

To: Marketing, Planning, & Legislative Committee

Date: March 27, 2012

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:

Added to March:

3/12/12 – Parkmead Elementary 25 students/6 adults
3/14/12 – Parkmead Elementary 25 students/6 adults
3/21/12 – Parkmead Elementary 25 students/6 adults
3/22/12 – Creative Play Center 22 students/5 adults

April:

4/17/12 – Hidden Valley Elementary 33 students/5 adults
4/18/12 – John Swett Elementary 30 students/6 adults
4/19/12 – Hidden Valley Elementary 33 students/5 adults
4/19/12 – John Swett Elementary 30 students/6 adults
4/20/12 – Grant Elementary 20 students/5 adults
4/20/12 – John Swett 30 students/6 adults

Community Events:

April:

4/13/12 – Earth Day/Wellness Expos – John Muir Concord Campus 8AM-3PM
4/18/12 – Saint Mary's College – Green fest 11AM-2PM
4/20/12 – Earth Day/Wellness Expo – John Muir WC Campus – 8AM-3PM
4/21/12 – Earth Day Celebration – John Muir Historical Site -10AM-4PM
4/23/12 – Cal State East Bay – Student Fair/Shuttle Introduction 4PM-6:30PM
4/24/12 – PGE San Ramon – Employee transportation fair
4/25/12 – Shadelands Transportation Fair – 10AM-1PM

Recommendation:

For information only

Financial Implications:

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