FY2017-18 Media and Public Relations Services Contract

Presentation Overview

- Recommendation for Media and Public Relations Services
- Overview of Consultant Team
- 2017-18 Scope of Work
- Summary of 2016 Media and Public Outreach
**Recommendation**

• Authorize Executive Director to enter into negotiations and execute a professional services agreement with Circlepoint for Media and Public Relations Services for FY2017-18.

**Communications Team Overview**

• **Media and Public Relations Contract**
  - Current Circlepoint contract executed November 2016 (through June 30, 2017)
  - Contract is part of agency's annually renewed contracts

• **Circlepoint Background**
  - Alameda County firm with extensive media and public relations experience
  - Caldecott 4th Bore
  - I-80 SMART Corridor
  - I-580 Express Lanes
Caldecott 4th Bore

Caldecott Tunnel fourth bore opens
By Michael Cabanatuan, San Francisco Chronicle Updated 5:35 am, Saturday, November 16, 2013

The geology and paleontology of the Caldecott Tunnel’s Fourth Bore
A UCMP/Caltrans collaboration
by David K. Smith

I-80 SMART

Roadshow: I-80 project first of its kind in Bay Area
By Gary Richards, grichards@mercurynews.com
Posted: 02/04/2015 12:01:00 AM PST

Testing Begins For S7AM State-Of-The-Art Traffic Signs Planned For I-80 East Bay Corridor
Feb 7, 2015 2:31 PM

San Francisco Chronicle
Making commute on I-80 smarter
Signs will inform of snags and offer drivers options

BY MICHAEL CABANATUAN
2017-18 Scope of Work

- Strategic Communications Plan Update and Implementation
- Media Relations and Communications
- Meeting Support and Facilitation
- Publications and Collateral Materials
- Website Content Development and Support
- Commute Alternatives Program/Carpool Marketing
Carpool Promotion Expansion

- Countywide Carpool Promotion Program
  - Corridor-specific marketing to promote carpooling.
  - Messages focus on HOW to carpool.
  - Ad-buy (online, print, outdoor, radio)
  - Promoting BART/MTC/BATA/Scoop parking pilot; City of Pleasanton/Scoop partnership; all carpool apps on Carpool.511.org.

2016 Communications Overview

- Public Information Materials
  - E-Newsletters
  - Annual Reports
  - Transportation Demand Management materials
  - Measure BB Anniversary piece
  - Fact Sheets, Funding and Legislative Brochures

- Marketing and Outreach
  - Carpooling
  - Safe Routes to Schools and Senior/Disabled Transportation
  - Projects (580/680 Express, 880 23/29th, SR84, I-80 Gilman)

- Media
  - Successful launch and positive media coverage
    - 580 Express Lanes, I-80 SMART, Student Transit Pass Program
    - Press Releases and press conferences
    - Ongoing media relations
    - Social media
Examples of Social Media Posts

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Examples of Social Media Posts

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2016 Carpool Promotion

• **Nov-Dec Carpool Promotion on Facebook**
  - Website clicks (number of times people clicked through to the Alameda page on carpool.511.org): **9,382**
  - Impressions (total views of the ads): **277,984**
  - Reach (unique individuals seeing the ads): **75,553**

**Recommendation**

• Authorize Executive Director to enter into negotiations and execute a professional services agreement with Circlepoint for Media and Public Relations Services for FY2017-18.