



COVID-19: The Shift to Virtual Public & Community Relations

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2020





March 10

CORONAVIRUS

NC governor declares state of emergency amid coronavirus concerns

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By [WBTV Web Staff](#) | March 10, 2020 at 11:49 AM EDT - Updated March 10 at 9:51 PM



March 16



CATSRideTransit @CATSRideTransit · Mar 16



The LYNX Silver Line public meetings scheduled for Tuesday, March 17 and Thursday, March 19 have been postponed. CATS will launch an online presentation & survey to collect public feedback which will be available soon.





March 25

The Charlotte Observer

Charlotte public transit will be free on reduced bus, light rail schedules

BY BRUCE HENDERSON

MARCH 23, 2020 12:43 PM , UPDATED MARCH 23, 2020 04:53 PM









CATSRideTransit @CATSRideTransit · May 7

New on Monday! We are adding more cleaning procedures during vehicle layovers. This means during your essential trips on our services you may need to leave the light rail vehicle or bus to accommodate the cleaning. Need more info? Go to: bit.ly/2AaagBF









Shifting our Public & Community Relations Strategy



#1 Understand the Current News Cycle





#2 Be Sensitive to our Audiences

Who is our audience? How will our message be interpreted?





#3 Tell Our Own Story

- Need to overcommunicate
- Digital Rider's Alerts, Social Media, E-blasts, Traditional Marketing (Ads)
- Local news media = most trusted source of information for nearly %74 of Americans
- Resources were strained at news media outlets





FOR IMMEDIATE RELEASE

June 9, 2021

Media Assets: Attached

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CATS, Transit Management of Charlotte Hiring Bus Operators

Charlotte, N.C. – Transit Management of Charlotte (TMOC), CATS' fixed-route bus operations contractor, is currently hiring qualified Bus Operators.

Selected candidates will be asked to participate in an extensive seven-week training program. New operators will learn best-in-class safety methods, customer service skills, and will receive over 80 hours of on-road experience. Upon completion of training, new employees will earn over 17 dollars-an-hour.

Transit Management of Charlotte is an Equal Opportunity Employer. All bus operations staff receive paid

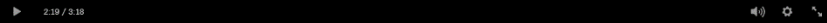
CHARLOTTE AREA TRANSIT SYSTEM

Interview

Jennifer Fehribach
General Manager, CATS Bus Operations

Question

What's next? What are you planning
for the future?





#4 Meet People Where They're At

Virtual Public Engagement

File Edit Share View Audio & Video Participant Meeting Help

Speaking: John Lewis

Unmute Stop video Share ...

Participants Chat ...

5:07 PM 12/10/2020



#4 Meet People Where They're At

In-Person Engagement





#5 Keep Employees & Riders Inspired



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Q & A