



COMPLETE COACH WORKS

APTA 2021 Adwheel Awards

**Group 4: Best Marketing and Communications
on the COVID-19 Pandemic**

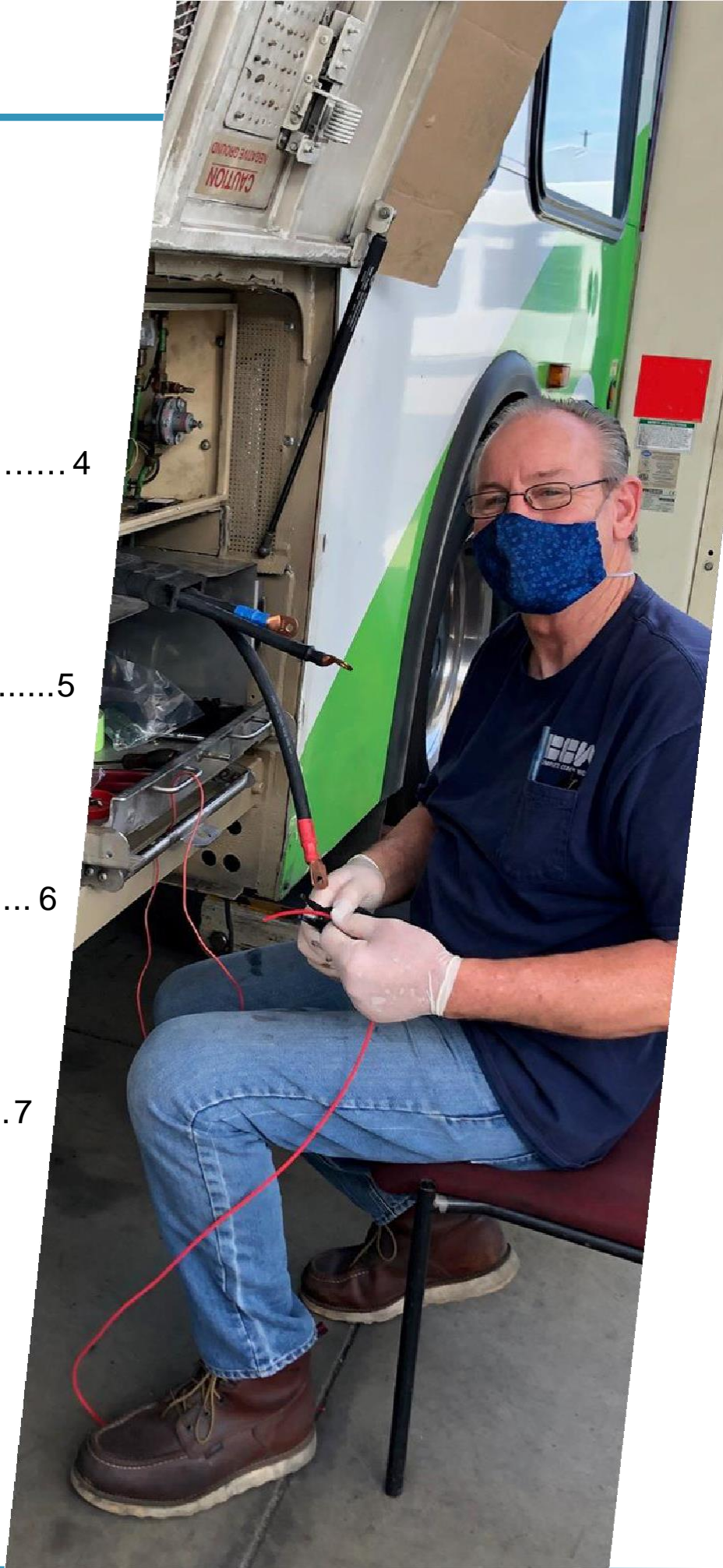
Sub-Category: Print Media

Effectiveness
Statement 4

Newsletter
Sample 5

Employee
Safety Measures 6

Employee Safety
and Appreciation 7



Target Audience:

The target audience for the COVID19 campaign was all CCW employees.

Situation/Challenge:

On March 19, 2020, the Governor of California issued Executive Order N-33-20, a "Stay-at-Home" order. While transportation workers were considered "essential" and exempt from the order, many CCW employees were apprehensive about working during a pandemic. The challenge was to provide employees with the peace of mind necessary to continue servicing our clients.

Strategy/Objective:

Marketing and HR collaborated to create an environment where employees would feel safe. Using internal communications such as emails, creative newsletters, posters, and flyers, CCW kept employees informed of new policies and procedures that were being implemented for their safety. We also provided catered lunch to celebrate employees for being "essential" and showing a continued commitment to serving our clients.

Results and Impact:

Communication of our new procedures significantly increased morale and brought 90% of staff back into office. We also noticed increases in productivity and efficiency after providing lunch.

Why Submit:

This campaign is an example of how to use communication strategies to create an environment where employees feel safe and comfortable. Our approach is a model that can encourage others who are struggling to boost employee morale and compliance to new policies amid a pandemic.



Effectiveness Statement



Safety Is Our Top Priority!

Tips for social distancing

- Stay at least 6 feet from other people
- Do not gather in groups, larger than 10 people
- Avoid handshakes (waiving is just as friendly!)



thoroughly cleaned, please allow time for maintenance to do their job

Be Proactive!

- Stay connected with friends, family, and community
- groups
- Keep a positive attitude

Remember the 3 C's

- Cover
- Clean
- Contain

Testing

- For a complete list of all testing locations and instructions on how to make an appointment, visit www.rivcoph.org/coronavirus/testing

Practice Good Hygiene

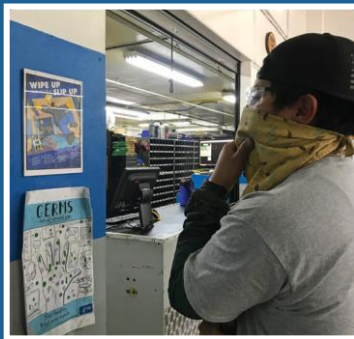
- Wash your hands
- Mask your mouth and nose while at work
- Sneeze or cough into a tissue, or the inside of your elbow
- Disinfect surfaces around you frequently

Slow the Spread

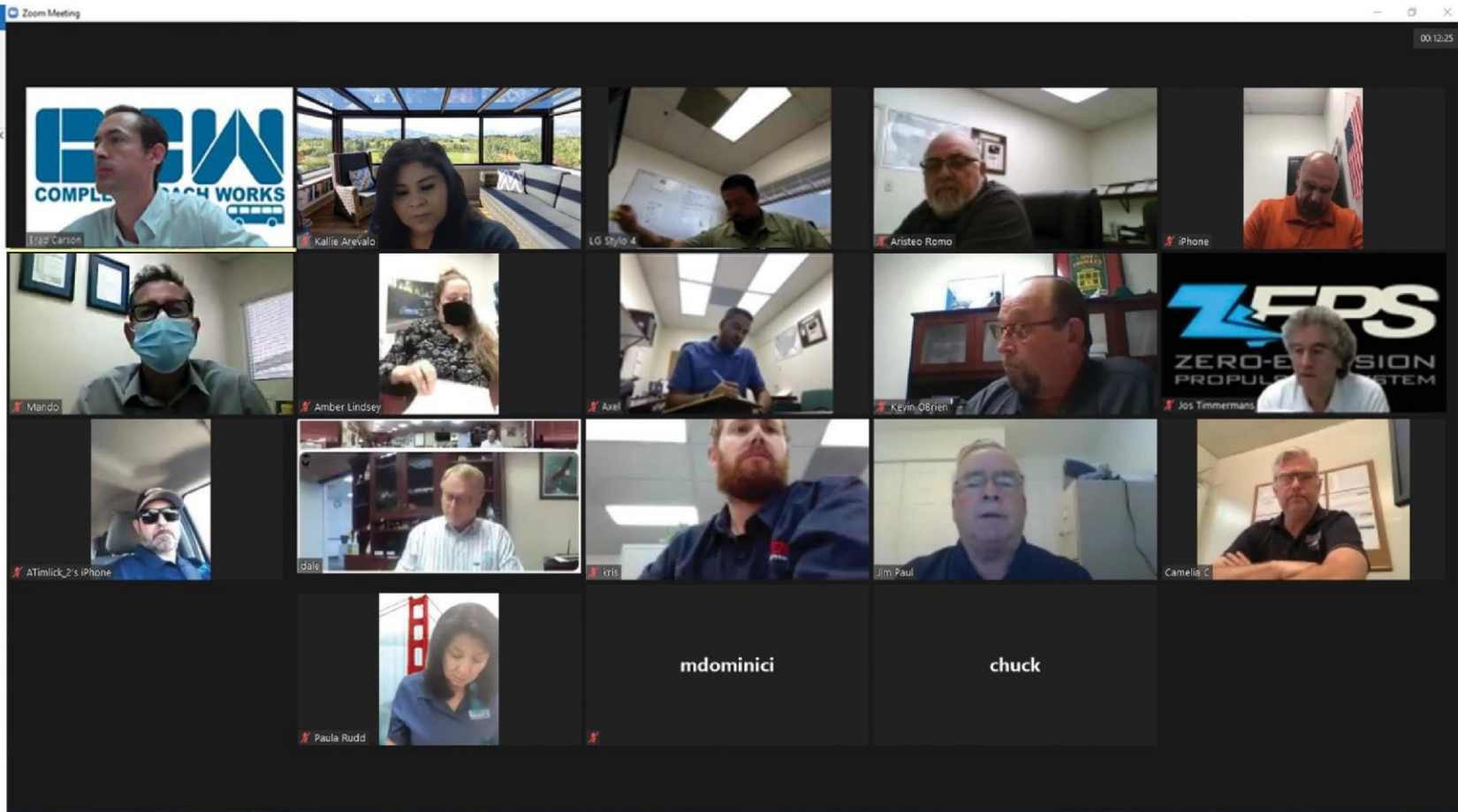
- If you feel sick, please stay home
- If someone in your household has tested positive, please do not come to work
- High traffic and commonly used areas are being



“Work safe, stay safe”



CCW Goes Virtual



Organizations, including Complete Coach Works (CCW), must implement steps to minimize the pandemic's impact on the health and safety of their employees and the workplace as a whole. CCW's human

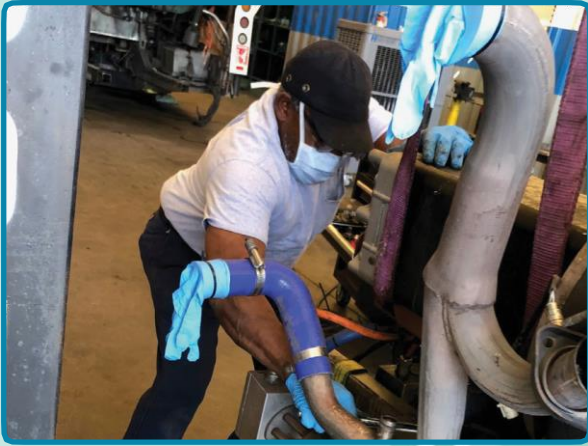
resources department has been very proactive, encouraging all to incorporate more frequent handwashing as well as upgrading face masks to be worn at all times. It has also been recommended that employees practice social distancing by avoiding gathering in areas such as pantries, kitchens, and copier rooms. Finally, cleaning supplies are provided for employees to clean and disinfect frequently touched objects and surfaces.

CCW has existing procedures in place to address emergency scenarios, but as more is learned every day about COVID-19 from our State and County officials, new procedures must be developed. Thus, frequently changing procedures has become a challenge, but CCW continues to adjust quickly and develop protocols necessary to ensure the safety of its employees as they work to exceed its clients' expectations during the ongoing pandemic.

This pandemic has led CCW to create and implement new processes that ultimately improve our workflow and ability to service clients. CCW has seamlessly integrated alternative forms of communication that allow its teams to remain productive while being unable to meet in person. Increased reliance on video conferencing, chat, and instant messaging are at the center of this new approach. CCW remains cognizant of opportunities to further its organizational goals while navigating this new reality.



Safety Is Our Top Priority!



Charles Montgomery

Employee Spotlight

CCW Riverside



“I recently joined Complete Coach Works in December 2019 as a Mechanic Helper. I am very excited to be recognized for our Company Newsletter. It is an honor to be one of the chosen ones. I have never had this experience anywhere else. It makes me feel appreciated by my supervisors and my workplace. They’ve helped me enhance my hands-on skills and gain the experience I need to become better at what I like to do.

My responsibility is preparing the components for the new buses that come in. I have completed trainings and became certified on equipment that the company has provided for me. So far, it’s been a great experience, keeping safe taking all precautions working through the COVID-19 pandemic. At CCW, we have great teamwork. No one is left behind; We all finish together.”



Safety Lunch

