

STAFF REPORT

SUBJECT: Third Quarter 2016 Marketing and Outreach Activities
FROM: Dennis Mochon, Senior Marketing and Communications Specialist
DATE: May 23, 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 third quarter of FY 2016.

Discussion

Activities completed in the third quarter:

Wheels Forward Public Hearing and Comment Period Promotion

LAVTA began promotion of customer input on the preferred Wheels Forward service plan and the May 2nd Public Hearing through extensive outreach, communications and marketing.

Wheelsbus.com Mobile Website

Wheels web design contractor, Planeteria, developed and launched a mobile Wheelsbus.com website for smartphones.

St. Patrick's Day Parade and Festival

The agency showcased a Rapid bus for the parade on Saturday, March 12th donned in St. Patrick's decorations to celebrate the festivities. Wheels participated in the community festival staffing a booth to inform the public about Wheels services and the WheelsForward preferred alternative on Saturday and Sunday, March 12th and 13th.

Wheels in the News

Wheels produced six press releases during the third quarter. These included: Wheels Launches New Website; Elected Officials Discuss Expediting BART to Livermore; Ride Free to the St. Patrick's Day Festival; WAAC Applications Available; Wheels Passes CHP Inspection and Wheels COA Public Hearing and Comment Period.

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 Fourth Quarter of FY 2016.

Wheels Forward Public Hearing and Comment Period Advertising

Wheels will continue to promote the Public Hearing and Comment Period through extensive newspaper advertising and radio advertising on KKIQ, as well as through major outreach initiatives in April.

Wheels On-Call Graphic Design Services and Timetables

Wheels has released an RFP for on-call graphic design services. The first task for the selected contractor will be to develop new timetables and customer information brochures for the next service change.

Wheels Rebranding

Wheels will be working with the contractor, Pavlov Advertising, to develop new naming concepts, a new logo, and establishment of branding strategies for the transit services that LAVTA provides.

Livermore Wine Festival April 30th and May 1st

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

Bike to Work Day

Wheels will be partnering with the Lawrence Livermore National Labs to staff a Bike to Work Energizer Station in front of the Lab off East Street on Bike to Work Day May 12th.

Art Mural Bus Shelter Dedication Event

Wheels will be dedicating its 16th Art Mural Bus Shelter near the Lawrence Livermore National Labs on May 26th at Vasco and Mesquite.

Alameda County Fair

For the 2016 fair, Wheels will be offering a buy one get one free ticket similar to last year's campaign. Route 8 will be modified again to serve the fair on both the A & B as well as the weekend 8. There will be staffing to share a table with ACTC and the Pleasanton Paratransit to inform the public on Senior Days about all of the senior and disabled services for the Tri-Valley. Wheels will be doing a joint promotion with the Fair and BART to promote taking BART and Wheels to the Fair. Media includes: KKIQ radio, interior cards, posters, fair signage, BART signage, social media and a press release.

Budget

No budgetary impact.

Recommendation

None – information only.

Attachments:

1. 3rd Quarter FY 2016 Outreach Activities

3rd Quarter FY 2016 Wheels Outreach Activities

Organization/Location	Date	Purpose
Livermore Needs Committee	1/12/2016	Networking
Livermore Senior Center	1/14/2016	Consultations for Seniors
Dublin Senior Center	1/19/2016	Consultations for Seniors
Spare the Air Resource Team	1/26/2016	Networking/Planning
Clipper Regional Meeting	1/28/2016	Networking/Planning
Kottinger Water Project	2/10/2016	Distribution of Notifications
Livermore Senior Center	2/11/2016	Consultations for Seniors
Livermore Junction School	2/18/2016	Science Odyssey presentations
Finnian Way	2/22/2016	Consultations for Seniors
Clipper Regional Meeting	2/25/2016	Networking/Planning
Kottinger Place	3/3/2016	Updates on Water Project/Training
Livermore Needs Committee	3/8/2016	Networking
Livermore Senior Center	3/10/2016	Consultations for Seniors
St. Patrick's Festival – Dublin	3/12-13/2016	Public Outreach
Dublin Senior Center	3/15/2016	Consultations for Seniors
Pleasanton Senior Center	3/17/2016	Transportation Fair
Clipper Regional Meeting	3/24/2016	Networking/Planning