SUBJECT: Consider approving the District’s participation in the Freedom Bus Project with the Alameda County Office of Education to commemorate the 55th Anniversary of Rosa Parks’ historic bus ride in Montgomery, Alabama.

RECOMMENDED ACTION:

☐ Information Only  ☐ Briefing Item  ☒ Recommended Motion

Approve the District’s participation in the Freedom Bus Project

Justification for Same Day Board Action: Organizing meetings with the Alameda County Office of Education are scheduled to begin in early August.

Budget/Fiscal Impact:
There are no budget impacts to the District as costs will be raised by outside sponsors.

Background/Discussion:
December 1, 2010 marks the 55th year anniversary of Rosa Parks’ historic bus ride in Montgomery, Alabama, effectively igniting the modern Civil Rights Movement. To celebrate this historic event, and all equal rights movements, the Alameda Contra-Costa Transit District ("AC Transit")¹ and the Alameda County Office of Education are launching the Freedom Bus Project.

The Freedom Bus Project not only celebrates the East Bay’s rich diversity and legacy of community activism, but also engages youth through the arts. The Freedom Bus Project consists of: (1) an arts competition in which K-12 students in AC Transit’s service district (West Contra Costa County and Alameda County) will submit their artistic interpretation of what civil rights means to them, with the winner’s artwork being displayed on the AC Transit Freedom Bus; (2) a Freedom Tour in which the Freedom Bus will be traveling to locations in the East Bay teaching children about all civil rights movements; and (3) an evening celebration in early December 2010 honoring the East Bay’s contribution to the civil rights movement and its local civil rights leaders.

The Freedom Bus Project is supported by numerous organizations, community leaders, and elected officials. An endorsement list will be released upon the official announcement of the project. All costs associated with this event will be raised by outside sponsors.

¹ The Alameda-Contra Costa Transit District is the third-largest public bus system in California, serving 13 cities and adjacent unincorporated areas in Alameda and Contra Costa counties. With an annual ridership of 69 million passengers, AC Transit and its predecessors have been serving the East Bay since 1903. For additional information see www.actransit.org.
Prior Relevant Board Actions/Policies:
None

Attachments:
None

Approved by: Beverly Greene, Communications & Public Affairs
Prepared by: Beverly Greene, Communications & Public Affairs
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