

A microscopic view of several coronavirus particles, which are spherical with a dark center and a lighter outer layer covered in green, spike-like proteins. The background is a teal, slightly blurred environment.

PUBLIC TRANSPORT P.S.A- CONCEPTS

By Alyssa San

PROBLEM

PUBLIC
TRANSPORTATION IN
NYC IS UNSANITARY



SOLUTION

- Market to the general public through multi-media channels- the problem & solution:
 - Encourage lawmakers, through petition, to enforce more frequent deep cleaning (sterilization) and inspections for all public transport.
 - AFTER riding with public transportation: the general public should wash or sanitize their hands immediately.

CREATIVE STRATEGY

- **Marketing Objective:** To encourage a more hygienic public transportation system in NYC.
- **Communication Objective:** To convince the target market that the current conditions on public transportation are gross and we deserve change.
- **Target Market:** New Yorkers who live in the city and use public transportation daily. Educated, urban, ages 18-65.
- **Benefit:** This will improve the lives of New Yorkers by creating a healthier environment for their daily transport. Instead of having tons of bacteria/diseases linger for several months on surfaces, they will be tackled within days.
- **Tone:** Confident and assertive. This P.S.A needs to ignite fear and anger in New Yorkers on the conditions of these services.

RADIO PITCH

Radio Pitch 60 Seconds

sounds of NYC rush hour: subway door opening, car horns, bells from bikes

Public transportation is the heart of our city. Whether it's the Subway. Bus. Taxi. Or Citi Bike. Sure.. it gets the job done. But it's no secret how disgusting the experience can be although you're a paying customer. Every day, millions of New Yorkers have to face the unsanitary conditions of these services. You can dodge the littered seats, try to avoid smelly vehicles, and sticky handlebars. But what about the tons of bacteria and infectious diseases that sit on public transport surfaces for *months*?

Before COVID-19, subways would get disinfected with sterilizing products just *5 times* a year. Studies show New York had the germiest subway system in the country! Yet in order to minimize the spread of the virus, a deep cleanse was issued every 72 hours temporarily. Yes, temporarily. But you have the power to make this permanent. Together, we can create a healthier environment for ourselves and those we love. New Yorkers deserve more. *You* deserve more. Go to www.change.org and sign the petition to make frequent sterilization and daily inspections a legal requirement for all public transportation. *Small Actions, Big Results.*

TV STORYBOARD

FRAME 1- Cardi B talks directly to camera



Cardi B: Listen up, New York City!

Unsanitary conditions in all public transportation has been normalized for *decades*.

FRAME 2- Montage of subway, Citi Bikes, and Taxis



CARDI B:

You dodge the spills on
subway seats, sticky
Citi Bikes, and smelly
vehicles.

FRAME 3- Germs revealed all over the taxi and Citi Bike



CARDI B:

But what about the tons of bacteria and infectious diseases that sit on those surfaces for *months*?

FRAME 4- Woman coughs, adding more germs to train pole



CARDI B:

Did you know, New York City has the germiest subway system in the country?

Yet only gets disinfected 5x a year despite the millions of riders daily.

FRAME 5- Cut back to Cardi talking to camera



CARDI B:

As paying customers, New Yorkers deserve better!

It's time to stop settling for less and start fighting for more.

FRAME 6- Worker cleaning the subway with sterilizing products



CARDI B:

In light of the COVID-19 global pandemic, every 72 hours there are sterilizations on the subway to minimize germ-spread.

That hygienic behavior is only temporary. But you have the power to make it permanent...

FRAME 7- Inspections being made to see if the subway is clean



CARDI B:

by using your voice to insist on frequent sterilizations and daily inspections as a legal requirement for *all* public transportation services.

This a huge opportunity for New York City to come back better than ever before.

FRAME 8- Healthy family smiling together



CARDI B:

Together, we can create
a more hygienic
environment for
ourselves and those we
love.

FRAME 9- Cut back to Cardi B talking to camera



CARDI B:

In the meantime, you can contribute to a healthier society by washing your hands for at least 20 seconds immediately after riding with any public service.

That's just singing Happy birthday twice. It's not hard!

FRAME 10- Cut to website information and slogan

The logo for change.org, featuring the text "change.org" in white lowercase letters on a red rectangular background, which is centered within a larger black rectangular frame.

CARDI B:

The time for change is NOW.

Join the fight and sign the
petition for a more hygenic
future.

Small Actions, Big Results.

YOUTUBE STORYBOARD

FRAME 1- Cardi B talks directly to camera



Cardi B:

New York City!

The unsanitary conditions
in all public
transportation has been
normalized for *decades*.

Whether it's the subway.
Taxis. Or Citi Bikes.

FRAME 2- Montage of the germs on Subways, Taxis, and Citi Bikes



CARDI B:

Tons of bacteria and infectious diseases sit on those surfaces we touch everyday yet haven't been disinfected in *months*.

As paying customers. We deserve more.

FRAME 3- Cut back to Cardi talking to camera



CARDI B:

Use your voice to insist on more frequent sterilizations and daily inspections as a legal requirement for *all* public transportation services.

FRAME 4- Cut to website information and slogan

The logo for change.org, featuring the text "change.org" in white lowercase letters on a red rectangular background, which is centered within a larger black rectangular frame.

CARDI B:

Go to www.change.org and sign the petition to create a more hygienic environment for yourself and those you love.

Small Actions, Big Results.

PODCAST CONCEPT

Title: The New York Commuter

Length: 30 minutes

Format: Discussion

Hosted by an upbeat New York native. Needs to be knowledgeable and a good conversationalist.

Synopsis: In New York City, the unsanitary conditions of public transportation is no secret. In this podcast, our host will speak to different members of the health department and discuss their most unsanitary stories about them traveling on mass transit. Each episode will be on a different person, their personal experiences, and how users can benefit themselves by taking small actions.

PODCAST EPISODE IDEA

EPISODE #1: “Subway Creatures”

- Interview with Amanda Carrion, Health Department employee.
- She tells the story of how she saw a bunch of rats digging into a bag of garbage inside the subway. After running to the next cart, she continued to watch them walk all over the subway seats. A person enters the rat-infested cart Amanda had abandoned, sitting on the section where the rats had been running/eating all over.
- Amanda explains that during the ride she didn't touch her face once. After the ride, she sanitized her hands immediately to avoid germs.

TRAINS

TravelMath, a logistics website, sent teams to gather bacteria samples from handlebars in 5 major cities:

- NYC ranks #1 in having the most bacteria in its subway system.
- “Grabbing a handrail in a NY subway system transfers as much bacteria as shaking hands with 10,000 people.”
- “Trains in NYC get a deep cleaning only 5x a year” said John Santamaria, NYCT Chief Mechanical Officer & Vice President (AM NY)



*CFU-colony forming units, per square inch.

VEHICLES

- Based on a study conducted by NetQuote, they swabbed 3 rideshare vehicles (Uber/Lyft), 3 rental cars, and 3 taxis resulting in the following information:
(CONTINUED)



*CFU-colony forming units, per square inch.

CITI BIKES

In a study conducted by Men's Health, the Citi Bike is 45x more germier than a subway pole.

- “A Citi Bike handlebar had 1,512 germs, while a subway pole had 35.”



CONSUMER RESEARCH

After explaining the **problem** to 12 individuals, 12/12 agreed that public transport in NYC is disgusting and were interested in this campaign. Many cringed when discussing their personal experiences:

- 1) “Do you think the NY subways should be sterilized more than 5x a year?” All answered yes.
 - When pitching my **solution**, all agreed that a law to ensure more frequent sterilizing will create a cleaner environment.
- 2) “Do you believe a law enforcing frequent deep cleaning on public transportation is too ambitious?”
 - One individual replied “No way! Restaurants must comply with sanitary requirements, so why shouldn’t all public transportation? We commute on public transport *multiple* times a day, and it’s not free.”

MARKET RESEARCH

Currently in the media, a problem that has my target market's attention is COVID-19. These P.S.A's mainly focus on:

- Enforcing social distancing
- Showing how to properly wash your hands
- Thanking essential workers

SOURCES

Support: Numerous case studies on this topic:

- -<https://www.cnn.com/2015/02/07/us/new-york-subway-germs/index.html>
- -<https://www.nbcnews.com/health/health-news/germs-new-york-subway-scores-mysterious-microbes-found-n301696>
- <https://www.businessinsider.com/rideshare-cars-have-more-germs-than-taxis-rentals-toilets-new-study-2019-5>
- <https://www.amny.com/transit/ask-the-mta-about-keeping-subways-clean-and-avoiding-bad-brakes/>
- <https://www.netquote.com/health-insurance/health-insurance-articles/driving-with-germs>
- <https://www.travelmath.com/feature/public-transportation-hygiene-exposed/>
- <https://www.menshealth.com/health/a19539521/most-germ-covered-surfaces-new-york-city-gross/>