

INTER OFFICE MEMO

To: Marketing, Planning & Legislative Committee

Date: 11/25/2020

From: Ruby Horta, Director of Planning, Marketing & Innovation

Reviewed by: WC.

SUBJECT: Promotional Clipper Cards

Background:

At the onset of the Governor's Shelter-in-Place order back in March, County Connection, along with many other transit agencies, stopped collecting fares. This was both to reduce interactions between passengers and operators and eliminate the need to count cash. Over the last several months, County Connection staff has implemented several new procedures to prevent the spread of COVID-19 and fare collection resumed on November 1st.

Fare Collection Resumes:

County Connection staff implemented rear-door boarding and stopped collecting fares earlier this year. Installation of the operator shields on all fixed route vehicles was completed in May. Additionally, County Connection participated in the regional [Healthy Transit Plan](#), which was adopted by the County Connection Board of Directors on September 17th. The plan provides a unified and comprehensive framework of health and safety commitments, mitigation standards, communication efforts, and responsibilities for transit providers, employees, and passengers across all systems.

With the mitigation measures outlined above, County Connection staff felt reassured to begin collecting fares. To minimize any conflicts and further promote Clipper usage, customer service staff were deployed to various BART stations and major transit hubs and rode buses to distribute promotional Clipper cards loaded with \$3.75 (a day pass). The outreach began in November with a total of 865 Clipper cards distributed to-date. Additionally, staff also gathered contact information to ensure these passengers receive County Connection updates on an on-going basis.

The complete list of outreach efforts is included in Attachment 1.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Attachments:

Attachment 1: November Calendar

November - Promotional Clipper Outreach						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2 Amtrak Walnut Creek BART Monument Crisis Center Concord BART	3 Pleasant Hill BART Ride Rt. 1 Walnut Creek BART VA Clinic La Clinica (Concord)	4 Amtrak Concord BART Ellinwood/County Services Walnut Creek BART	5 Concord BART Contra Costa Regional Medical Center Ride Rt. 10	6 VA Clinic Martinez Senior Center Amtrak	7
8	9 Ride Rt. 9 Concord BART Walnut Creek BART Ride Rt. 10	10 Concord BART Ride Rt. 27 Ride Rt. 28	11 Walnut Creek BART Concord BART Pleasant Hill BART Ride Rt. 9	12 Amtrak Ride Rt. 1	13 VA Clinic Ride Rt. 10 Concord BART	14
15	16 Ride Rt. 28 Concord BART Walnut Creek BART	17 Ride Rt. 15 Ride Rt. 18 Pleasant Hill BART Ride Rt. 20 Concord BART	18 Concord BART Walnut Creek BART Pleasant Hill BART Ride Rt. 15	19 Amtrak Ride Rt. 1 Ride Rt. 19	20 VA Clinic Ride Rt. 10	21
22	23	24	25	26	27	28
29	30					