

## INTER OFFICE MEMO

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

**Date:** 5/10/2023

**From:** Ryan Jones, Manager of Marketing & Communications

**Reviewed by:** MR

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**SUBJECT: Community Events**

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### **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 May throughout Central Contra Costa County. We scheduled 22 mobile lobby events, which included visiting libraries, senior centers, and transit hubs where we helped people with trip planning, Regional Transit Discount Card 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.

For community events, we plan to participate in the upcoming King of the BBQ event (6/17-18) in Martinez as well as the Shadeland's "Made In The Shade" event (6/25) in Walnut Creek. Additionally, we had 9 Class Passes in May, a program that 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: May 2023 Calendar

Attachment 2: June 2023 Calendar

Attachment 1

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			

Attachment 2

June -- 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<u>1</u> Lafayette Library 10-12	2 Moraga Library 10-12	<u>3</u>
<u>4</u>	<u>5</u> Walnut Creek BART 9-11	<u>6</u> Danville Library 10-12	7 Clayton Library 10-12	<u>8</u> Orinda Library 10-12	<u>9</u> Pleasant Hill Senior Center 10-12	<u>10</u>
<u>11</u>	<u>12</u> San Ramon Transit Center 9-11	<u>13</u> Lafayette BART 10-12	<u>14</u> North Concord BART 8-10	<u>15</u> Concord Library 12-2	<u>16</u> Rossmoor Farmers Market 9-1	<u>17</u> King of the BBQ Martinez Marina 11-8
<u>18</u> King of the BBQ Martinez Marina 11-6	<u>19</u> Martinez Senior Center 10-12	<u>20</u> Dublin BART 10-12	<u>21</u> Ride Route 17 Leaves: Concord BART @10 North Concord BART @10:28	<u>22</u> Pleasant Hill BART Contra Costa Centre 11-1	<u>23</u> Saint Mary's College 9-11	<u>24</u>
<u>25</u> Shadelands Made in the Shade 11-3	<u>26</u> Diablo Valley College 10-12	<u>27</u> Ride Route 28 Leaves: Concord BART @9:45 Amtrak @10:50	<u>28</u> Ride Route 35 Leaves: SRTC @7:31 Dublin BART @8:06	<u>29</u> Martinez Amtrak 9-11	<u>30</u> Orinda BART 11-1	