

To: Marketing, Planning, & Legislative Committee

Date: August 28, 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:

8/22/13 – Play and Learn School, Pleasant Hill – 50 students/6 adults

8/29/13 – Saint Mary's College, Moraga – Freshman Orientation

Community Events

9/10/13 – ATT Employee Event – San Ramon

Recommendation:

For information only

Financial Implications:

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