

## 2020 CENSUS COMMITTEE TRANSPORTATION

### BRAINSTORMING RECAP – January 23, 2018 ON AVENUES/OPTIONS FOR MARKETING/OUTREACH

#### Business-County

- CicLAvia
- Libraries (*Additional location not mentioned*)
- Highway messaging (*Road Maintenance has a mobile billboard*)
- Waste hauler
- Post Office
- Veterans Administration
- Small Business
- Paystub – Mylacounty
- Promotional Items
  - PW road vehicles

#### Businesses

- Academia
  - Using various methods to educate
  - Clubs
- Chamber of Commerce
- School bus
- Univision
- Water district

#### Public/Ground Transportation

- Access
- Airplanes/Airports

- Dash
- Lyft/Uber
- Rail lines
- Metro bus line
- Bus Shelter – overseen by County/City
- Homeless shelters
- Leaflets
- Transit Services for Unincorporated areas –  
*The County provides 16 fixed-route transit services for unincorporated areas. (Overseen Programs Development Division)*

#### Social Media

- Facebook
- Instagram
- Twitter
- YouTube

#### Marketing

- Outfront Media
  - Has an exclusive marketing agreement with MTA to advertise on buses and rail cars.

#### News Media

- Neonika Walker, *contact person*

#### Public Works

- Airplanes/Airports
- Film LA
- County Waste hauler
- Council of Governments (COG)
  - Arroyo Verdugo
  - Central Los Angeles
  - Gateway Cities
  - Las Virgenes/Malibu
  - North Los Angeles
  - San Fernando Valley
  - South Bay
  - Westside
- Leaflets
- Mark Pestrella events
- Public Counter – PSA
- Robo calling

#### Obtaining address

- Post Office
- Waste hauler