

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 4/20/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Community Events

Background:

County Connection offers a mobile lobby, where staff visit areas within the service area. When possible, we also participate in select community and business events, and coordinate Class Pass field trips for schools with service along fixed-routes.

Additional Information:

County Connection continued customer outreach with the mobile lobby in April throughout Central Contra Costa County. We scheduled 20 mobile lobby events, which included visiting libraries, senior centers, and transit hubs where we helped people with trip planning, RTC and LINK (paratransit) applications, signing up with the Clipper app, and answered other general inquiries of our services. We have found that many of our customers, particularly our senior customers and underserved communities, find it is convenient to meet our staff while we're out in their respective neighborhoods. For those who wish to come to our office, our lobby is open to the public, 8:00 a.m.-3:00 p.m., Monday-Friday. Customers Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday. We also participated in 3 community events including John Muir's Birthday-Earth Day in Martinez (4/22), Lafayette Earth Day (4/23), and Truck Time in San Ramon (4/29), a youth-focused event that allows participants to explore trucks and vehicles they see in service for the community. Additionally, we helped with five Class Passes with Silverwood Elementary in Concord and Morello Park in Martinez. The Class Pass program works with teachers/regional schools to use our buses as transportation for field trips.

Financial Implications:

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

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: April 2023 Calendar

Attachment 2: May 2023 Calendar

Attachment 1

April -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<u>1</u>
<u>2</u>	<u>3</u> Walnut Creek Library 10-12	<u>4</u> Danville Library 10-12	5 Pleasant Hill Library 12-2	<u>6</u> Lafayette Library 10-12	<u>7</u> Moraga Library 9-11	<u>8</u>
<u>9</u>	<u>10</u> San Ramon Transit Center 9-11	<u>11</u> Concord Library 12-2	<u>12</u> Clayton Library 10-12	<u>13</u> Orinda Library 10-12	<u>14</u> Martinez Amtrak 10-12	<u>15</u>
<u>16</u>	<u>17</u> Martinez Senior Center 10-12	<u>18</u> Lafayette BART 12-2	<u>19</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06	<u>20</u> Treat Towers Earth Day 12-2	<u>21</u> Pleasant Hill Senor Center 10-12	<u>22</u> John Muir Earth Day 10-4
<u>23</u> Lafayette Earth Day 11-2	<u>24</u> Ride Route 11 Leaves: Concord BART @9:43 Pleasant Hill BART @10:30	<u>25</u> Walnut Creek BART 10-12	<u>26</u> Orinda BART 9-11 <u>Class Pass</u> Monte Gardens Elementary 27 students/7 adults	<u>27</u> Ride Route 19 Leaves: Amtrak @10:48 Concord BART@11:30 <u>Class Pass</u> Silverwood Elementary 31 students/10 adults	<u>28</u> North Concord BART 8-10	<u>29</u> San Ramon Truck Time 9-1

Attachment 2

May -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<u>1</u> Walnut Creek Library 10-12	<u>2</u> Danville Library 10-12	<u>3</u> Pleasant Hill Contra Costa Centre 11:30-1:30	<u>4</u> Lafayette Library 10-12 <u>Class Pass</u> Silverwood 31 students/10 adults	<u>5</u> Pleasant Hill Senior Center Health Expo 8:30-1:00	<u>6</u>
<u>7</u>	<u>8</u> San Ramon Transit Center 9-11	<u>9</u> Concord Library 12-2	<u>10</u> Clayton Library 10-12	<u>11</u> Orinda Library 10-12 <u>Class Pass</u> Morello Park 21 students/5 adults Silverwood 31 students/10 adults	<u>12</u> Martinez Amtrak 12-2	<u>13</u>
<u>14</u>	<u>15</u> Martinez Senior Center 10-12	<u>16</u> Lafayette BART 10-12	<u>17</u> San Ramon Senior Center 9-12	<u>18</u> Saint Mary's College 9-11	<u>19</u> Rossmoor Farmers Market 9-1	<u>20</u>
<u>21</u>	<u>22</u> Pleasant Hill BART 9:30-11:30	<u>23</u> Walnut Creek BART 11-1	<u>24</u> Orinda BART 9-11	<u>25</u> Ride Route 93X Leaves: Antioch BART @7:07 <u>Class Pass</u> Silverwood 30 students/7 adults	<u>26</u> Moraga Library 9-11 <u>Class Pass</u> Morello Park 37 students/4 adults	<u>27</u>
<u>28</u>	<u>29</u> MEMORIAL DAY HOLIDAY NO SERVICE	<u>30</u> North Concord BART 12-2	<u>31</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06			