



## Public Information Office

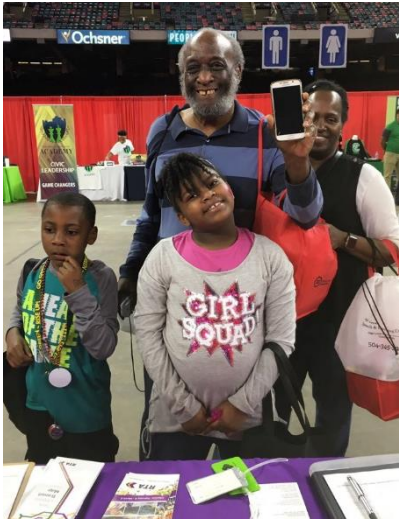
# Community Engagement and Interagency Relations

- 12 public and community outreach events in February
- **Audience:** Riders, Parents, Students, Hospital Staff, Teachers, Seniors & Re-Entry individuals
- **Events focused on:**
  - GoMobile 2.0
  - Transit Tracker
  - Regional Ride
  - Feedback on experiences with bus, streetcar, ferry and paratransit
  - Safety guidelines for using public transit
  - Career pathways in transportation





# Public Information Office Community Engagement



### Urban League Schools Expo

### Catholic Charities ESL Class



### Bywater & Ochsner Farmers Markets



### New Orleans East Complete Streets Rally



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# Public Information Office **Community Engagement**

## Junior Achievement KIPP Renaissance Charter High School Visit Tour of RTA Streetcar Barn



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RTA 

 transdev  
the mobility company





# Public Information Office

## Media Relations

### 141 Media Mentions for February 1 – February 28

- Total Local TV Audience: 451,154
- Total Online News Visitors: 39M / 60M\*
- Total Publicity Value = \$245,830 / \$1.9M\*

\*Includes Canal St. Coverage

### Media Highlights

### Mentions

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|   |    |
|---|----|
| <i>Mardi Gras Detours and Changes</i>           | 18 |
| <i>Transdev's New GM, in Service to the RTA</i> | 8  |
| <i>St. Charles House Fire Detours</i>           | 7  |
| <i>Water Main Break Detours</i>                 | 7  |

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***Thank You!***

