

To: Marketing, Planning, & Legislative Committee

Date: April 24, 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:

4/18/13 – Morello Park Elementary 30 students/6 adults
5/8/13 – Dougherty Valley High 14 students/6 adults (special needs group)
5/13/13 – John Muir Elementary 30 students/8 adults
5/17/13 – John Muir Elementary 30 students/8 adults
5/20/13 – John Muir Elementary 30 students/8 adults
5/30/13 – Dougherty Valley High 13 students/5 adults (special needs group)
5/30/13 – Monte Gardens Elementary 31 students /6 adults
5/31/13 – Monte Gardens Elementary 31 students /6 adults

Business/Community Events:

4/30/13 – ATT Pleasanton Campus – Employee relocation
5/4/13 – Contra Costa Guide Dogs for the Blind – training
5/11/13 – Moraga Community Fair

Recommendation:

For information only

Financial Implications:

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