

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 10/27/2022

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Food Drive for Giving Tuesday

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 host this year's food drive in partnership with the Food Bank in November. The Food Bank will deliver 125 donation boxes to be placed on the buses to collect passenger donations. There will also be two (2) donation barrels in the administrative building. Donations will be accepted beginning November 27th through December 11th (donations picked up December 14th).

On Giving Tuesday, which falls on November 29th this year, County Connection will be running a promotion that will allow passengers to ride for free in exchange for canned goods or non-perishable dry food items. Passengers would not be using their Clipper card, so no transfers are included. If passengers need to board more than one bus, they would have to donate a food item for each bus to receive the free fare.

Financial Implications:

Fare revenue loss will depend on how many items are donated. However, based on recent ridership numbers, the cost is not expected to exceed \$10,000, which is included in the FY 2023 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None