

To: Marketing, Planning, & Legislative Committee

Date: 08/22/2022

From: Ruby Horta, Assistant General Manager - Administration

Reviewed by: *WC.*

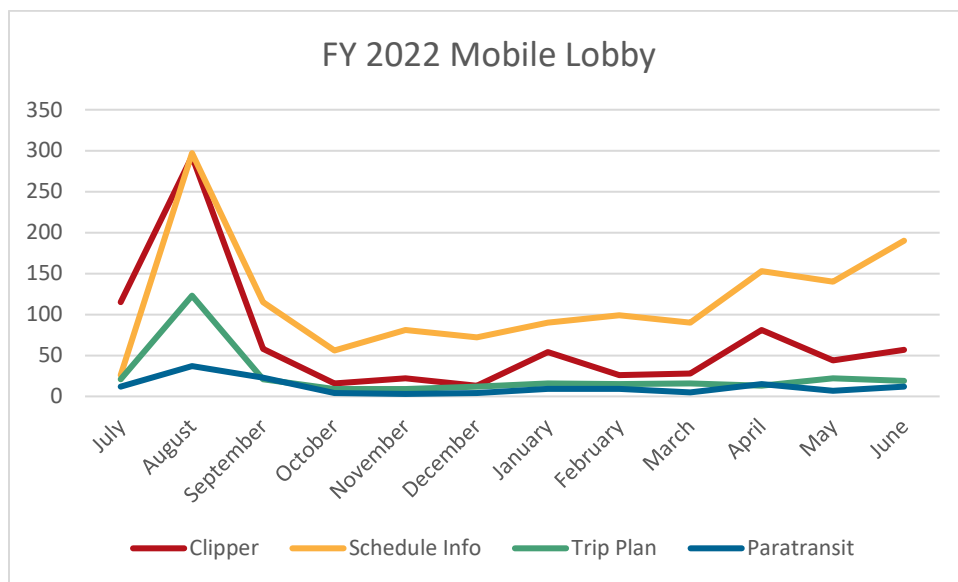
SUBJECT: Mobile Lobby Update

Background:

County Connection's front lobby was required to remain closed to the public throughout the height of the COVID-19 pandemic 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. The Mobile Lobby was deployed in the summer of 2021 at various locations throughout our service area to serve passengers more adequately, in lieu of the front lobby. Starting in July 2021, we deployed staff to BART stations, senior centers, and Farmers' Markets.

FY22 Expansion

Since its inception the Mobile Lobby has been equipped to process all services, including Clipper, schedule information, trip planning, paratransit, promotions, and any other questions about connecting services. The first month proved to be a successful endeavor as staff assisted over 500 individuals, compared to about 400 in July 2019. August 2021 was particularly successful due to many schools hosting in-person registrations. Overall, the Mobile Lobby reached close to 5,000 individuals during FY2022, processing more than 800 Clipper cards (youth, senior, START, RTC) and providing schedule information to more than 1,500 riders.



School Outreach:

Staff contacted the middle schools and high schools that are served by County Connection. Some schools are still opting for online registration. For example, Walnut Creek Intermediate (WCI) continues to only offer online registrations, while other schools provided a mix of online and in-person events.

Staff was able to coordinate with the following seven (7) schools and attended a total of eleven (11) events during the first two weeks of August.

- College Park High
- El Dorado Middle
- Oak Grove Middle
- Pine Hollow Middle
- Pleasant Hill Middle
- Sequoia Middle
- Valley View Middle

Overall, staff was able to assist 306 individuals during the events and processed 120 Youth Clipper Card applications, including 57 in Spanish, and 86 Pass2Class applications. Attachment 1 includes a list of all the events and the types of services provided.

Given the resounding success of the Mobile Lobby concept, staff expects the concept to continue into the future.

Financial Implications:

Any costs associated with the Mobile Lobby are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: Summary of School Registration Events

School Registration Events

School	Date	Number of People	Clipper Info	Youth Clipper Application	Route Info	Trip Planning	Swag Items	Pass2Class info	Pass2Class Application
College Park High	8/3/2022	83	15	4	32	1	69	27	0
Oak Grove Middle	8/3/2022	48	22	21	18	0	37	33	33
Pine Hollow Middle	8/3/2022	8	3	3	3	0	9	3	3
El Dorado Middle	8/4/2022	7	2	2	0	0	1	5	0
Sequoia Middle	8/4/2022	57	26	3	31	0	34	28	0
Pine Hollow Middle	8/4/2022	3	3	3	2	0	3	1	0
Oak Grove Middle	8/4/2022	41	59	59	12	2	38	50	50
Valley View Middle	8/5/2022	19	10	6	16	0	16	14	0
Pine Hollow Middle	8/5/2022	12	10	10	8	0	7	3	0
El Dorado Middle	8/5/2022	8	1	1	3	0	3	0	0
Pleasant Hill Middle	8/10/2022	20	10	8	5	5	8	7	0
Totals		306	161	120	130	8	225	171	86