



Quarterly Report to Steering Committee / Co-Chairs
April – June 2007

- A. **Communications and Civic Engagement Committee.** [Sandie Pierce, Facilitator] This Committee is chaired by Connie Carroll, United Way of Monroe County. Meetings were held on May 16 and June 12, 2007.

The Communications Committee is in the process of administering the awareness survey regarding the Initiative in order to measure changes against the baseline data collected in the first two years of the Initiative. If feasible, the survey will be available at the Monroe County Fair in an attempt to gather opinions from the general public. The details of this are being worked on.

The ABC web site (activebalancedcommunity.org) has been regularly updated to include current events, training opportunities, and press releases, and community links. The number of unique visitors to the website are tracked monthly:

Number of Unique Website Visitors Per Month						
	<u>2005</u>	<u>2006</u>	<u>2007</u>		<u>2005</u>	<u>2006</u>
January	102	77	141	July	85	84
February	91	83	85	August	60	89
March	89	103	127	September	64	79
April	105	107	126	October	74	83
May	95	68	45	November	63	114
June	125	61		December	68	104
YTD Total	607	499	524	Total	1,021	1,052

The Communications and Civic Engagement Committee conducted the “I Pledged” campaign among graduating seniors. This year, lanyards were distributed to give to all seniors who pledge to drive responsibly. Of the 1,893 graduating seniors, 1,219 (or 64.4%) pledged to drive responsibly. Participants were entered into a drawing at each school to receive a \$10 gas card. In 2006, 65% seniors participated – 1,196 of the 1,829 graduating seniors.

Date	School	Number of Graduates	Number of Pledges	Percentage Pledged
06/01/07	Airport	211	137	65%
06/03/07	Bedford	433	190	44%
05/31/07	Dundee	122	87	72%
05/30/07	Ida	117	112	96%
05/29/07	Jefferson	185	155	84%
05/17/07	Mason	128	124	97%

06/01/07	Monroe	421	236	56%
05/29/07	Orchard	50	24	48%
05/08/07	SMCC	108	101	94%
05/25/07	Summerfield	61	53	87%
	Whiteford	57	(Last minute cancellation)	
	Totals	1,893	1,219	64.4%