

STAFF REPORT

SUBJECT: Fourth Quarter 2015 Marketing and Outreach Activities
FROM: Dennis Mochon, Senior Marketing and Communications Specialist
DATE: August 24, 2015

Action Requested

Informational item only. No action required.

Background

This report is intended to provide the Board with a summary of the marketing and outreach activities for the fourth quarter of FY2015.

Discussion

Activities completed in the fourth quarter:

Stand Up 4 Transportation Event – April 9th

Wheels participated with other Bay Area transit agencies to promote the American Public Transportation Association's (APTA) Stand Up 4 Transportation Event on April 9th. LAVTA's Executive Director Michael Tree spoke at the event, which was located at the Temporary Transbay Terminal in San Francisco, stressing the importance of the passage of long term federal transportation funding to communities in the Tri-Valley. The event was well-attended and received national and local press.

Livermore Wine Festival May 2 and 3rd

Wheels had an information booth for both Saturday and Sunday, May 2nd and May 3rd at the Wine Festival, and had a full realm of information to distribute to the public.

Alameda County Fair

For the 2015 fair, Wheels will be 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.

Website Redesign

Working with the firm Planeteria, Wheels is undertaking a redesign of the www.wheelsbus.com website. Wheels selected a basic framework design and had a major two-day photo shoot in June to provide photos for the new website. The website has been developed and is in the final stages of testing. The new website is scheduled to go live in September.

Facebook Bike Giveaway Promotion

Wheels boosted Facebook likes through a contest offering a free Trek bike. Hundreds went to Wheels Facebook page or website and entered an email address to register for the contest. They were asked to 'like' Wheels on Facebook. The contest ran from late May through the Alameda County Fair and generated over 400 new 'likes'. The winner was Livermore resident Justin Griffin. LAVTA staff will be making a presentation about the contest at the 2015 California Transit Association Annual Conference.

Wheels in the News

Wheels produced eight press releases during the 4th quarter. These included: Wheels winning the GFOA award; LAVTA receives PTMISEA grant; Air Quality Award announced; Wheels to dedicate art mural; Wheels dedicates art mural; Wheels Forward study announcement; Alameda County Fair service and 4th of July service announcements. Wheels received major local and national industry articles in the Pleasanton Weekly, The Independent, The Patch and Mass Transit.

Wheels was also featured in the July 27, 2015 issue of APTA's Passenger Transport for the art mural dedication:

LAVTA Dedicates 'Art Shelter Mural'



The Livermore Amador Valley Transit Authority, Livermore, CA, recently dedicated the 15th in its series of Art Shelter Murals, with high school students who created the artwork in attendance. The mural, titled "Art is Science on Wheels," is located in a bus shelter at the west gate of the Sandia/Lawrence Livermore Labs. Livermore Mayor John Marchand and LAVTA board member Steven Spedowski officiated at the event.

Social Media

'Likes' on the Wheels Facebook page have dramatically risen over the quarter to a current total of 560. Several Facebook Posts were made for the events highlighted in the News section above. An average of two tweets per weekday were posted on Twitter.

Outreach

Wheels participated in 11 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 2016:

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 September 7-18th. The agency will promote the event through KKIQ radio, bus cards, Wheels website and social media, as well as through the Tri-Valley schools.

August Service Change

On August 22nd, the agency implemented a minor service change. To inform customers of the change, the Agency produced a new bus book, car cards, website information, bus stop schedules, on-hold phone messages, social media posts and a news release.

Budget

No budgetary impact.

Recommendation

None – information only.

Attachment:

1. Summary of Outreach Activities

Fourth Quarter FY 2015 Outreach

Event	Date	Audience	Purpose
Stand Up 4 Transportation Event	4/9/15	Public	Federal Transit Funding Initiative
Livermore Needs Committee Meeting	4/14/15	Public	Service Info
Livermore Senior Center Presentation	4/28/15	Seniors	Service Info
Livermore Tradeshow and Mixer	5/13/15	Public	Service Info
Bike to Work Day Station at Shadow Cliffs	5/14/15	Public	Service Info
Hispanic Business Council Meeting	5/14/15	Public	Service Info
Livermore Needs Meeting	6/9/15	Public	Service Info
Hispanic Business Council Meeting	6/11/15	Public	Service Info
Livermore Rodeo Parade	6/13/15	Public	Rideo/Rapid Showcased
First Day of Senior Days at the Alameda County Fair	6/18/15	Public	Service Info
Second Day of Senior Days at the Alameda County Fair	6/25/15	Public	Service Info