

To: Marketing, Planning, & Legislative Committee

Date: October 2, 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:

- September 19, 2012 – Morello Park Elementary – 30 students/5 adults
- October 2, 2012 – John Muir Elementary – 30 students/5 adults
- October 12, 2012 – Morello Park Elementary – 30 students/7 adults
- October 15, 2012 – Concord High – 9 students/6 adults (special needs group)

Community Events:

- Saturday, October 6, 2012 – Monument Community Health Fair
- Wednesday, October 10, 2012 – Valhalla Elementary (Pleasant Hill) – “Big Wheels” Community Fair
- Saturday, October 20, 2012 – Guide Dogs – Puppies in Training
- Sunday, October 28, 2012 – Food Bank of Contra Costa/Solano – Volunteer Appreciation

Recommendation:

For information only

Financial Implications:

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