



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 in to 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 \$79M State-Of-The-Art Traffic Signs Planned For I-80 East Bay Corridor

May 11, 2015 3:28 PM



San Francisco Chronicle

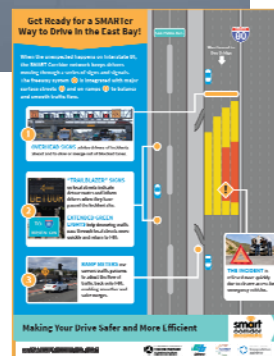
Making commute on I-80 smarter

Signs will inform of snags and offer drivers options

BY MICHAEL CABANATUAN



Interstate 80 on-ramp metering lights take effect



I-580 Express Lanes

New Express Lanes Coming To I-580 In Tri-Valley Area

February 9, 2016 12:54 PM By Margie Shafer



By **GARY RICHARDS** | g-richards@bayareanewsgroup.com |
PUBLISHED: February 9, 2016 at 8:31 am | UPDATED: August 12, 2016 at 12:10 am

Bay Area drivers, the era of highway express lanes is dawning.



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

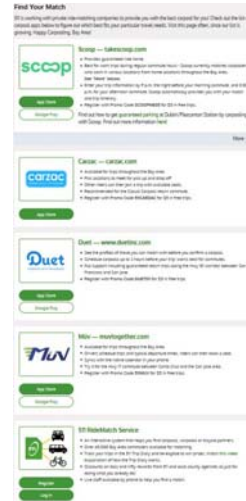
- Corridor-specific marketing to promote carpooling.
- Messages focus on HOW to carpool.
- Ad-buy (online, print, outdoor, radio)
- Promoting BART/MTC/BATA/Scoop parking pilot; City of Pleasanton/Scoop partnership; all carpool apps on Carpool.511.org.



New house.
New job.
New way to commute.
Carpool Instead.

**Commute well.
Carpool Instead.**

Find out how at Carpool.511.org. Use promo code **Alameda05** to download the carpooling app that's right for you.



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

Alameda CTC @AlamedaCTC · Jan 17

Thumbs up! **#MeasureBB** tax dollars at work expanding transit service in @CityofAlameda [@rideact](http://eastbaytimes.com/2017/01/11/ala...)



Alameda: Riders give thumbs-up on new AC Transit bus line
Alameda residents can now enjoy a new AC Transit bus line that cuts across town via Buena Vista Avenue and links the Fruitvale BART stati...
eastbaytimes.com

Alameda CTC @AlamedaCTC · Jan 25

Carpool to Dub/Pleas @SFBART station using Scoop app & get guaranteed parking 'til 10am. Here's how youtu.be/bEgp8tB7hlc **#CarpoolInstead**



Scoop
BART Pilots New Way to Get to Station; Carpool with Scoop and Get a Guaranteed Parking Spot Commuters now have a new option for securing a parking spot at...
youtube.com

Alameda CTC @AlamedaCTC · Jan 11

You don't have to be alone! **#CarpoolInstead**. Apps make it easy. Find the one that works for you at 511.org/carpool-vanpool...



Alameda CTC Sponsored Ad
Relaxing with the sports section, brought to you by carpooling. Enjoy \$5 off your first ride using any of the carpool apps at carpool.511.org/. Use code: **ALAMEDA05**
\$5 off your first ride
Use code: **ALAMEDA05**
carpool.511.org/ [Learn More](#)



Examples of Social Media Posts

Alameda CTC @AlamedaCTC · Sep 26

How are you getting to work this week? You have choices. Take transit or **#carpoolinstead**. Fill up those empty seats! carpool.511.org

There's more than one way to travel in and through Alameda County.

Whether your aim is to spend less time behind the wheel or to be more active, **you have choices**.

CommuteChoices.AlamedaCTC.org

Alameda CTC @AlamedaCTC · Sep 23


Int'l Walk & Roll to School Day is Wed, Oct 5. Get a toolkit for your school here (Eng & Span): [alamedacounty2s.org/plan-an-event/...](http://alamedacounty2s.org/plan-an-event/) **#SafeRoutesToSchool**

Alameda CTC @AlamedaCTC · Sep 23

Did you know? When the **#580Express** lanes are impacted due to an incident, we reverse the tolls. E.g. 7-8am this morning on WB **#580Express**


Alameda CTC @AlamedaCTC · Sep 27

Happy 6th Anniversary to the southbound **#680Express** lane over the Sunol Grade. The first express lane in northern CA. **#SmartEfficientChoice**



Alameda CTC @AlamedaCTC · Sep 9

#MeasureBB \$\$ at work paving streets. **#ItsGoodfortheBus** **#ItsGoodfortheBike** **#ItsGoodforLocalJobs**





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**



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