

To: Marketing and Planning Committee

Date: April 28, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Community Events

SUMMARY OF ISSUES:

County Connection marketing staff continues to participate in select community and business events, and to coordinate Class Pass field trips for schools with service along fixed-routes.

May Class Passes

5/5/11 – Dougherty Valley High – 17 students/8 adults (group using punch cards)

5/13/11 – Grant Elementary – 20 students/5 adults

5/13/11 – Tilden Junior Rangers – 32 students/3 adults (group using punch cards)

5/15/11 – Tilden Junior Rangers – 32 students/3 adults (group using punch cards)

Community Events

5/7/11 - National Train Day – Martinez Amtrak

5/12/11 – Bike To Work Day – Iron Horse/Contra Costa Trail – PH

5/14/11 – Moraga Community Fair

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

Any costs associated with events are taken from the Promotions budget.