

To: Marketing, Planning, & Legislative Committee

Date: November 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:**

- November 15, 2012 - Bayhill High School (large group from Oakland) 21 students/2 adults

### **Community Events:**

- Monday, November 26 – December 9 – CCCTA Annual Food Drive
- Thursday, November 29, 2012 – Broadway Plaza Parade of Lights.

### **Recommendation:**

For information only

### **Financial Implications:**

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