

To: Marketing, Planning, & Legislative Committee

Date: January 2, 2014

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:

Tuesday, January 7, 2014 – Walnut Creek Rotary speaking engagement

Tuesday, January 14, 2014 – ATT San Ramon employee event

Monday, January 27, 2014 – Kick off of the Alamo Community Shuttle service

Thursday, January 30, 2014 – Kaiser, San Ramon employee event

Recommendation:

For information only

Financial Implications:

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