

To: Marketing, Planning, & Legislative Committee

Date: February 26, 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:

- Friday, February 7 – Woodside Elementary – Concord - Large Group Plan 9 students/4 adults (special needs group)
- Wednesday, February 19 – Bayhill High School – Oakland – Large Group Plan 14 students/2 adults
- Thursday, March 13 – Walnut Ave Community Christian Preschool – Walnut Creek – 25 students/12 adults
- Friday, March 14 – Walnut Ave Community Christian Preschool – Walnut Creek – 25 students/12 adults
- Monday, March 17 – Public Hearing in Martinez - proposed service changes
- Thursday, March 20 – Public hearing in Walnut Creek – proposed service changes
- Friday, March 21 – Senior Expo – Crowne Plaza, Concord

Recommendation:

For information only

Financial Implications:

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