

To: Marketing, Planning, & Legislative Committee

Date: September 26, 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 & Community Events:

9/20/13 – San Joaquin Yacht Club – large group 16 adults
10/2/13 – Bayhill High School (Oakland) – large group 14 students/2 adults
10/3/13 – John Muir Elementary (Martinez) – 30 students/5 adults
10/10/13 – Kidtime Preschool (Pleasant Hill) – 16 students/3 adults
10/16/13 – ATT Employee Event – San Ramon

Recommendation:

For information only

Financial Implications:

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