

To: Marketing, Planning, & Legislative Committee

Date: February 26, 2014

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:**

- March 12 – Alhambra High, Martinez – 15 students/2 adults
- March 13 – Creative Play Center, Pleasant Hill – 14 students/7 adults
- March 20 – Creative Play Center, Pleasant Hill – 14 students/8 adults
- March 25 – Parkmead Elementary, Walnut Creek – 23 Students/5 adults
- March 27 – John Muir Elementary, Martinez – 30 students/5 adults
- March 27 – Pleasant Hill Middle, Pleasant Hill – 30 students/3 adults
- March 28 – Parkmead Elementary, Walnut Creek – 23 Students/5 adults
- March 28 – Woodside Elementary, Concord – 9 students/5 adults (special needs group)
- April 1 – Concord High, Concord – 24 students/2 adults
- April 1 – Hidden Valley Elementary, Martinez – 32 students/5 adults
- April 3 – Hidden Valley Elementary, Martinez – 34 students/5 adults
- April 15 – Hidden Valley Elementary, Martinez – 34 students/5 adults
- April 16 – New Leaf Collaborative, Martinez – 28 students/8 adults
- April 17 – Hidden Valley Elementary, Martinez – 34 students/5 adults
- April 24 – Cal State East Bay, Concord – Current/potential student open house
- April 24 – Concord Child Care Center – Concord – 34 students/8 adults
- April 24 – Morellow Park Elementary, Martinez – 30 students/9 adults
- April 26 – Earth Day celebration, John Muir House, Martinez

#### **Recommendation:**

For information only

#### **Financial Implications:**

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