




A graphic with a green background and an orange header. The header contains the PolkTransit logo on the left and the My Ride logo on the right. The main text "CONTRACTED TRANSIT UNIVERSAL ACCESS PROGRAM" is written in white, uppercase letters. Below the text are two orange boxes, each containing a bullet point in white text.

- Employers / Organizations contract with area transit providers to allow *ALL EMPLOYEES* to ride public transit free of charge. Employers / Organizations contract with the transit agency to pay a fixed fee or fee for service rate for all employees to have access to free public transit.
- Many Colleges and Universities across the U.S. also contract with public transit via student service fees or credit hour fees, or a fixed monthly fee to provide access to free public transit for *ALL STUDENTS*.



## PARTNER BUS / LARGE CONTRACTS

- As a community partner, Citrus Connection will provide FREE advertising on the outside of one vehicle for the life of the contract. The purchasing entity would only pay the fee to “wrap” a bus. A one time fee of \$5,500 would apply.
- Current monthly rates for full vehicle advertising is \$850 per month. A savings of \$10,200 per year.



## INFRASTRUCTURE NEEDED

- The provider will need to provide EVERY employee, student, faculty, &/or staff member with a picture ID that includes an expiration date.
- Citrus Connection and WHAT will track passenger boarding's on fixed route and PT Connect.



“ Since becoming the first institution in the region offering students and employees free access to public transportation, Polk State’s “Eagles Soar Free” program has received rave reviews. Student focus groups have confirmed positive perceptions of access and affordability as a result of the program, and ridership numbers certainly confirm that the program is being utilized. According to Polk State’s President, my friend Eileen Holden, we felt like this program was a no-brainer. “Anything we can do to make it easier for students to get into a classroom or lab or library, we’ve got to do,” she says. “And anything we can do to make it easier for our own employees to earn a living -- well, of course we are in favor of that!”

Although it’s too early to say how the program may impact college completion or employee retention rates long-term, it’s clear that Polk’s students and employees are voting with their feet -- and seats. ”



- David Steele  
Associate Vice President

“ Our partnership with the Polk Transit has been extremely successful on several fronts. The universal access program benefits our students and employees who already ride the bus and encourages others to begin taking the bus to Southeastern. It also provides our community with a convenient and affordable transportation choice. We have a number of students who live on campus and did not bring their vehicles with them. This program enables them to have access to free transportation to off-campus employment, entertainment venues and merchants. We are committed to empowering our students and employees with accessible and affordable transportation. Considering gas prices, current economic conditions and efforts to go green,

it’s a winning proposition for everyone! ”



-Brian C. Carroll  
Vice President for University Advancement

We must also not forget those Model Citizens who did not optimize the possibilities of local transit prior to this partnership due to financial restraints. I personally witnessed on various occasions individuals in our uniforms walking on the side of the road miles away from the workplace. Today, I am happy to say this is no longer the case. On the launch date of this important initiative, one of our Model Citizens expressed to me that this addressed a significant concern of theirs because now they can freely use our public transit system without having to factor in the financial cost of daily use.

We also place additional focus on those initiatives that will be beneficial to the community as well as the environment, which is another reason why Polk Transit became an ideal partner for LEGOLAND Florida. At Merlin Entertainments Group, we place tremendous emphasis on the ethical and responsible care, preservation, and conservation of the environment. "WE CARE" is one of our core values. This partnership has gone beyond those Model Citizens who were already using public transit to those that had not previously considered alternate modes of transportation to come to work. As ridership has shown to have multiplied dramatically since the onset of this partnership, we have also been able to influence habits which so greatly impact the community and the environment around us.

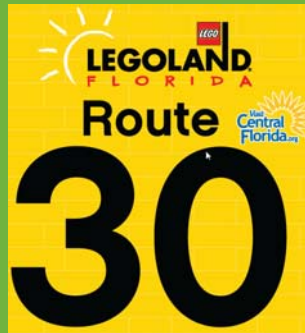


-Virginie Schena  
Human Resources Director



# UNIVERSAL ACCESS

The Benefit Of Mobility





# UNIVERSAL ACCESS

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Southern TECHNICAL COLLEGE

POLK COUNTY VETERANS SERVICES

## FOR MORE INFORMATION

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