

STAFF REPORT

SUBJECT: Second Quarter 2016 Marketing and Outreach Activities
FROM: Dennis Mochon, Senior Marketing and Communications Specialist
DATE: February 22, 2016

Action Requested

Informational item only. No action required.

Background

This report is intended to provide the Committee with a summary of the marketing and outreach activities for the second quarter of FY 2016.

Discussion

Activities completed in the second quarter:

Wheels Forward Public Meetings

LAVTA promoted customer input for Wheels Forward proposed alternatives and the second round of meetings (held in October) through extensive outreach, communications and marketing.

High School Ambassador Program

In October, Wheels solicited for applicants for the new High School Ambassador program. Five high school students were trained as Wheels Ambassadors helping other students learn to ride the bus and navigate the Wheels bus system. They are now continually training their peers and reporting driver and bus conditions back to LAVTA staff.

Clipper Card Introduction

Wheels worked with the other East Bay small operators, MTC and Cubic to successfully launch Clipper Card on each system. The system went live November 1 and is being promoted by Wheels through a news release, bus cards, flyers, posters and social media. More major marketing by MTC including radio, bus exteriors, BART station ads and numerous outreach events began in January and will run through March 2016.

Livermore and Pleasanton Holiday Parades

On December 5th, Wheels participated in two Holiday parades in Livermore and Pleasanton. The Livermore parade showcased the restored Rideo Bus. The Pleasanton parade showcased a Rapid Bus.

Stuff a Bus

On December 6th from 12pm to 4pm, the agency partnered with Safeway again to hold three Stuff-a-Bus events at Safeway stores in Dublin, Livermore, and Pleasanton. The event benefited two local food banks, Open Heart Kitchen and the Tri-Valley Haven. Safeway customers were extremely generous in donating 5,701 lbs of food. This year's collection was record-setting, with a 34% increase from last year's donations.

To promote the events, the agency ran advertising on KKIQ and had the station host a live radio remote broadcast at the Livermore Safeway from noon to 2pm. As part of the partnership with LAVTA, Safeway provided 20-\$25 gift cards as prizes as well as a food donation of 100 turkeys.

New Wheels Website

Wheels new website was launched in December 2015. It offers a variety of user-friendly services including real time bus arrival information, rider service alerts, Google trip planner and enhanced social media feeds.

Wheels in the News

Wheels produced five press releases during the second quarter. These included: Wheels Establishes Tri-Valley Regional Rail Advisory Group, Wheels Announces Second Round of Wheels Forward Meetings, Clipper Expands to Wheels, Wheels Announces 2015 Stuff a Bus Event and Wheels Receives Record Food Donations. Wheels received major local and national industry articles in The Independent, Pleasanton Weekly, The Patch and Mass Transit.

Outreach

Wheels participated in 20 outreach activities targeting schools, seniors and other community organizations as highlighted in Attachment 1.

The following activities are currently planned for the Third Quarter of FY 2016.

Wheels Forward Public Hearing and Comment Period

LAVTA will promote customer input on the preferred Wheels Forward service plan and the Public Hearing through extensive outreach, communications and marketing.

Wheelsbus.com Mobile Website

Wheels web design contractor, Planeteria, is developing a mobile website for Smartphones.

Wheels Timetables and Customer Information Brochures

The agency is developing an RFP which will be released in February to transition from the current bus book to producing individual route schedules and customer information brochures. The target date of the launch is August 2016 with school tripper service timetables.

Wheels Rebranding

Wheels has an RFP soliciting for a vendor to develop new naming concepts, a new logo, and establishment of branding strategies for the transit services that LAVTA provides. It is anticipated that the rollout of deliverables will coincide with implementation of the new service plan as part of the Wheels Forward initiative.

St. Patrick's Day Parade and Festival

The agency will be showcasing a Rapid bus for the parade on Saturday, March 12th adorned in St. Patrick's decorations to celebrate the festivities. Wheels will also participate in the community festival having a booth to promote our services and inform the public about Wheels services on Saturday and Sunday, March 12th and 13th.

Livermore Wine Festival April 30th and May 1st

Wheels be sharing an information booth with the City of Livermore on Saturday and Sunday, April 30th and May 1st at the Wine Festival.

Budget

No budgetary impact.

Recommendation

None – information only.

Attachments:

1. 2nd Quarter FY 2016 Outreach Activities

2nd Quarter FY 2016 Wheels Outreach Activities

Organization/Location	Date	Purpose
Dublin Senior Center	10/1/2015	Presentation
Dublin Senior Center	10/3/2015	Outreach
Spare the Air Resource Team	10/6/2015	Networking/Planning
Pleasanton Senior Center	10/7/2015	Radd Transition Fair
Hispanic Business Council	10/8/2015	Networking
Dublin School District	10/18/2015	Outreach
Various Tri-Valley Locations	10/19/2015	Distribute Take Ones for COA
Las Positas College	10/27/2015	Table for COA
Amador High School	10/27/2015	COA Workshop
Livermore Transit Center	10/28/2015	Table for COA
Las Positas College	10/28/2015	COA Workshop
Dublin Civic Center	10/29/2015	COA Workshop
Livermore Needs Committee	11/3/2015	Networking
Pleasanton Chamber Tradeshow	11/4/2015	Outreach
Foothill High School	11/10/2015	Meet w/Safe Routes-Programs
Livermore Community Center	11/12/2015	EDD Job Fair
Dublin Senior Center	11/17/2015	Consultations for Seniors
LAVTA Administration Office	11/18/2015	Training of Ambassadors
LAVTA HS Ambassadors	11/25/2015	On Board Training of Ambassadors
LAVTA Stuff A Bus Holiday Food Drive	12/6/2015	Food Drive