

To: MP&L Committee, Board of Directors

Date: Oct. 25, 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

11/4/11 – Morello Park Elementary – 30 students/6 adults

11/4/11 – Mt. Diablo High – 20 students/5 adults

Community Events –

11/3/11 – Business Expo – Crowne Plaza, Concord

11/8/11 – ATT – Employee event

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

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