

STAFF REPORT

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

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**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 fourth quarter of FY2016.

**Discussion**

Activities completed in the fourth quarter:

Outreach for Wheels Forward Public Hearing

Wheels staff conducted outreach at various sites such as the Dublin/Pleasanton BART Station, Las Positas College, Lawrence Livermore National Labs, etc. In addition, newspaper advertising to promote the hearing ran in the Independent, Pleasanton Weekly, and Las Positas Express. Finally, notices were placed on Peachjar and Nextdoor.

Wheels Rebranding

Wheels launched a major project to rebrand the agency name and services with the ad agency, Pavlov. Pavlov conducting opinion research to get public opinion on Wheels services and image through an email campaign and briefed the Board on the findings and next steps in June.

Livermore Wine Festival April 30<sup>th</sup> and May 1<sup>st</sup>

Wheels had an information booth for both Saturday and Sunday, April 30th and May 1<sup>st</sup> at the Wine Festival, and information on Wheels services and the June public hearing to distribute to the public.

Art Mural Dedication

On June 2, Wheels dedicated a new art mural at Vasco and Mesquite in front of the Lawrence Livermore National Labs. The mural was titled Wheels Ticket to Paradise and created by students at Granada High School.



Livermore Mayor John Marchand and LAVTA board member Lauren Turner officiated the art mural dedication.

Alameda County Fair

For the 2016 fair, Wheels offered a buy one get one free ticket similar to last year’s campaign. On Senior Days, Wheels staff shared a table with ACTC and the Pleasanton Senior Center to inform the public about all of the senior and disabled services for the Tri-Valley. Wheels did a joint promotion with the Fair and BART to promote taking BART and Wheels to the Fair. Media included: KKIQ radio, interior cards, posters, fair signage, BART signage, social media and a press release.

Wheels in the News

Wheels produced eight press releases during the 4<sup>th</sup> quarter. These included: Wheels winning the GFOA award; Wheels announces Public Hearing; Wheels approves major service changes; Wheels to dedicate art mural; Wheels announces new services; Alameda County Fair service and 4<sup>th</sup> of July service announcements. Wheels received major local and national industry articles in the Pleasanton Weekly, The Independent, The Patch and Mass Transit.

Outreach

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

*The following activities have occurred or are planned for First Quarter of FY 2017:*

August Service Change

On August 13th, the agency implemented a major service change. To inform customers of the change, the Agency produced new timetables, newspaper and radio advertising, car cards, website information, bus stop schedules, on-hold phone message, social media posts and a news release. In addition over two dozen outreach events were held primarily at the Livermore Transit Center and East Dublin/Pleasanton BART Station.

Try Transit to Schools

LAVTA will target middle and high school students through a two week initiative in September to promote Wheels services. The Try Transit to Schools promotion will offer students of middle and high schools free rides on all regular fixed routes from August 22<sup>nd</sup> through September 2<sup>nd</sup>. The agency will promote the event through KKIQ radio, bus cards, Wheels website and social media, as well as through the Tri-Valley schools.

Las Positas Easy Pass Promotion

Web slider, dedicated Easy Pass page on Wheels website, newspaper ads, ad in the class schedule, Easy Pass information on Las Positas and ACE websites, tabling events, yard signs, posters, Las Positas radio ads, student email E-blasts and campus TV advertising.

**Budget**

No budgetary impact.

**Recommendation**

None – information only.

Attachment:

1. Summary of Outreach Activities

**LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY****Community Outreach Summary Report****Describe significant accomplishments this quarter:**

Preparation, signs and staging the RIDEO bus as well as Staffing for the Alameda County Fair.  
 Preparation and materials as well as staffing for the PUBLIC HEARING in MAY. Preparation and staffing for BIKE TO WORK DAY. Preparation and staffing for the Livermore Wine Festival.

**Describe significant challenges or barriers encountered this quarter.**

Preparing for the August 13, 2016 Service Changes on such a tight timeline with limited staff.

Organization Name	Date	Comments
Bus Stop Review	4/4/2016	Public Info
Signage for Construction Site	4/5/2016	Public Info
Las Positas College Tabling	4/6/2016	Outreach
Senior Travel Training	4/8/2016	Senior Travel Training
Livermore Needs Meeting	4/12/2016	Networking
Senior Travel Training	4/13/2016	Senior Travel Training
Mtg-Logistics for Bike to Work Day	4/14/2016	Bike to Work Day
Hispanic Business Council	4/14/2016	Networking
Travel Training-Spec. Needs	4/18/2016	Travel Training
Dublin USD-Wellness Fair	4/23/2016	Outreach
Travel Training-Spec. Needs	4/26/2016	Travel Training
Senior Travel Training	4/28/2016	Senior Travel Training
Livermore Wine Festival	4-30 & 5-1/2016	Outreach
LAVTA Public Hearing	5/2/2016	Public Hearing-COA-Service Changes
Livermore Needs Mtg.	5/10/2016	Networking
Bike to Work Day	5/12/2016	Bike to Work-Outreach
Dublin Senior Center Consults	5/17/2016	Travel Training
Tri-Valley Air Resource Mtg.	5/17/2016	Networking
Art Mural Dedication	6/2/2016	Dedication for Art in Shelters
Livermore Senior Center Consults	6/9/2016	Travel Training
Mtg with Design firm-Service-COA	6/14/2016	Service Change
Alameda County Fair Tabling	6-16, 6-23 & 6-30, 2016	Senior Outreach
Bus Stop Review	6/27/2016	Stop maintenance