

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 11/21/2022

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Community Events

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 November throughout Central Contra Costa County. We scheduled 22 mobile lobby events, which included visiting libraries, farmer's markets, senior centers, and transit hubs where we helped people with trip planning, RTC 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. We also are participating with Food Bank of Contra Costa & Solano to collect nonperishable food donations on all of our buses, November 27-December 11. People may also donate food in bins placed in our lobby and back entrance, as well as through our virtual giving page. On Giving Tuesday, November 29, any onboard food donation allows for a free ride, no transfers.

In December, we have 22 mobile lobby event scheduled as well as two community events; the Holiday Parade of Lights in Walnut Creek (12/1) and the Holiday Frolic & Children's Light Parade in Martinez (12/2). County Connection staff will decorate on of our buses and walk along the parade route greeting guests.

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: November 2022 Calendar

Attachment 2: December 2022 Calendar

Attachment 1

NOVEMBER -- 2022						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<u>1</u> Concord Farmers Market 9-2	<u>2</u> Orinda BART 8:30-10:30	<u>3</u> Rossmoor Senior Health Fair 9-2	<u>4</u> Ride Route 10 Leaves: Con BART @9:30AM Clayton Library @9:59AM RUN# 101051	<u>5</u>
<u>6</u>	<u>7</u> Walnut Creek Library 11:30-1:30	<u>8</u> Moraga Library 2-4	<u>9</u> Pleasant Hill BART 8:30-10:30 Latinx + Native American Heritage Festival - Miramonte High 5-8	<u>10</u> Lafayette Library 10-12 <u>Class Pass</u> Las Juntas Elementary - Martinez 48 students/6adults	<u>11</u> Walnut Creek BART 9-11	<u>12</u>
<u>13</u>	<u>14</u> San Ramon Transit Center 9-11	<u>15</u> Clayton Library 2-4	<u>16</u> Concord Library 12-2	<u>17</u> Orinda Library 9-11	<u>18</u> Pleasant Hill Senior Center 10-12	<u>19</u>
<u>20</u>	<u>21</u> Martinez Senior Center 10-12	<u>22</u> Danville Library 10-12	<u>23</u> Ride Route 35 Leaves: SRTC @9:01AM Dub BART@10:06AM RUN# 351031/351011	<u>24</u> Thanksgiving Day - Closed	<u>25</u> Walnut Creek Kaiser Shadelands 8:30-10:30	<u>26</u>
<u>27</u>	<u>28</u> Danville Senior Center 10:30-12:30	<u>29</u> Lafayette BART 8:30-10:30	<u>30</u> Concord EDD Office 9:30-12			

Attachment 2

DECEMBER -- 2022						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<u>1</u> Martinez Amtrak 10-12 Walnut Creek Parade of Lights at Broadway Plaza 6:00PM-9:00PM	<u>2</u> Ride Route 10 Leaves: Concord BART @9:30AM Clayton Library @9:59AM Martinez Lighted Parade City Hall 6:30PM-7:30PM	<u>3</u> Walnut Creek Downtown ride the FREE Route 4 leaving Walnut Creek BART: 3:00, 3:40, 4:20, 5:00, 5:40
<u>4</u>	<u>5</u> Walnut Creek Library 11:30-1:30	<u>6</u> North Concord BART 12:30-2:30	<u>7</u> Orinda BART 10-12	<u>8</u> Lafayette Library 10-12	<u>9</u> Danville Library 11:30-1:30	<u>10</u>
<u>11</u>	<u>12</u> Ride Route 35 Leaves: SRTC @7:31AM Dublin BART @8:06AM	<u>13</u> Moraga Library 12:30-2:30	<u>14</u> Pleasant Hill Library 11-1	<u>15</u> Orinda Library 11:30-1:30	<u>16</u> Pleasant Hill Senior Center 10-12	<u>17</u>
<u>18</u>	<u>19</u> Martinez Senior Center 10-12	<u>20</u> Clayton Library 12-2	<u>21</u> Concord Library 12-2	<u>22</u> Ride Route 6 Leaves: Lafayette BART @11:00AM Orinda BART @12:15PM	<u>23</u> Ride Route 1 Leaves: Rossmoor @9:14AM Mitchell P&R @10:05AM	<u>24</u>
<u>25</u>	<u>26</u> Holiday	<u>27</u> Ride Route 21 Leaves: WC BART @11:40AM SRTC @12:45PM	<u>28</u> Concord EDD Office 9:30-12:00	<u>29</u> Ride Route 9 Leaves: DVC @11:00AM WC BART @11:51AM	<u>30</u> Ride Route 98X Leaves: Amtrak @8:43AM WC BART @9:22AM	<u>31</u>