

To: Marketing, Planning, & Legislative Committee

Date: April 25, 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 April:

4/12/12 – Concord Child Care Center 30 students/8 adults

4/17/12 – Morello Park Elementary 30 students/5 adults

4/20/12 – Morello Park Elementary 30 students/8 adults

May:

5/8/12 – John Muir Elementary 31 students/7 adults

5/8/12 – John Swett Elementary 30 students/10 adults

5/9/12 – John Swett Elementary 30 students/10 adults

5/10/12 – John Muir Elementary 30 students/7 adults

5/10/12 – John Swett Elementary 30 students/10 adults

Community Events:

April:

4/24/12 – PGE San Ramon – Employee transportation fair

4/25/12 – Shadelands Transportation Fair – 10AM-1PM

May:

5/3/12 - Employer Commuter Fair – Shops at Bishop Ranch – 11AM-1PM

5/8/12 – ATT San Ramon – Employer Commuter Information – 11AM-1PM

5/10/12 – Bike To Work Day – Engergizer Station Iron Horse/Canal Trail – 6:30-9 AM

5/12/12 – Moraga Community Fair – 8AM-4PM

5/16/12 – Cal State East Bay Spring Fest – 4-6:30 PM

5/19/12 – Transit To Trail Community Workshop 9AM – Noon

5/21/12 – Clorox (Dublin/PT)– Employee relocation event – 8AM-11AM

Recommendation:

For information only

Financial Implications:

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