

Agency Name
Transit Policies and Procedures

Subject	Participation in Community Events
Section	Outreach
Effective Date	
Approved By	
Approval Date	

Purpose

Promote the Agency's services to potential riders through community involvement.

Procedure

Develop guidance for Agency participation in community events. Active participation in the community will attract potential riders and portray a positive image of the Agency to the general public. The Agency should consider hosting booths and/or participating in the following types of activities:

- Transit events & conferences
- County fairs
- Charity events
- Senior Center events

The Agency representative at each event shall be knowledgeable about all the services offered by the Agency as well as all Agency policies. The Agency shall maintain a promotional display and outreach materials such as brochures, service area maps, and business cards to be used when sponsoring booths at community events.

Responsibilities

The Transit Director shall work with the Marketing Department to ensure that Agency services are actively promoted at community events.