



Public Information Office

Community Engagement and Interagency Relations

- 5 public and community outreach events in December
- Audience: Riders, Adult Educators, Neighborhood Leaders, Seniors, and more
- Events focused on:
 - Regional Ride
 - GoMobile 2.0
 - Transit Tracker
 - How to use the RTA's system
 - Feedback on experiences with bus, streetcar, ferry and paratransit
 - Safety guidelines for using public transit
 - Hurricane Evacuspot awareness





Public Information Office Community Engagement

Daughters of Charity
St. Cecilia Clinic
Bywater



Literacy Alliance of Greater
New Orleans Monthly
Meeting



Broadmoor
Community Church Food
Pantry



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Public Information Office

Community Engagement and Interagency Relations

Community Outreach - Year in Review

83 – Number of Community Outreach events facilitated in New Orleans and Kenner in 2018.

4,154 - Number of people reached

Audience Reached: Riders and Non-Riders, including but not limited to Adult Educators, Hospitality Industry Workers, Neighborhood Leaders, Seniors, Veterans, Airport Workers, Library Patrons, Faith-Based Community, Middle and High School Students.

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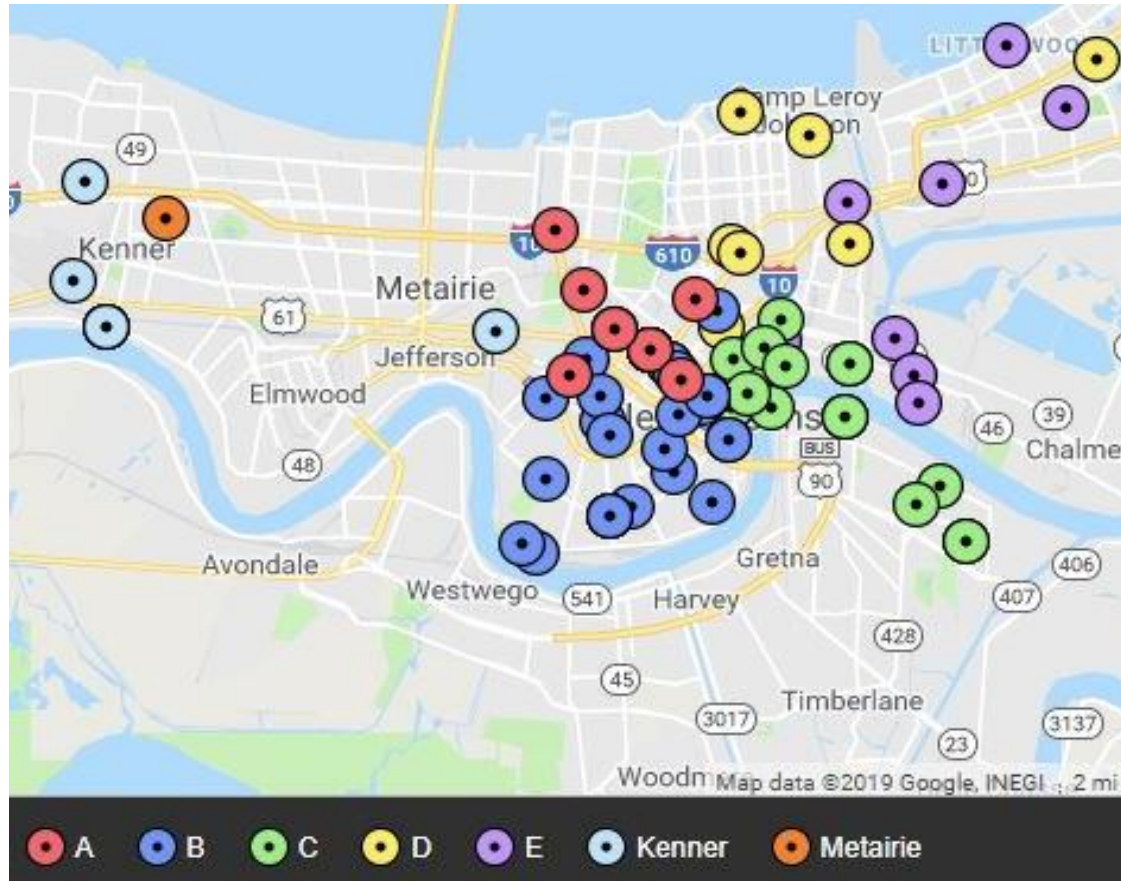




Public Information Office

Community Engagement and Interagency Relations

2018 RTA Community Outreach Events by District



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RTA

transdev
the mobility company



Public Information Office

Media Relations

47 Media Mentions for December 1 – December 31

- Total Local TV Audience: 626,942
- Total Online News Visitors: 18M
- Total Publicity Value = \$148,348

Media Highlights

Mentions

Algiers Ferry Gets a Redesign

11

NYE & Sugar Bowl RTA Schedule

4

More Buses, Extra Hours in RTA Budget Options

3

RTA End-of-Year Accomplishments

2

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Public Information Office Media Relations

2018 Year-in-Review

Total Media Mentions: 1,061

- Total Local TV Audience: 5 Million+
- Total Online News Visitors: 424 Million
- Total Publicity Value = \$5.8 Million

Top Earned Media Highlights

Mentions

RTA Gets \$6.3M for Fleet Upgrades

63

GoMobile 2.0 App Soft Launch

54

RTA/JeT Regional Ride Press Conference

25

Regional Ride Pass Coming

20

Route Extension to Ochsner

16

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Public Information Office Media Relations



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Thank You!

