

To: Marketing, Planning, & Legislative Committee

Date: February 25, 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:

3/7/13 – Walnut Ave Community Christian Preschool 20 students/6 adults
3/8/13 – Walnut Ave Community Christian Preschool 25 students/7 adults
3/11/13 – Campolindo High School 21 students/2 adults
3/19/13 – Hidden Valley Elementary 34 students/7 adults
3/21/13 – Creative Play Center 19 students/6 adults
3/26/13 – Hidden Valley Elementary 34 students/7 adults

Business/Community Events:

Monday, March 11, 2013 – Transportation event – PGE Walnut Creek
Thursday, March 14, 2014 – Transportation event – PGE San Francisco

Recommendation:

For information only

Financial Implications:

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