

To: Marketing, Planning, & Legislative Committee

Date: 01/23/2025

From: Andrew M. Smith, Director of Planning & Marketing

Reviewed by: *Ref*

SUBJECT: APTA AdWheel Award Update

Background:

Every year, the American Public Transportation Association (APTA) conducts an awards program called AdWheel that recognizes marketing, communication, and customer experience programs from public transportation agencies across the country. AdWheel Awards fall under three main categories for Best Marketing and Communications: Workforce Development, Increase in Ridership or Sales, and Educational Initiative. Within those categories, first place awards are given for each of five subcategories (print media, electronic media, special event, social media, and comprehensive campaign), with the winners honored at the annual APTA Marketing, Communications, & Customer Experience Workshop, held this year in Long Beach, CA. From there, a single Grand Award winner will be chosen for each of the three main categories, who are honored at the annual APTA TRANSform Convention, held this year in Boston, MA.

Additional Information:

For this year's competition, staff submitted a social media campaign from March 2024 that recognized Transit Operator & Worker Appreciation Day. To build this campaign, staff first put out a call online asking County Connection passengers to submit messages to our transit workers through an online form. There were close to 100 submissions, from which staff developed a graphics template that included the submitted message as well as the first name of the person, their age, and city. Additionally, staff prepared mixed-media posts with three County Connection staff, representing our operators, maintenance team, and customer service staff. Transit Operator & Worker Appreciation Day was March 18, 2024, and the graphics were all shared across social media throughout the day.

Staff learned in January that the marketing team had won first place for Best Marketing and Communications on Workforce Development (subcategory: social media). Ryan Jones, County Connection's Manager of Marketing & Communications will receive this award at the annual APTA Marketing, Communications, & Customer Experience Workshop, held this February in Long Beach. The Grand Award winners will be notified in mid-summer.

Financial Implications:

All costs associated with campaign are included in the FY 2025 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Sample Transit Operator & Worker Appreciation Day media

TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18

Thank you for your service!



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Thank you for all you do for the community!

*Devin, 29
Walnut Creek*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



I always look forward to smiling and chatting with each of you who work so gracefully to get me to where I need to go. Thank you ♥

*Em, 30
Oakland*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Congratulations, thank you for such an excellent service you provide.

*Felipe, 57
Concord*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thanks for the awesome service you provide.

*James, 35
Pittsburg*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



thank you so much for driving me to school when my mom won't!

*Salma, 12
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



You guys been a great big help out for me so God bless you guys.

*Dwight, 20
Antioch*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Your patience and courtesy is appreciated.

*Carlos, 37
Richmond*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for taking our kids safely and on time for the destination. Appreciate the drivers concern and commitment.

*Naveen, 40
Pleasanton*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for prioritizing our safety, and for your kind smiles each day!

*Rhea, 26
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for not making me walk!

*Adrián, 18
Hayward*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thanks for the awesome service you provide.

*James, 35
Pittsburg*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



Thank you for always getting me to where I need to go safely and as quickly as possible.

*Zoe, 21
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



I feel safe on my commute and I'm grateful for the way you make the area accessible.

*Hana, 25
Berkeley*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



The drivers are very kind. They work hard. I'm glad we have them. Thank you.

*Sue, 66
Oakland*



TRANSIT OPERATOR & WORKER APPRECIATION DAY - 3/18



I appreciate you <3

*Marie, 17
Oakland*

