

To: Marketing, Planning, & Legislative Committee

Date: October 31, 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:

10/24/13 – De La Salle High - Concord – 20 students/2 adults
10/25/13 – Morello Park Elementary – Martinez – 30 students/9 adults
11/4/13 – Rossmoor Transportation Fair – Walnut Creek – 9:00 – 12:30
11/7/13 – Gregory Gardens Elementary – Pleasant Hill – 62 students/12 adults
11/8/13 – Morello Park Elementary – Martinez – 30 students/8 adults
11/12/13 – ATT employee event – San Ramon – 11:00 – 1:00
11/22/13 – Morello Park Elementary – Martinez – 30 students/7 adults

Recommendation:

For information only

Financial Implications:

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