

City of Oakland

EXECUTIVE SUMMARY:

“Since COVID-19, there has been a disconnect in our community. As a government ‘business’ it is important to make sure our team is prepared to give solid highlights of the work we are doing and show our best selves..”

- Yvonna Cazares, Director of
Community Engagement

A partnership between Bonneville Bay Area and the City of Oakland tapped into the 102.9 KBLX audience to reach the Oakland and East Bay communities in order to distribute information and resources for COVID-19. The City of Oakland was interested in increasing awareness of both their monthly town hall meetings and new testing sites.

Specific objectives of the partnership included:

- Reduce the spread of COVID-19
- Increase the number of Oakland residents getting tested for COVID-19
- Engage with Oakland residents to understand their pandemic needs
- Encourage participation in city programs to help vulnerable Oakland residents receive essential resources

Before COVID-19, Town Hall meetings were held in-person. City administrators wanted to foster as much attendance as they could now that meetings would be held virtually.



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HOW WE DID IT:

“The impact of COVID-19 has forced us to take a different, more technical approach to engaging with our community and providing resources through these hard times. Being able to connect to new audiences at a time like this strengthens our relations and creates a broader platform for our community..”

- Yvonna Cazares, Director of
Community Engagement

CONCLUSION:

“It was a privilege to be able to highlight our work in the community and connect with Oakland residents utilizing a different method of communication. Throughout this partnership, we learned the importance of relations and communication at a different level.”

- Yvonna Cazares, Director of
Community Engagement

To support the needs of Oakland residents, particularly the African American and Hispanic communities, Bonneville Bay Area used a station-wide “takeover” approach that included both on-air and digital tactics. The messaging was focused on city programs, interview clips with Oakland Mayor Libby Schaff, and city worker interviews discussing the importance of community participation. This information was Live-streamed on Facebook, Twitter, Periscope, YouTube, and Zoom calls.

KBLX-FM provided:

- On-air commercials, interviews, and testimonials (:15, :30, and :60)
- Social media posts with Boost
- Event Listings
- Direct-to-you emails
- On-air interviews with Oakland Mayor Libby Schaaf hosted by the KBLX Morning Dream Team

102.9 KBLX used the voices of local city workers to help spread awareness during the pandemic. Listeners were asked to sign up for free resources and volunteer to help alleviate some of the negative impacts of the pandemic on the vulnerable residents of Oakland.

The campaign proved to be successful. Oakland Mayor Libby Schaff’s influence significantly increased engagement from the Oakland community and inspired participation in pandemic assistance initiatives. The Town Hall meetings provided a more personal sense of connection with the mayor and the community. And the City of Oakland connected with organizations such as Oakland Promise who hold youth-led town hall meetings where Oakland youth can engage with elected officials.

The number of lives touched through the partnership was astounding. Over 577 volunteers made calls to over 20,000 residents through the Great Oakland Check-In program connecting people to various resources. Six hundred fifty-two (652) seniors enrolled in the new FEMA Great Plates program with 7,800 meals delivered weekly.

Throughout the campaign, citizens were encouraged to visit free COVID-19 testing sites, no questions asked. This initiative generated increased testing in May and June 2020 within the City of Oakland.