

Caltrans Connects Communities- *Connection Codes*



Connection Codes were introduced in April 2022, as a working tool to enhance direct connections using a digital based QR platform for Caltrans staff resuming engagement roles at various events throughout the nine Bay Area counties. They are known as *QR Codes*; machine-readable codes, generally consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone. However, our codes aren't typical- they are customized with the District 4 *Caltrans Connects Communities* logo, designed by the Division's Graphic Artist, to promote the progressive and pro-active Division external communication measures with the unsheltered community, which began in 2019, with our former District and now current Director Tony Tavares.



To date, *Connection Codes* is an ongoing pilot project. Through analytic data along with feedback, the division Connection Code team is assessing the benefit of deploying this 21st Century technology to allow Division of External Affairs team to shift the culture from past practices of handling paper. We desire to work lean, further promote ecofriendly practices, save money for the state, and practice COVID-19 safe protocols, all while providing an exciting connection exchange opportunity. These principals are embedded in the vision to roll-out of this innovation within the division.

The smiles on the faces of news outlet reporters, elected officials, our own District 4 Director, and every single person who appreciates the convenience of being paper free as they scan either a *Connection Code* business card, Press Release, Fact Sheet, and landing on our social media platform as a part of the user experience, is priceless. External Affairs works with all divisions and many external affairs partners, and we hope to encourage others to explore the integration of innovation to connect with community.

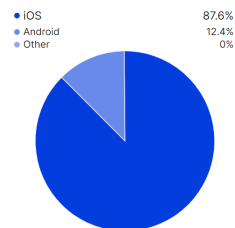
Scans

May 1 - Jul 30, 2022

320 total scans ↑ 106%

Traffic

Most popular device type



Most popular day of the week

