

The County Connection

Inter Office Memo

To: MP&L Committee, Board of Directors

Date: Oct. 5, 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.

School Outreach

10/21/11 – Morello Park – 30 students/6 adults

10/21/11 – Mt. Diablo High – 20 students/5 adults

Community Events –

10/1/11 – Monument Community Health Fair – Concord

10/6/11 – Tri Valley Green Scene – Hacienda Business Park

10/13/11 – Rossmoor Healthy Living- Health Fair

10/17 (or 18) – Cal State East Bay Ribbon Shuttle Ribbon Cutting

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

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