

RIVERSIDE TRANSIT AGENCY
1825 Third Street
Riverside, CA 92507

November 17, 2005

TO: BOARD OF DIRECTORS
THRU: Larry Rubio, Chief Executive Officer *Larry*
FROM: Scott Richardson, Director of Marketing *SR*
SUBJECT: Holiday Events' Schedule

Summary: Each year during November and December, various jurisdictions request buses for holiday parades, displays and shopper trolley service. The Agency participates in these events as a marketing effort to help promote the RTA name, provide information about all available services, and to promote a strong positive corporate image. This year's holiday schedule follows:

November 19, 10 a.m.	Lake Elsinore CAP Parade
November 25, 4:30 p.m.	Riverside Festival of Lights Switch-on Ceremony: Lighted Trolley display
December 2, 7 p.m.	Temecula Parade
December 3, 10 a.m.	Hemet Parade
December 10, 10 a.m.	Perris Parade
December 10, 3 p.m.	Corona Parade
December 10, 6 p.m.	Beaumont Parade
December 10, 11, 17, 18	Corona/Norco Trolley Service

Committee Recommendation:

This item was discussed at the Board Administrative and Board Operations Committee meetings of November 9th. The Board Operations Committee members unanimously approved recommending this item to the full Board of Directors for their consideration.

Recommendation:

Authorize RTA staff to work with the individual cities and coordinate RTA's involvement in these events.