

To: Marketing, Planning, & Legislative Committee

Date: 08/29/24

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Community Events

Background:

County Connection offers a Mobile Lobby, where staff visit various locations within the service area. When possible, staff also participates in select community and business events, and coordinates 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 18 Mobile Lobby events scheduled in September, including participating in the Emergency Preparedness Fair in Concord (9/5), co-sponsoring the Latino/a Heritage Festival in Concord (9/15), partnering with the Food Bank of Solano & Contra Costa and the City of Pleasant Hill on a Food Drive and Hiring Event (9/20-21). The Food Drive and Hiring Event is a first-ever endeavor for County Connection's Human Resources to highlight open positions and attract new talent. Closing out the month, County Connection will be on the parade route during the 50th Anniversary Celebration for the Town of Moraga (9/28).

As well, staff has been attending Back-to-School events (7/31-9/4) to speak with parents and students about the 600-series school routes as well as share information on Pass2Class and Clipper Youth cards. Through these efforts, staff has registered over 150 new Clipper Youth cards.

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:

1. September 2024 Calendar



County Connection

SEPTEMBER 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
01 -	02  -	03 -	04 CLAYTON LIBRARY 10a-Noon	05 PLEASANT HILL SENIOR CENTER 8:30-10:30a	06 MORAGA LIBRARY 9-11a	07 -
08 -	09 MONUMENT CRISIS CENTER 10a-Noon	10 CONCORD LIBRARY 9:30-11:30a	11 LAFAYETTE BART STATION 8:30-10:30a	12 ORINDA BART STATION 8:30-10:30a	13 ROSMOOR FARMERS MARKET 9:30a-1p	14 -
15 -	16 MARTINEZ SENIOR CENTER 10a-Noon	17 WALNUT CREEK BART STATION 8-10a	18 RIDING RT 35 Transit Center @10:33a Dublin BART @11:38a	19 N. CONCORD BART STATION 8-10a	20 -	21 -
22 -	23 -	24 -	25 RIDING RT 93X Antioch BART @7:07a	26 PLEASANT HILL BART STATION 9-11a	27 MARTINEZ AMTRAK 8-10a	28 -
29 -	30 RIDING RT 1 Rossmoor @10:14a Mitchell Park 'n Ride @11:05a					