

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 05/29/2024

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by:



SUBJECT: Community Events

Background:

County Connection offers a Mobile Lobby, where staff visit various locations 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 continues in-person customer outreach with the Mobile Lobby throughout Central Contra Costa County, which includes visiting libraries, senior centers, and transit hubs to assist people with trip planning, Regional Transit Discount (RTC) card and LINK (paratransit) applications, signing up with the Clipper app, and answering other general inquiries of our services.

Staff has 20 Mobile Lobby events scheduled in June including sponsorships at Walnut Creek Art & Wine Festival (6/1-2) and King of the BBQ Festival (6/14-16) in Martinez. There is one Class Pass scheduled with Concord Child Care Center (28 students, 6 adults) to ride fixed-route service on an upcoming field trip.

Staff would like to highlight that starting in June, they will be tabling monthly at the Monument Crisis Center in Concord, a non-profit family resource center for Central and East Contra Costa County. With regularly scheduled monthly events at the Monument Crisis Center, staff will be able to engage with more of our Spanish speaking community members, helping to share information on our bus service. Staff is also taking a more active role in helping to recruit on the Advisory Committee by sharing information about the committee and its vacancies at Mobile Lobby events. Flyers will be displayed on buses and distributed at events, directing interested parties to their respective City Clerks to apply.

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. Customer Service Representatives also answer phones from 6:30 a.m.-6:30 p.m., Monday-Friday.

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: June 2024 Calendar



County Connection

JUNE 2024



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THUR	FRI	SAT
02	03 RIDING RT 93X Antioch BART @7:07a	04 MARTINEZ AMTRAK 9-11a	05 CLAYTON LIBRARY 10a-Noon	06 ORINDA LIBRARY 10a-Noon	07 ROSSMOOR FARMERS MARKET 9:30a-1p	01 - - 08
09 -	10 MONUMENT CRISIS CENTER 10a-Noon	11 DANVILLE LIBRARY 10a-Noon	12 RIDING RT 19 Concord BART @11:30a Amtrak @12:18p	13 CONCORD LIBRARY 10a-Noon	14 PLESANT HILL SENIOR CENTER 10a-Noon	15 -
16 -	17 MARTINEZ SENIOR CENTER 10a-Noon	18 WALNUT CREEK BART 9-11a	19 RIDING RT 35 Dublin BART @11:38a	20 PLEASANT HILL BART 9-11a	21 MORAGA LIBRARY 10a-Noon	22 -
23 -	24 RIDING RT 20 DVC @12:07p Concord BART @12:30p	25 ORINDA BART 9-11a	26 LAFAYETTE BART 9-11a	27 RIDING RT 98X AMTRAK @8:28a Walnut Creek BART @10:15a	28 N. CONCORD BART 9-11a	29 -
30 -						