

To: MP&L Committee, Board of Directors

Date: December 28, 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

1/25/12 – Ascent School in Oakland traveling to Saint Mary's College
Approximately 100 students.

1/26/12 – John Muir Elementary 35 students/5 adults

Community Events

1/18/12 – ATT and BAAQMD Employee Event

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

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