

To: Marketing, Planning, & Legislative Committee

Date: 1/23/2025

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Welcome Wagon Resident Mailer Update

Background:

Staff is continually exploring alternative methods to engage with passengers, and in July 2024, County Connection entered into a year-long contract to advertise with Welcome Wagon. Welcome Wagon is an advertising vendor in “mover marketing” and is a way for local vendors and services to engage with new residents (both homeowners and renters) who have recently moved into Central Contra Costa County.

Additional Information:

With commute patterns settling, staff is finding it helpful to seek out new engagement strategies, both with focused groups as well as through general messaging of our bus service. Welcome Wagon is a pilot effort intent on bringing in new ridership, engagement, awareness of County Connection services, and applicants for open positions. Through Welcome Wagon, staff can include messaging in mailers sent to residents who have recently moved to Central Contra Costa County. Each resident receives three mailers over three months, as follows:

- First mailer (30 days after move-in): New residents receive a gift book which includes a full-page County Connection ad (front/back). This ad includes a general welcome message, contact information, and a free one-ride coupon, redeemable on any County Connection fixed-route bus.
- Second mailer (60 days after move-in): New residents receive a postcard with contact information on County Connection and a QR code they may scan to take a survey. In exchange for completing the survey, County Connection sends them two (2) free one-ride coupons per person up to five (5) people, and they may also opt-in to receive our monthly external newsletter, *Headways*.
- Third and final mailer (90 days after move-in): New residents receive a coupon booklet with a free one-ride coupon.

Each month, there are approximately 1,800 Welcome book mailers sent out, allowing staff to not only reach new audiences, but to connect with more economically diverse audiences who may not otherwise be paying attention to our messaging or bus service across existing social media channels. Distribution lists are provided monthly for the initial first mailing (30 days after move-in) consisting of name, address, and phone number (if submitted). New residents who have opted in to receive emails may also receive a digital ad in their inbox. County Connection does not receive a list of email addresses, but residents can complete the survey through a link found in the mailer and provide an email address for our newsletter, *Headways*.

July marked the beginning of the pilot program. To start, staff prepared graphics for the first mailer. From there, Welcome Wagon collects contact information of new area residents, including email addresses. As an additional point of contact, the County Connection contract also allows for the option of sending a digital ad via email, which staff added in August.

Table 1: Overview of July-December 2024

MONTH	WELCOME BOOK NEW RESIDENTS <i>30 days</i>	PINPOINT POSTCARDS <i>60 days</i>	ESPECIALLY FOR YOU BOOK <i>90 days</i>	DIGITAL AD EMAIL	SURVEYS COMPLETED	OPT-IN EMAILS RECEIVED	COUPONS REDEEMED
July	1,783	n/a*	n/a*	n/a**	n/a**	n/a**	0
August	1,782	1,799	n/a*	367	10	4	3
September	1,783	1,782	1,783	265	25	7	4
October	1,783	1,783	1,782	306	26	15	4
November	1,783	1,783	1,783	373	11	7	8
December	1,700	1,783	1,783	195	35	10	2
-	10,614	8,930	7,132	1,506	107	43	21

*These mailers are only sent to homes which received the previous month’s mailer. The first mailer is sent out around the 15th of the month, the second mailer is sent out around the 15th of the next month, and the third mailer is sent out around the 15th of the month after that.

**The digital ad e-mail and information on taking the survey is included in the second mailer.

The general impact of County Connection ads simply being *seen* in the mailers is a difficult if not impossible metric to track. However, since the start of this program (July-December 2024), a total of 26,676 mailers have been sent to new residents, 107 surveys have been completed, 45 email sign-ups have been received, and 21 free one-ride coupons have been redeemed. Staff will continue to monitor the efficacy of the Welcome Wagon mailings and assess if it is worthwhile continuing the program after the initial pilot period ends in June 2025.

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:

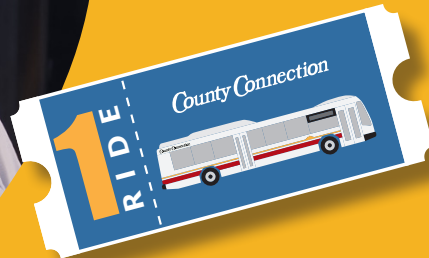
Attachment 1: Welcome Wagon Postcard

County Connection



**WELCOME TO THE
NEIGHBORHOOD!**

**TAKE COUNTY CONNECTION
FOR A RIDE (ON US)!**



Scan the QR code on the back and we'll send you **free passes** to ride County Connection.

Clayton • Concord • Danville • Lafayette • Martinez • Moraga • Orinda • Pleasant Hill
San Ramon • Walnut Creek • Unincorporated Communities in Central Contra Costa County


County Connection





Scan the QR code to fill out a short survey. Once complete, we'll mail you bus passes, valid on any County Connection fixed-route bus.

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COSTA
SINCE 1980.**

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