

To: Marketing, Planning, & Legislative Committee

Date: March 20, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: School Outreach Calendar

Background:

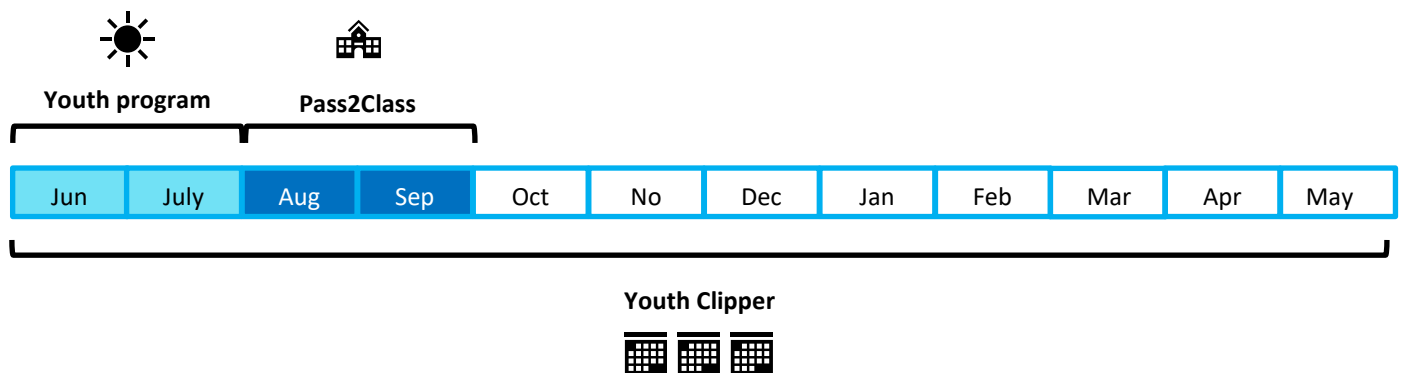
County Connection staff is committed to engaging with young riders, both in educating them in transit systems and helping them plug into cost-saving payment programs. Staff is now preparing its spring/summer school outreach plan for youth/student programs scheduled for the summer and fall.

Additional Information:

County Connection staff has identified a few areas of messaging and engagement in Spring 2026 that are a mix of amplified messaging shared from our transit programs for Bay Area-wide campaigns, such as Youth Clipper, as well as education and regional programs tailored to youth and families within central Contra Costa County. The suggested engagement strategy is as follows:

MONTH	MESSAGE	PLATFORM
Jan-Mar	Youth Clipper	Social Media
April-May	Youth program	Social Media, Spring School Town Halls (via Zoom)
June-July	Summer activities via County Connection, Pass2Class (July)	Social media, print ads, newsletter

Programs Throughout Year:



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:

None.