

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 10/26/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Food Drive

Background:

The Food Bank of Contra Costa & Solano collects food for emergency and supplemental food for people in need and who may be experiencing hunger or food insecurity. The organization partners with community advocates, groups, and businesses to also help drive food donations. County Connection has partnered with the Food Bank to host food drives for over 30 years.

Food Drive Promotion:

County Connection will participate in the food drive in partnership with the Food Bank of Contra Costa & Solano in November. The Food Bank will deliver donation barrels in the administrative building for canned and non-perishable donations. As well, we will be asking passengers to donate to the Food Drive virtually by scanning a QR code and donating directly to the Food Bank. For each dollar raised, the Food Bank can provide two meals to food-insecure individuals or families.

Staff will be promoting the food drive on social media as well as through printed flyers displayed on our buses. Donations will be accepted beginning November 26th through December 11th.

Historically, food donations have been collected on County Connection buses. However, staff decided to forgo this option this year because of past operational challenges and issues with storage, causing the food to be unuseable. Looking forward, staff is working with the Food Bank to plan a "Fill The Bus" event, in which a County Connection bus will park outside a grocery store and volunteers will encourage shoppers to donate money or non-perishable food items and *fill the bus!*

Financial Implications:

None

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None