

**To:** Marketing and Planning Committee

**Date:** August 19, 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.

**August School Outreach**

8/5/11 – Concord Child Care Center – 46 students/7 adults

8/15/11 – Walnut Creek Intermediate Registration/Walk-Thru

8/17/11 – Walnut Creek Intermediate Registration/Walk-Thru

**Community Events –**

8/2/11 - ATT Employee Event

8/2/11 – Park & Ride Dedication/San Ramon

8/25/11 – Saint Mary’s College – Freshman Orientation

9/15/11 – Concord on The Green

9/22/11 – Walnut Creek Chamber Business Expo

9/24/11 – Guide Dogs For The Blind – Puppy bus training

**RECOMMENDATION:**

For information only

**FINANCIAL IMPLICATIONS:**

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