

To: Marketing and Planning Committee

Date: March 29, 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.

April Class Passes

4/5/11 – Hidden Valley Elementary – 32 students/8 adults

4/6/11 – St. Isadore School – 36 students/11 adults

4/13/11 – St. Isadore School – 36 students/11 adults

4/19/11 – John Swett Elementary – 30 students/6 adults

4/21/11 – John Swett Elementary – 30 students/6 adults

Employer Events

4/19/11 - John Muir – Concord

4/22/11 – John Muir – Walnut Creek

Community Events

4/21/11 – Earth Day – System wide

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

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