

To: Marketing, Planning, & Legislative Committee

Date: January 25, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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## **SUBJECT: Community Events**

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### **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:

1/19/12 – Dougherty Valley High 17 students/8 adults

1/20/12 – Oak Grove Middle 30 students/4 adults

1/25/12 – Dougherty Valley High 17 students/8 adults (using punch cards)

2/1/12 - Dougherty Valley High 17 students/8 adults (using punch cards)

2/3/12 – Del Amigo High 20 students/3 adults

2/8/12 - Dougherty Valley High 17 students/8 adults (using punch cards)

2/9/12 – John Muir Elementary 35 students/5 adults

2/15/12 - Dougherty Valley High 17 students/8 adults (using punch cards)

2/29/12 - Dougherty Valley High 17 students/8 adults (using punch cards)

### Community Events:

February 14, 2012 – ATT - San Ramon employee event

### **Recommendation:**

For information only

### **Financial Implications:**

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