

To: Marketing, Planning, & Legislative Committee

Date: August 27, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Transit Month, County Connection BINGO

Background:

September is Transit Month, an annual celebration held every September across the San Francisco Bay Area. Co-organized by groups like San Francisco Transit Riders and Seamless Bay Area, the month highlights the region's buses, trains, ferries, workers, and riders. Transit agencies may participate and promote existing events or even create one of their own.

Additional Information:

This year, County Connection is introducing County Connection BINGO, the first promotional event organized and managed exclusively by the agency for Transit Month. Staff partnered with 16 local businesses across Central Contra Costa County to make up a 4x4 BINGO card. Businesses range from eateries (e.g. Zachary's Pizza, Millie's American Kitchen), game and comic book stores (e.g. Flying Colors Comics, Pot of Gold), and vintage/thrift stores (e.g. Vintage Vida, Cottage Jewel). The stores on the BINGO card were selected for their appeal to younger riders (generally 13-26-year-olds), though the audience for these stores and appeal to play County Connection BINGO may be broader. All businesses are within short walking distance of a County Connection route.

To play County Connection BINGO, participants visit participating businesses to collect BINGO stamps. Four stamps (four businesses) in a row wins a prize from County Connection and their name is entered for a grand prize drawing. Participants do not need to ride a County Connection bus (though they are encouraged to do so) or make a purchase from a participating business in order to play. The intent of this game is to stimulate engagement with new and existing riders as well as make connections with local businesses, and early indications are promising.

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: County Connection BINGO card



County Connection

HOW TO PLAY

1. Get a BINGO card at a participating business.
2. Visit businesses listed in the squares.
3. Ask for a stamp from participating business.
4. Complete four stamps in a row—horizontally, vertically, or diagonally—to earn a BINGO.
5. Submit your BINGO card for a prize.

PRIZES

- Every BINGO (four in a row) wins a prize!
- Each four in a row submitted earns:
 - One prize + one entry into the Grand Prize drawing
- BLACK OUT your card (fill every square):
 - Receive an extra entry (11 total) into the Grand Prize drawing
- Four in a row prizes will be distributed at the end of September. The Grand Prize winner will be selected on October 2, 2026.

SUBMIT YOUR CARD

One card per person. You may submit your card any time during September once you've completed at least one BINGO. All entries must be received by 10am on October 1, 2026. Submit your completed card using one of the following methods:

1. **Online:** Upload a photo of your completed card using our online form (scan QR code) or visit countyconnection.com/bingo
2. **In Person:** Drop off your completed card M-F, 8a.m.–3 p.m. at County Connection, 2477 Arnold Industrial Way, Concord

SCAN QR CODE
FOR MORE INFO
& FOR OFFICIAL
BINGO RULES.

