

To: Marketing, Planning, & Legislative Committee
From: Mary Burdick, Sr. Manager of Marketing

Date: November 23, 2010
Reviewed By:

SUBJECT: Review of Student Outreach FY-10 and FY-11

SUMMARY OF ISSUES: At the October meeting the MP&L Committee requested that staff provide an expanded report on the student programs that took place in FY-10 and FY-11.

RECOMMENDATIONS: Review

FINANCIAL IMPLICATIONS: None

Below is a breakdown of the students and adults served by the various school programs managed by the Community Relations Specialist the FY09/10 school year and the beginning of the FY11 school year.

Class Pass Program – Schools along fixed-routes are eligible to take up to 2 free field trips during the school year. Trip must take place in non-peak hours, be planned in advanced, and use only the fixed-route service. Staff visits the class room the day before field trip to discuss rules, and learn about the buses.

BUS-2-U – Schools not served by fixed-route, or those with no mid-day service could schedule to have a bus come to the school, and students take a virtual bus ride, viewing the video starring SafeTy-Rex.

Facility tours – Marketing staff conducts facility tours including brief presentation in dispatch, the vault room, maintenance facility and a trip through the bus wash.

FY-2010 Student Outreach Report
(July 1, 2009 to June 30, 2010)

Class Pass – 70
Total Students = 1,748
Total Adults = 463

Class Pass presentations – 19
Total Students = 693

Bus 2 U program – 11
Total Students = 537

Facility Tours – 13
Total Students = 246
Total Adults = 70

Out-of-Area Large Groups – 6
Total Students = 210
Total Adults = 51

FY-11 Student Outreach Report
(July 1, 2010 to mid-October 2010)

Class Pass – 18
Total Students = 474
Total Adults = 99

Class Pass presentations – 3
Total Students = 205

Bus 2 U program – 3
Total Students = 135

Facility Tours – 4
Total Students = 61
Total Adults = 20

Out-of-Area Large Groups – 2
Total Students = 120
Total Adults = 16