

To: Marketing, Planning, & Legislative Committee

Date: 11/17/17

From: Ruby Horta, Director of Planning & Marketing

Reviewed by:

SUBJECT: Community Events

Background:

County Connection participates in select community and business events, and coordinates Class Pass field trips for schools with service along fixed-routes.

School & Community Events

November 30 – Walnut Creek Holiday of Lights Parade

December 1 – Downtown Martinez Light Parade

December 6 – Ygnacio Valley High, Concord 20 students/10 adults

December 15 – John Swett Elementary, Martinez 21 students/10 adults

Recommendation:

For information only.

Financial Implications:

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