

To: Marketing, Planning & Legislative Committee

Date: 08/20/2021

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

Reviewed by: WC.

SUBJECT: Return to Transit Outreach Efforts

Background:

County Connection's fixed route and paratransit services were deemed essential since the beginning of the pandemic. One aspect of our operation that was required to be closed to the public was the front lobby. The front lobby has been closed to the public since March 2020 due to the risk factors at the time and its nature of being indoors. As restrictions were lifted for outdoor activities, staff decided to pilot the initiative of a "mobile lobby" before considering opening the front lobby to the public. Additionally, customer service staff attended various back-to-school events to disseminate information about the 600 series and the Pass2Class available to students. These efforts were achieved by shifting existing customer service staff to better serve the public.

Mobile Lobby:

County Connection staff identified various locations throughout our service area that would more adequately serve passengers, in lieu of the front lobby. During the month of July 2021, we deployed staff to the following locations between the hours of 8:30am-2pm:

- Concord BART
- Walnut Creek BART
- Pleasant Hill BART
- Lafayette BART
- Dublin/Pleasanton BART
- Orinda BART
- Martinez Senior Center
- Concord Senior Center
- San Ramon Transit Center
- Meadow Homes Park
- Amtrak
- Veteran's Administration
- Concord Farmers' Market
- Martinez Farmers' Market

Services Provided:

Staff was equipped to process all services, just like they would at the front lobby. Overall, we assisted over 500 passengers with registering for various Clipper programs (youth, senior, START, Regional Transit Card (RTC)), schedules and trip planning, and paratransit information. We also distributed close to 100 of the County Connection promotion Clipper cards loaded with the Day Pass (\$3.75 value). As a point of comparison, the front lobby assisted close to 400 individuals in July 2019. We were able to increase the number of passenger contact by more than 100 individuals by carrying out the mobile lobby initiative. Staff plans to continue these efforts in the coming months and will evaluate the merits of the mobile lobby as a permanent service.

School Outreach:

Staff contacted all middle school and high schools within our service area. Due to various levels of uncertainty and some schools opting for online registration, staff received responses from a limited number of schools. For examples, Walnut Creek Intermediate is a high priority school for us, however, this year, it was strictly online registration. However, they made our information available on their websites and in the parent packets.

We were able to coordinate with the following: Acalanes High School, Campolindo High School, College Park High School, Concord High School, and Oak Grove Middle School. Despite the low response rate overall, we were able to process 189 Youth Clipper cards.

- Acalanes High – 17
- Campolindo High – 2
- College Park High – 28
- Concord High – 14 (11 English/3 Spanish)
- Oak Grove Middle – 128 (29 English/99 Spanish)

Based on the success of this year's outreach efforts, we intend to have a greater focus on middle schools as they tend to have higher ridership than the high schools, in future years.

Transit Fall Promotions:

Over the summer, the Metropolitan Transportation Commission worked with the 27 Bay Area operators to create a marketing campaign welcoming riders back to transit. The "All Aboard" campaign was launched in early August and is being promoted by all transit agencies. Additionally, County Connection joined BART in their efforts to incentivize transit ridership during the month of September. BART is offering 50% off fares on Clipper and County Connection will offer free rides on all its services. Other neighboring agencies,

including WestCAT, TriDelta and Wheels, have joined the effort and will also offer free rides in September.

Financial Implications:

All costs associated with this promotion are included in the FY 2021 promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: July Community Events Calendar

Attachment 2: August Community Events Calendar

July 2021

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1 Concord BART	2 Concord BART	3
4	5	6 Walnut Creek BART	7 Walnut Creek BART	8 Pleasant Hill BART	9 Pleasant Hill BART	10
11	12 Martinez Senior Centre	13 Martinez Senior Center	14 Concord Senior Center/Baldwin Park	15 San Ramon Transit Center/Dublin BART	16 Walnut Creek BART	17
18	19 Lafayette BART	20 Dublin BART/San Ramon Transit Center	21 Meadow Homes Park	22 Meadow Homes Park	23 Martinez Amtrak	24
25 Martinez Farmers Market	26 Martinez Amtrak	27 Concord Senior Center/Baldwin Park	28 Martinez VA	29 Pleasant Hill BART	30 Orinda BART	31

ATTACHMENT 1

August 2021

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2 Concord BART	3 Eden Housing	4 Oak Grove Middle Walnut Creek BART	5 College Park High Concord High Oak Grove Middle Walnut Creek BART	6 College Park High Oak Grove Middle 8-4 Martinez Senior Centr	7
8	9 Acalanes High Campolindo High Martinez Senior Center	10 Pleasant Hill BART	11 Pleasant Hill BART	12 Pleasant Hill Senior Center	13 Pleasant Hill Senior Center	14
15	16 Orinda BART	17 Orinda BART Concord Farmers Market	18 Martinez Amtrak	19 Martinez Amtrak	20 Concord Senior Center/Baldwin Park	21
22	23 Conocrd Senior Center/Baldwin Park	24 Martinez VA	25 Martinez VA	26 Walnut Creek BART	27 Pleasant Hill BART	28
29	30 San Ramon Transit Center Dublin BART	31 Concord BART				