

**To:** Marketing, Planning & Legislative Committee

**Date:** 11/22/2021

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

**Reviewed by:** WC.

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**SUBJECT: Community Events**

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**Background:**

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes, as well as offering a mobile lobby. See attachment for complete list of events.

**Mobile Lobby:**

The mobile lobby continues to be a success. The goal for 2022 is to have consistency within the service area on the locations in which the lobby is located and easier to reach more individuals. In January, each city will have two locations per month. The 5<sup>th</sup> week of the month will include locations in unincorporated areas, North Concord/Martinez BART, and Dublin/Pleasanton BART.

**1<sup>st</sup> week of the month:**

Monday – Walnut Creek – location varies  
Tuesday – Concord Farmers Market  
Wednesday – Orinda BART  
Thursday – Martinez Amtrak  
Friday – Clayton – location varies

**2<sup>nd</sup> week of the month:**

Monday – San Ramon – location varies  
Tuesday – Moraga – location varies  
Wednesday – Pleasant Hill BART  
Thursday – Lafayette – location varies  
Friday – Danville – location varies

**3<sup>rd</sup> week of the month:**

Monday – Martinez – location varies  
Tuesday – Clayton – Clayton Library  
Wednesday – Concord – location varies  
Thursday – Orinda – location varies  
Friday – Walnut Creek – Walnut Creek BART

**4<sup>th</sup> week of the month:**

Monday – Lafayette BART  
Tuesday – Danville – location varies  
Wednesday – San Ramon Transit Center

Thursday – Moraga – location varies  
Friday – Pleasant Hill – location varies

5<sup>th</sup> week of the month (location rotates):  
North Concord/Martinez BART  
Dublin/Pleasanton BART  
Alamo Plaza Bus Stop  
Pacheco Blvd/Center Bus Stop

**Financial Implications:**

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

**Recommendation:**

For information only.

**Attachments:**

Attachment 1: December Calendar

DECEMBER -- 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<u>1</u> Orinda BART	<u>2</u> Amtrak  WC Parade	<u>3</u> Clayton  Martinez Parade	<u>4</u>
<u>5</u>	<u>6</u> Walnut Creek Library -	<u>7</u> Moraga Library	<u>8</u> Pleasant Hill BART	<u>9</u> Lafayette Library	<u>10</u> Danville Park 'n Ride	<u>11</u>
<u>12</u>	<u>13</u> San Ramon Library	<u>14</u> Concord Farmers Market	<u>15</u> Concord BART	<u>16</u> Orinda BART	<u>17</u> Walnut Creek BART	<u>18</u>
<u>19</u>	<u>20</u> Martinez Senior Center	<u>21</u> Clayton Library	<u>22</u> San Ramon Transit Center	<u>23</u> Rheem Shopping Center Bus Stop	<u>24</u> <b>CLOSED</b>	<u>25</u>
<u>26</u>	<u>27</u> Lafayette BART - Correne 8:30-10:30	<u>28</u> Hartz Ave/Prospect Ave Bus Stop	<u>29</u> N. Concord BART	<u>30</u> Pacheco/Center Bus Stop	<u>31</u> <b>CLOSED</b>	