

To: Marketing, Planning, & Legislative Committee

Date: July 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:

August 8, 2012 – Saint Mary's College – 40 incoming exchange students/10 Adults

August 15, 2012 – WCI – School registration

August 23, 2012 – Saint Mary's College – Freshmen orientation

Community Events:

August 7, 2012 – National Night Out – Concord BART

Recommendation:

For information only

Financial Implications:

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