

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee

Date: 3/31/2022

From: Melody Reeb, Director of Planning, Marketing, & Innovation

Reviewed by: *Ref*

SUBJECT: Community Events

Background:

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes, as well as offering a mobile lobby. See attachment for complete list of events.

In-Person Events:

In-person outdoor events are returning. Staff is participating in several outdoor events in April, including Spring Fest in Concord and Earth Day events in Walnut Creek and Lafayette.

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: April 2022 Calendar

Attachment 1

APRIL -- 2022						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					<u>1</u> Clayton Clayton Rd and Washington Blvd Bus Stop ID 542	<u>2</u> Concord Spring Fest
<u>3</u>	<u>4</u> Walnut Creek Library	<u>5</u> Concord Farmers	<u>6</u> Orinda BART	<u>7</u> Martinez Amtrak	<u>8</u> Danville Library	<u>9</u>
<u>10</u>	<u>11</u> San Ramon Vista Valley	<u>12</u> Moraga Library	<u>13</u> Pleasant Hill BART	<u>14</u> Lafayette Library	<u>15</u> Walnut Creek BART	<u>16</u>
<u>17</u>	<u>18</u> Martinez VA	<u>19</u> Clayton Library	<u>20</u> Concord Library	<u>21</u> Orinda Library	<u>22</u> Pleasant Hill Senior CTR	<u>23</u> Broadway Plaza Earth Day Event
<u>24</u>	<u>25</u> Lafayette BART	<u>26</u> Danville Senior Center	<u>27</u> San Ramon Transit Ctr	<u>28</u> Saint Marys College	<u>29</u> Kaiser Shadelands	<u>30</u> Lafayette Earth Day Event