

## LIFE PROGRAM ENROLLMENT EXPANSION

### Activity Matrix

*November 2021*

Activity/Timeline	November – December 2021	January – March 2022	April-June 2022	July – September 2022	October – December 2022
<b><i>Direct Enrollment Activities</i></b>					
<i>Regional Pop-Up Events</i>	●	●	●	●	●
<i>Administrator/CBO Partner Events</i>	●	●	●	●	●
<i>Enrollment Centers</i>	●	●	●	●	●
<i>LIFE Online Portal</i>	●	●	●	●	●
<b><i>Co-Enrollment Activities</i></b>					
<i>LA County DPSS</i>	●	●	●	●	●
<i>LA City Basic Income Program</i>	●	●	●	●	●
<b><i>Transit Operator Partnership</i></b>	●	●	●	●	●
<b><i>Public Engagement and Marketing Program</i></b>					
<i>Paid and Earned Media</i>	●	●	●	●	●
<i>Street Teams</i>	●	●	●	●	●
<i>NextGen Shakeup</i>	●				
<i>Transit App/POS</i>	●	●	●	●	●
<i>Seat Drops</i>	●	●	●	●	●
<i>CBO Partners</i>	●	●	●	●	●