

CALIFORNIA HIGH-SPEED RAIL: STRATEGIC COMMUNICATIONS

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Chief of Strategic Communications

October 21, 2021



COMMUNICATIONS

OVERALL APPROACH

GOALS:

- » Communicate the overall objectives and progress of the project
- » Dispel myths
- » Establish and continue relationships with reporters (state and national)
- » Coordinate with public/stakeholders
- » Diversify outreach efforts



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COMMUNICATIONS BRANCH

Media (state, national and international)

- » Rapid response
- » Corrections
- » Spanish and English media outreach
- » Press releases, video news releases

Public Records Act Requests

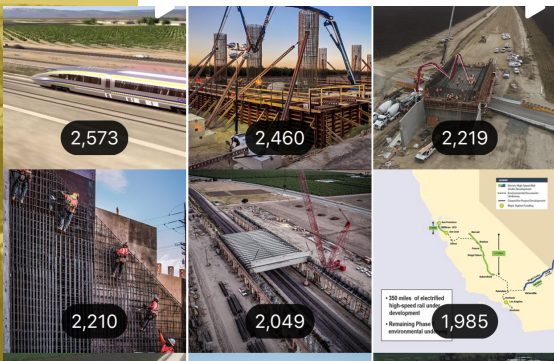
- » More than 220+ received to date in 2021

Publications

- » Small Business Newsletter (Quarterly)
- » Regional Newsletters (Quarterly)
- » Construction Updates (Quarterly)
- » Factsheets (Bilingual)

Digital Media

- » Daily posts in coordination with regions and Multimedia unit
- » Paid postings for high-profile events or issues
- » Responses and engagement with the public



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COMMUNICATIONS BRANCH

2020-2021 Coverage

- » **National/State** – MSNBC, CNN Business, CNN Business, CapRadio/NPR, Fox Business, McClatchy, Reuters, AP, New York Times, LA Times, SF Chronicle, Politico, Washington Post, Huffington Post
- » **International** – TV Tokyo, Daily Telegraph, Jyllands-Posten (Danish newspaper, 2019)

Spanish Media Outreach

- » Pitching Authority content, press releases to Spanish language media statewide
- » Building relationships with Spanish language media statewide



San Francisco Chronicle

The Telegraph

THE SACRAMENTO BEE

capradio

TV TOKYO

The Washington Post

CNN
BUSINESS

POLITICO



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CONSTRUCTION TOURS/VISITS

2020

- » **5 media tours:** Bloomberg, Fresno Bee, KFSN ABC 30, KSEE 24, KERO ABC 23
- » Press Conference with Congressman Costa
- » Press Conference for Central Valley Training Center

2021

- » **16 media tours, including:** MSNBC, Tokyo TV, Daily Telegraph, Washington Post, San Francisco Chronicle, NBC Bay Area, GV Wire, Univision 21 and Politico
- » Tour and social media with Governor Newsom
- » Media availability with Senator Padilla and Congressman Costa



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NEWSLETTERS/PUBLICATIONS

Regional Newsletters

- » 4 quarterly newsletters
- » 18,000 subscribers in Northern and Southern California

Small Business Newsletter

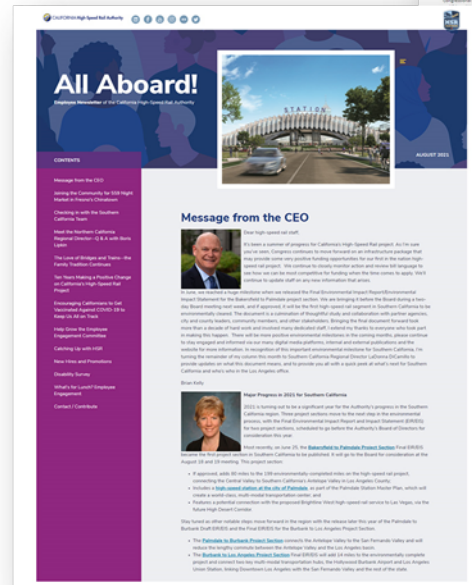
- » 4 quarterly newsletters
- » 37,500 subscribers statewide

Construction Updates

- » Spring, Summer, Fall (with video)
- » 18,600 recipients

All Aboard Employee Newsletter

- » 6 yearly newsletters
- » 860 staff and consultants



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DIGITAL MEDIA

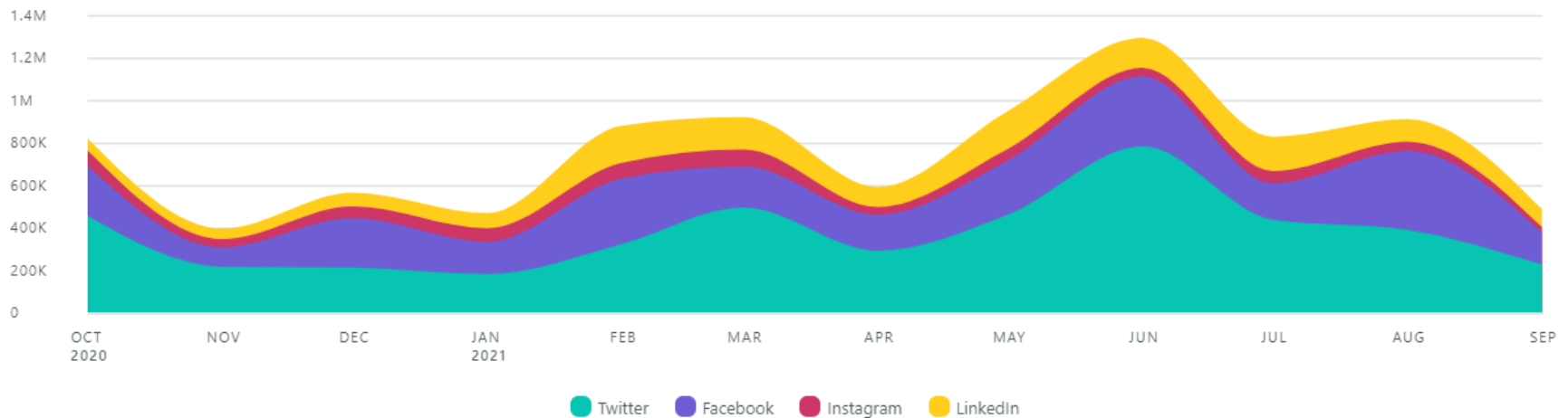
Impressions: Impressions are the number of times our content has been displayed to users. Impressions do not require engagement; they are only the number of times our posts have come across a user's social media feed.

From September 30, 2020 to September 30, 2021:

- Our total impressions rose **13.4%** compared to the previous year, from 8,038,079 to 9,113,219.

Impressions by Platform:

- **Twitter:** 2,464,049 to 4,467,596 (+81.3%)
- **Facebook:** 4,669,773 to 2,669,767 (-42.8%)
- **LinkedIn:** 186,581 to 1,337,524 (+616.9%)
- **Instagram:** 717,676 to 638,332 (-11.1%)



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DIGITAL MEDIA

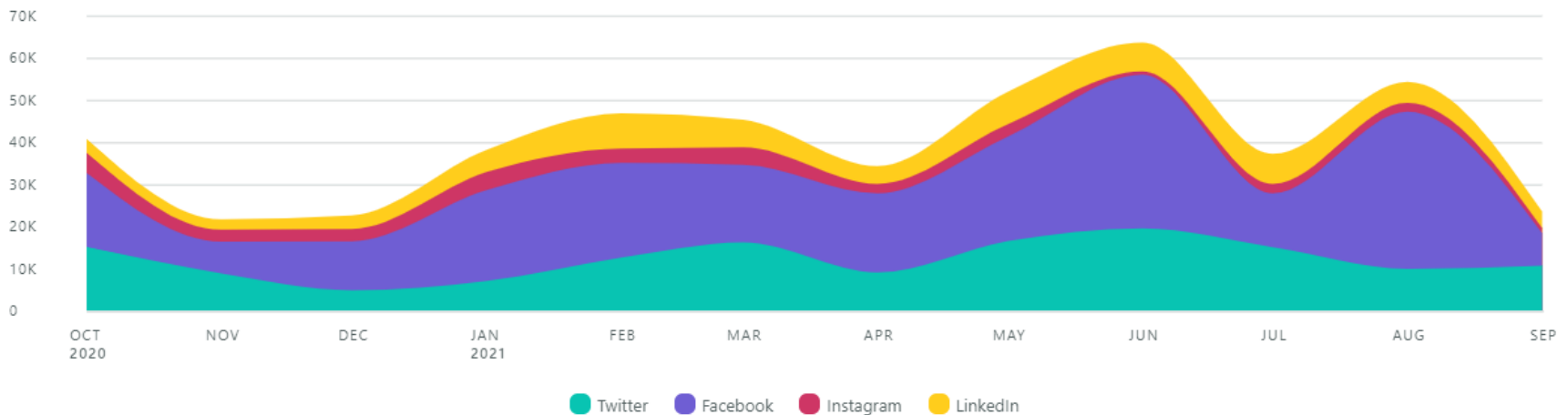
Engagements: Engagements are the number of times that users engaged with your posts during the reporting period. This includes activity such as likes, retweets, and comments.

From September 30, 2020 to September 30, 2021:

- Our total engagements rose **34.8%** compared to the previous year, from 356,450 to 480,421.

Engagements by Platform:

- **Twitter:** 79,156 to 145,442 (+83.7%)
- **Facebook:** 238,346 to 237,062 (-0.5%)
- **LinkedIn:** 10,696 to 63,967 (+498%)
- **Instagram:** 28,252 to 33,950 (+20.2%)



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DIGITAL MEDIA

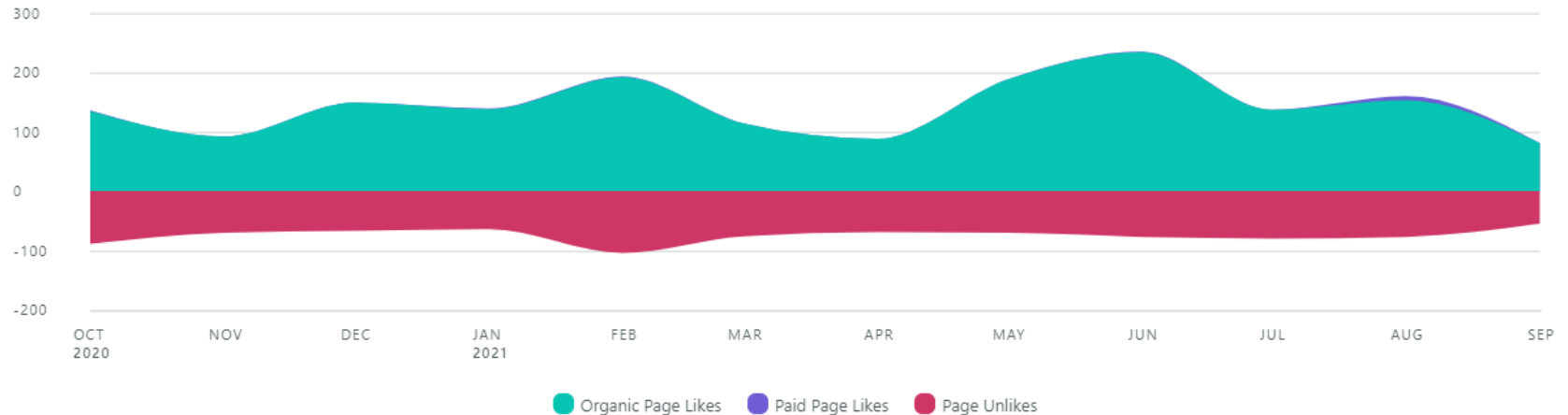
Net Audience Growth: Net audience growth is the number of followers we gained minus the number of followers we lost.

From September 30, 2020 to September 30, 2021:

- Our total net audience growth rose 150% compared to the previous year, from 3,022 to 7,556.

Net Followers Gained by Platform:

- **Twitter:** 1,193 Twitter followers (18,300 total followers)
- **Facebook:** 816 net page likes (28,000 total followers)
- **LinkedIn:** 4,714 net followers (10,405 total followers)
- **Instagram:** 833 net followers (4,086 total followers)



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DIGITAL MEDIA

From October 11, 2020 to October 10, 2021, our YouTube channel has:

- Garnered 5.7 million impressions
- Received 512,000 views
- Gained 2,900 subscribers
- With a total watch time of 19,800 hours



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EXTERNAL AFFAIRS BRANCH

- **Coordination and Collaboration With Statewide Stakeholders**

- » WTS
- » Mobility 21
- » Labor
- » Transit/Rail partners
- » Transportation California

- **Coordination and Collaboration With National Stakeholders**

- » Rail working group (APTA)
- » US High-Speed Rail Association
- » Rail Passengers Association

- **Coordination With Regional Offices on Stakeholder Outreach**

- » Community working groups
- » Presentations
- » One-on-one meetings
- » Tours
- » Community events

- **Student Engagement and Outreach**

- » I Will Ride
- » Fellowships, capstone projects
- » Student presentations



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EXTERNAL AFFAIRS

2020

Webinars (7 total)

- » Including: US HSR Association with Former Secretaries LaHood, Mineta and CEO Brian Kelly, station planning webinar with regional partners, Jobs and Hiring webinar with Labor

Stakeholder Presentations

- » Including: SPUR, Bay Area Council, Mobility 21, Southern California Association of Governments

2021

Webinars (5 to date)

- » Including: Rail Passengers Association with Congressman Moulton and Texas Central CEO Aguilar

Stakeholder Presentations

- » Including: SPUR, Bay Area Council, Move LA, Mobility 21, Transportation California, TransForm, WTS Sacramento, Fresno and International Conference, Hispanic Chamber



2020 Community Outreach



80 In-Person Community Meetings
(Pre-COVID)



260 Virtual Community Meetings
(During COVID)



18,800 Total Attendees

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I WILL RIDE RELAUNCH





Student Outreach and Education

Webinars and Panels | Networking | Project Updates | Student Opportunities

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EDUCATION PARTNERSHIPS AND SPONSORSHIPS



WTS FASHION SHOW FUNDRAISER 2021



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INCREASED VIRTUAL STUDENT OUTREACH

- Student Clubs and Organizations
- Youth Commissions
- Fellowship and Internship Groups
- Classrooms
- Student Conferences
- Career Fairs



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SPECIAL PROJECTS BRANCH

- **Business Plan**

- » Required by statute on even years

- **Project Update Report**

- » Required by statute on odd years

- **Sustainability Report**

- » Annual report

- **Grants Coordination**

- » In coordination with Legislative Unit



CALIFORNIA HIGH-SPEED RAIL QUESTIONS?



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