

To: Marketing, Planning, & Legislative Committee

Date: May 29, 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 May:

5/17/12 – St. Isadore 36 students/11 adults
5/18/12 – St. Isadore 36 students/11 adults
5/22/12 – Mt. Diablo High 35 students/2 adults
5/31/12 – Mt. Diablo High 35 students/2 adults
5/31/12 – Mt. Diablo High 35 students/2 adults
5/31/12 – WCCA Club 21 students/2 adults

June:

6/4/12 – Monte Gardens Elementary 30 students/10 adults
6/7/12 – Monte Gardens Elementary 30 students/7 adults
6/8/12 – Monte Gardens Elementary 30 students/7 adults

Community Events:

June:

6/12/12 – ATT San Ramon – Employer Commuter Information – 11AM-1PM

Recommendation:

For information only

Financial Implications:

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