

ATTACHMENT B: Public Education and Outreach Campaign

Billboards and Banners



VTA Bus Wraps

IT'S NOT WORTH IT.
 You will be reported.

SNAP. CLICK. REPORT.
sanjoseca.gov/fireworks
 Hotline: 408-535-5600






ĐỐT PHÁO BÔNG CÓ ĐÁNG KHÔNG?
 Bạn sẽ bị báo cáo.

HÃY CHỤP HÌNH VÀ BÁO CÁO.
sanjoseca.gov/fireworks
 Đường dây nóng:
 408-535-5600



NO VALE LA PENAL.
 Usted será reportado.

TOME FOTOS. HAGA CLIC. REPORTELO.
sanjoseca.gov/fireworks
 Línea directa: 408-535-5600





FED UP WITH FIREWORKS?
 Report violators online.

SNAP. CLICK. REPORT.
sanjoseca.gov/fireworks
 Hotline: 408-535-5600






PHÁO BÔNG LÀM BẠN BẤT AN?
 Nhanh tay báo cáo xóa tan tiếng ồn.

CHỤP HÌNH VÀ BÁO CÁO.
sanjoseca.gov/fireworks
 Đường dây nóng:
 408-535-5600



CANSADO DE LOS FUEGOS ARTIFICIALES?
 Reporte a violadores en línea.

TOME FOTOS. HAGA CLIC. REPORTELO.
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Regional Campaign Messaging



School Campaign Messaging



Measurement

Website Traffic

Fireworks

- 6,038 page views
- 4,591 unique visitors
- 1,638 returning visitors
- 258 clicked on the reporting form link from home page
- Majority of visitors viewed the page from mobile or desktop

VTA Bus Ads (40)

- 3,071,960 impressions
- VTA Stations (10) - Center Stage Ads Search Engine Display Banner Advertisements
- 1,921,880 impressions

Digital Bulletin/Billboards (2) at 2855 Stevens Creek (Valley Fair)

- 2,499,296 impressions

Facebook Standard Single Image Advertisements

- 349,499 impressions
- 1,319 clicks
- 0.38% click-through rate