

To: Marketing, Planning, & Legislative Committee

Date: July 25, 2013

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:**

8/19/13 – WCI – School Registration

8/21/13 – WCI – School Registration

#### **Community Events**

7/23/13 – Creekside Community Event-Walnut Creek

8/3/13 – California Council for the Blind

#### **Recommendation:**

For information only

#### **Financial Implications:**

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