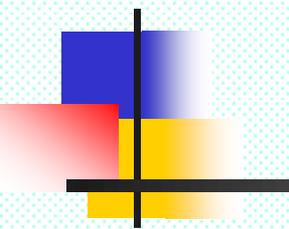


**Doña Ana County Children's Reading
Foundation Books on Buses**



Read and Ride the RoadRUNNER Update for Joint Worksession

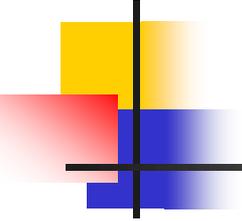
June 5, 2012





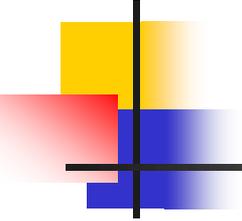
Partners

- 🐦 Our initial partners are COAS Bookstore – Mike Beckett
- 🐦 Children's Reading Foundation
 - 🐦 Maria Flores
 - 🐦 Douglas Hoffman
 - 🐦 Jan Reed
- 🐦 Transit Staff



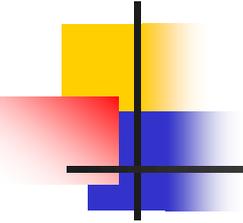
Pilot Program

- Based on model at other bus agencies.
- Provides free books to children who ride the bus.
- Designed to foster reading among young people in the community.
- Pilot to end with expiration of MOA with Children's Reading Foundation (June 2016).



Program Impact

- Nominal Financial impact to date.
- From beginning of program in September over 1000 books distributed.
- Foundation and COAS Bookstore supply materials. Foundation processes and delivers to Transit.
- Partners committed to providing materials for duration of pilot project.
- No attempt made at this point to assess impact on literacy in the community. Difficult to quantify.



THE ROADRUNNER