning through stories	How location will change our approach	research differences in location communities to better understand approach	
13					
14	<b>Miguel</b>	There is a disconnect with the overall messaging	Who actually loves CicLAvia -- like they do Disney	Find someone who loves CicLAvia and understand why	What makes the audience tingle and tangle with excitement and translate the concepts with a great path to making things happen
15		Perception of only biking	Where else do fans of CicLAvia hang out	Talk to people about their fun days	Inspiration points that creates understanding of audience and CicLAvia
16		The audience is mostly the same	If CicLAvia has explored different ways to represent their mission in a way that has long term impact	what type of messaging is best to getting new people to show up	Find someone who loves CicLAvia and understand why
17		Structured messaging is very flat	What is stopping CicLAvia from making drastic changes that could make things for the better	Research how to nudge people to consider options	Being able to read people's hesitations and nudging people to take a chance on a great idea
18		They are not willing to kill their babies	What have they tried but didn't work because of execution that could have worked otherwise	Find different paths that leverage maximizing participation	Persona roadmap / user journey that is effective to high acquisition rates
19	<b>Devin</b>	Most vocal proponentes and opponenets of CicLAvia are active online	What is the best way to reach audiences that are opposed to the event	Secondary research of most successful marketing campaigns as well as competitive analysis of similar events and their strategy	Pros and cons of various marketing strategies
20		Business outreach is lacking, ineffective, and somewhat redundant	How local businesses can feel more empowered and receptive to CicLAvia rather than opposed	Interviews with local business owners. Perhaps CicLAvia can provide list of business owners that were opposed to the event and we can contact them to ask why they are opposed and what it would take to change their mind	Social media outreach best practices
21		Most negative sentiment is from the viewpoint of CicLAvia congesting traffic, and/or some form of gentrification argument (outsiders coming into their neighborhoods)	How the intial and follow-up outreach can be made to be more effective	Shadow the outreach team, ask them about where/why the process they currently do is not effective. Secondary research of local business outreach to determine effective strategies	Stakeholder interview and research skills
22		Partnerships with other local organizations is key to reaching larger audience	How can the event be viewed as a more locally sponsored event rather than outsiders coming into a neighborhood	Speak with members of the communities to understand their Point-of-View of events coming to their neighborhoods	UX research strategies
23		There are online communities that are related to CicLAvia (biking, urban exploring, skateboarding, local LA events) that have a much higher overall reception to the event.	What platforms are best for reaching larger amount of key demographics	Netnography research of all of CicLAvias current platforms used for marketing and promotion	Where public perception of CicLAvia stems from and where the opportunity to change perceptions exist
24					





Ideate

# Partnerships

## CicLAvia Partnerships

Deadline: October 12

1 In the space provide, brainstorm some potential partners for CicLAvia. This could be direct or indirect partners.

David Hydris	John How brands all could be "free stuff" by Nike	Tom any part companies	Andrew Mountain's Peak	David Humanity society	Orlando A store that sells how to cool people off	Matthew Fruit Cuts	Matthew Stage performances / Speakers
John Chargerage	Nature Barona farm	John Sell Hydris Packs at the water stations. Fill them up upon purchase.	Nature Snack companies	David Local Apparel Brands	Orlando Freestyle Photo / Polaroid (Some type of photo company)	Matthew Bumper stickers to promote / pledge	Matthew Roller derby groups
Jan Curbis	Nora Dancing companies? Or hand activities for children/families	Jan Energy Bar Company	John Hats and sunglasses	John Sports-themed beverage (i.e. water)	Wendy Nearby schools/colleges	David Everyday	Nature Raffles
Nora LA BASED ARTISTS (Music, exhibition, etc)	Christy Local high school bands / music brands	Christy bike water	SN Local artists	Nature Create an own T-shirt design and print it out at the event booth	Andrea [Blank]	David Social Media Companies	Christy [Blank]
Wendy Fitness groups	John AIDS WALK LA to bring more focus on the walking aspect of the event	Christy local gyms / fitness studios	SN healthtrack	John Surfboards (i.e. goods)	John Google Maps	David Beer	SN photobooth
Wendy local action initiatives (i.e. pedestrian safety)	Nora Traveling information desk	Christy playground equipment / bounce house business	SN paint supply company	SN Sunscreen company	John Underwear / hat brands	Li Food delivery companies, grab-n-go, sandwich, proteins to bring people on the route water/food	Li Waze or google maps to advertise route
Christy You could partner with restaurants, have most food distributed out	Christy Cafed donations for community homeless shelter	Tom Sponsor curtain for people to walk / ride through (maybe through LAADW)	Tom Chalk companies	Christy local ops in multiple locations	Christy Sunblock brands	Christy local school art teachers	Christy snapchat / snap map to find friends interact with each other
Miguel Coffee Cart	Miguel Outside Gym	Miguel All Companies / Activations	Miguel Activity Classes like dancing	Miguel Speaker companies	Miguel DJ's	Miguel Marching bands	Miguel Co-working spaces
John ride	Wendy Y.M.C.A.	Christy Raffles	John Physical activity games	Jan [Blank]	Christy tree planting org.	John Bicycle protective gear	Tom Different kinds of bananas
Christy Schools and learning centers in the community	Wendy Group Homes for Foster Youth	David Retail beverages (opposite of energy drink)	John Energy / protein bars	John Costumes	John Cheese brands	John Any brand that values sustainability	Christy electric bikes / e-bike
Sam oil seals	Sam toy stores	Sam yoga studios	Sam fitness studios	Sam community colleges	Sam art centers	Sam local artisans	Sam Military recruitment
Sam market stores	Wendy Elderly centers	John Organizations that help with disabilities	SN toy store	Nature Official mascots	Sam pet rescues	Sam roller Derby teams	Sam Bike stores
Sam Ops	Sam Autism center	David Ingham/Southwest company	SN farmers market	Wendy Local artists/art communities	Wendy D.A.R.E.	Li Company that provides temporary bike racks	John Coach companies - LULU
Wendy Youtube channels	Wendy walking tours for history, architecture, or street art & landmarks	Sam Bike food cart	SN [Blank]	Christy Mixing station	Li Temptation Station (represented by a local bar)	John Stage studios / classes	Wendy Community Centers
Christy Solar powered fire station	Nora [Blank]	Judi Athletic clothing	Nora [Blank]	John Wool companies that provide on the route	John Self skates on the route	John Bike accessories	John Shade / seating area



Ideate

# Partnerships

**Ideate**  
-60 min/ individual + team

**EXAMPLES FROM ANOTHER PROJECT**

- Developer empathy from professors encourages students in their learning process
- Faculty can gain history by studying their department's pedagogical evolution and digital and non-digital resources
- If there is way to cater to students who want to be on campus and off campus

**AS A TEAM: Craft a few hypotheses** about a that a surprise quote or insight could be interpreted and what it may say about your audience's motivations and needs.

- Creating a theme for event will increase turn out, in particular amongst pedestrians
- Focusing on fun aspects of event itself can lead to self generating content strategy
- Incorporating "holidays" or locations can improve public perception
- If we market from a pedestrian point of view we can increase the pedestrian turnout.
- People on social media only like to follow accounts or share posts that are informative or fun/cute
- highlight different features people might see

**AS A TEAM: Select a few of the hypotheses** you generated that you find the most intriguing and want to explore further. For each of them, frame a *How Might We (HMW)* question with the format shown on the right.

- highlight different features people might see } **How might we market CicLAvia's Itinerary for its urban explorers, who are looking for more for their interest?**
- If we market from a pedestrian point of view we can increase the pedestrian turnout. } **How might we market a safe environment for pedestrians?**
- Creating a theme for event will increase turn out, in particular amongst pedestrians } **How might we encourage event goes to create content**

**AS A TEAM: Select one of HMW questions** above that your team is most excited about tackling, and make sure that it meets the requirements for a good human-centered design challenge according to the checklist below (you can move the green checkmarks after your've reviewed each criterion). Watch video #4 for more details.

**HYPOTHESIS**

**Check your work**  
This HMW question...

- has **people** in it (the relevant stakeholders)
- does **NOT** have a **solution** embedded

**How might we create resources to help people with mental health?**  
NOT GOOD: WHERE ARE THE PEOPLE? WHO ARE THE RESOURCES FOR?

**How might we help students find resources related to mental health?**  
BETTER

**How might we create a website that helps students find resources related to mental health?**  
NOT GOOD: THIS HAS A SOLUTION EMBEDDED.

After receiving a positive response from Council Member Andre Spicer our group wanted to explore possibilities of what a partnership will look like.

Moya Chang CicLAvia's Digital Communications Manager stated CicLAvia's largest demographic is from the ages of 35-43 which is why our team feels Council Member Andre Spicer would be a perfect fit.

**Our team met with Council Member and constructed a social media strategy that will allow CicLAvia to gain quality content that is aligned with its brand .**



**Andre Spicer**

2nd District Council Member

Insights & Findings

# Testing & Analytics

- 1** **IMPORTANT:** Please share with our team how this curated content performs against all other posted content
- 2** **Keynote:** Prepare prompts ahead of time