

To: Marketing, Planning, & Legislative Committee

Date: August 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:**

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

August 13, 2012 – WCI – School registration

August 15, 2012 – WCI – School registration

August 18, 2012 – Saint Mary's College – large group 30 students/1 adult

August 19, 2012 – Saint Mary's College – large group 30 students/1 adult

August 22, 2012 – WCI – first day of school

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

August 23, 2012 – Play and Learn School – large group 34 students/6 adults

### **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.