

To: Marketing, Planning, & Legislative Committee

Date: 09/26/2023

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: MR

SUBJECT: Mobile Lobby Update

Background:

During the pandemic, County Connection's front lobby closed to the public due to the risk factors of being in an indoor and enclosed space. As social distancing restrictions began to lift for outdoor activities, in 2021, staff decided to launch a pilot "mobile lobby" to provide customer service at various locations around the county, meeting customers at locations nearer to them including transit hubs, senior centers, and Farmers' Markets.

Since its inception, customers who visit the Mobile Lobby can get information on Clipper, bus schedules, trip planning, paratransit, and have their questions answered in-person at a convenient location near them (or nearer to them). In June of 2022, we took the Mobile Lobby on bus routes, having customer service reps ride designated routes with a bag full of brochures, bus schedules, etc. Though this seemed to reach fewer people than at transit centers such as BART or Amtrak stations, having staff ride our routes allowed for more targeted engagement. This was particularly true when there was an upcoming service change on a line and staff could speak directly with passengers who may be impacted.

In its first year, the Mobile Lobby reached close to 5,000 individuals. In FY 2023, engagement continued to increase, and the Mobile Lobby reached over 5,800 individuals, processing more than 600 Clipper cards (youth, senior, START, RTC), and provided schedule information to more than 2,000 riders.

FISCAL YEAR	TOTAL VISITORS	CLIPPER CARDS	SCHEDULE INFO	AVG VISITOR/MO.
FY 2021-22	4,916	768	1,423	410
FY 2022-23	5,847	627	2,220	487

We are finding the Mobile Lobby model to be an excellent way to not only extend our customer service efforts, but to be out in the community and plug more people into the services we offer.

For reference, following the pandemic, our main lobby reopened to the public in September 2022, and from that time through June 2023, we have seen 981 visitors, roughly 98 visits per month. The reason for those visits were largely guests asking about our services as well as some arriving for appointments (e.g. meetings, interviews, etc.).

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:

None.