

To: Marketing and Planning Committee

Date: May 20, 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.

June Class Passes

- 6/1/11 – Creative Play Center – 35 students/10 adults
- 6/2/11 – Silverwood Elementary – 62 students/12 adults
- 6/3/11 – Silverwood Elementary – 29 students/5 adults
- 6/3/11 – John Muir Elementary – 30 students/7 adults
- 6/6/11 – John Muir Elementary – 30 students/7 adults

Community Events

- 6/14/11 – AT&T San Ramon – Employer event
- 6/16/11 – APTA Dump The Pump Day
- 6/16/11 – CCCTA Employee Appreciation Day

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

Any costs associated with events are included in the Promotions budget.