

To: Marketing, Planning, & Legislative Committee

Date: November 26, 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 & Community Events:**

11/14/13 – College Park High (Pleasant Hill) – 22 students/3 adults  
11/18/13 – Del Valle Transition (Walnut Creek) – 18 students/6 adults  
12/5/13 – Clayton Valley Charter High (Concord) – 26 students/10 adults  
12/5/13 – ATT, San Ramon

#### **Recommendation:**

For information only

#### **Financial Implications:**

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