

To: Marketing, Planning, & Legislative Committee

Date: May 29, 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:

5/17/13 – Las Juntas Elementary 64 students/8 adults
5/21/13 – St. Isadore School 36 students/9 adults
5/22/13 – St. Isadore School 36 students/9 adults
5/24/13 – Mt. Diablo High 20 students/3 adults
5/31/13 – Silverwood Elementary 6 students/6 adults
6/3/13 – John Muir Elementary 30 students/8 adults
6/3/13 – Monte Gardens Elementary 31 students/6 adults
6/7/13 – Silverwood Elementary 60 students/14 adults

Business/Community Events:

6/11/13 – AT&T San Ramon – Employee event

Recommendation:

For information only

Financial Implications:

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