

To: Marketing, Planning, & Legislative Committee

Date: January 3, 2013

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:

11/15/15 – Bayhill High School (large group from Oakland) 21 students/2 adults

1/31/13 – Dougherty Valley High School (special needs group) 10 students/6 adults

Community Events:

None Scheduled for January

Recommendation:

For information only

Financial Implications:

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