

To: Marketing, Planning, & Legislative Committee

Date: February 28, 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:**

#### Added to February:

2/8/12 – Martinez Adult Ed 25 students/15 adults

2/15/12 – Growing Garden Coop Preschool 13 students/10 adults

#### March:

3/7/12 – Walnut Ave Community Christian Preschool 25 students/8 adults

3/8/12 – Walnut Ave Community Christian Preschool 20 students/6 adults

3/8/12 – Mt. Diablo High School 30 students/2 adults

3/13/12 – Hidden Valley Elementary 16 students/4 adults

3/14/12 – Dougherty Valley High 17 students/8 adults (using punch cards)

3/15/12 – Hidden Valley Elementary 33 students/5 adults

3/21/12 – Dougherty Valley High 17 students/8 adults (using punch cards)

3/28/12 – Dougherty Valley High 17 students/8 adults (using punch cards)

### **Community Events:**

#### Added to February

2/25/12 – California Council For The Blind

#### March:

3/13/12 – ATT Employee Event

3/16/12 – Social Media Impact Summit – Pleasanton

3/20/12 – Mechanic's Bank Employee Event – Walnut Creek

### **Recommendation:**

For information only

### **Financial Implications:**

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