

To: Marketing, Planning, & Legislative Committee

Date: 02/19/2025

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: County Connection Faces Campaign Update

Background:

In 2014, County Connection developed a “Faces of County Connection” campaign to focus on our staff, personifying the agency by showing the “faces” of those working behind the scenes. Last year, we revisited this campaign with a renewed focus on the important role of public transit. In this new iteration of *Faces*, we’re spotlighting our long-term staff and their years of dedication to the essential services we provide. By showing County Connection’s legacy through staff who have contributed to the growth and success of the agency, we are positioning County Connection as an employer of choice. The campaign also serves as a hiring initiative and is an effort to address the driver shortage facing County Connection.

Additional Information:

The 2024 Faces campaign had a soft launch in the fall with a webpage refresh and distribution of newly designed and printed brochures to libraries and regional community resource centers. In January 2025, staff began the online phase of the campaign through paid push marketing on Google Ads. This effort furthered the reach of the online campaign in recent weeks, targeting people in the Bay Area by their interests and recent search terms (e.g. those who have searched for information on *job openings* and/or have shown an interest in public transit may see an ad). Paid ads display online for Google users as banners, pop-up notifications, or just links to the County Connection job page populated at the top of a search result.

Early returns on the campaign show positive online engagement. Since the launch of the campaign in January, there have been approximately 52,000 impressions (views of our ads) and over 5,000 clicks (people who have clicked the ad and visited the County Connection jobs page). Additionally, the jobs page is now the third-most viewed page on the County Connection website. Prior to the Faces campaign, the jobs page was the 18th most viewed page on the County Connection website, and in 2024 represented only 1.5% of our total site traffic. Clicks and views are good indicators of a promising campaign, and early results have shown a 50% increase in applications submitted for transit operator positions, where we have the greatest need (see Table 1, below).

Table 1: Operator Applications

	October 2024	November 2024	December 2024	January 2025	February 2025
Transit Operator job applications	24	29	35	44	39

Staff is planning to run the Faces campaign through the end of the calendar year, with the addition of printed ads on all our fixed-route buses beginning in March. The Faces ads on our buses will include a QR code linking people directly to the County Connection jobs page, and Marketing and Human Resources staff will continue to monitor the progress of the campaign.

Financial Implications:

All costs associated with the campaign are included in the FY 2025 Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None