

Eastbound  
Downtown LA

0349  
Red  
6:17 AM

SANTA MONICA

*data-driven marketing*

*john gordon  
director of social media  
la metro*

M

A photograph of a large group of people on bicycles, likely at a public event or race. The bicycles are black with bright yellow-green fenders that feature a white circle containing the letter 'M'. The people are dressed in casual to semi-formal attire, including t-shirts, blouses, and jackets. Some are wearing helmets. In the center, a man in a black t-shirt is looking at his smartphone. A prominent red banner with the word 'who?' in white, lowercase, sans-serif font is overlaid across the middle of the image. The background shows a city street with buildings and other people.

*who?*



An aerial photograph of a coastal city, likely San Francisco, showing a dense urban area with a prominent harbor and a large bridge structure extending into the water. The city is surrounded by rugged, green hills. A bright red rectangular box is superimposed over the center of the image, containing the word "where?" in white, italicized lowercase letters.

*where?*

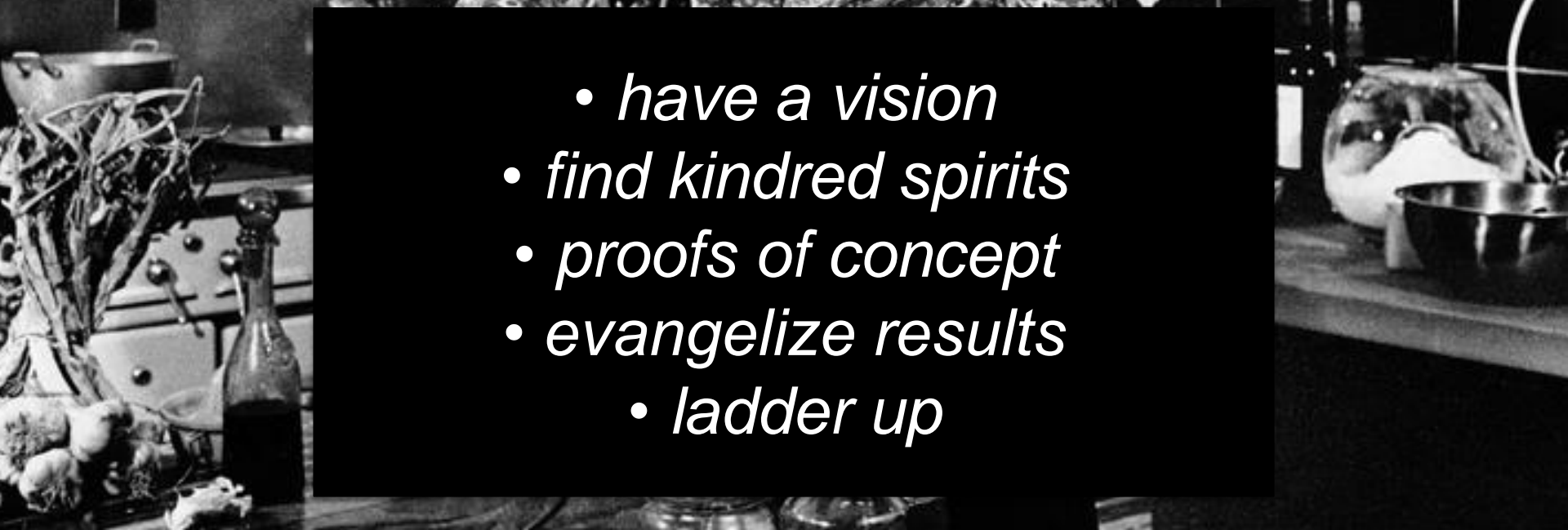
A cartoon illustration of Homer Simpson from 'The Simpsons'. He is shown from the chest up, with his hands clasped in front of him in a classic 'thinking' pose. He has a large, open mouth and wide, staring eyes, suggesting deep contemplation or confusion. A red horizontal bar is superimposed over the middle of the image, containing the word 'why?' in white, italicized text.

*why?*





# *the recipe*

- *have a vision*
  - *find kindred spirits*
  - *proofs of concept*
  - *evangelize results*
    - *ladder up*
- 

*gold line*





Platform 1

*rider survey*



A safety sign with a yellow background and black horizontal stripes. At the top, there are yellow shapes resembling a person's feet. A black silhouette of a person stands on the left side. The text 'STAY BEHIND YELLOW LINE' is written in black capital letters across the middle. A red banner with the word 'safetyville' in white cursive script is overlaid on the sign. Below the banner, a black silhouette of a person is lying on the ground, with a yellow cord connected to their hand.

STAY BEHIND YELLOW LINE

*safetyville*





*thanks!*