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## **CCTA POLICY O-4 Unlimited Access Program**

### **I. PURPOSE**

The purpose of this policy is to establish an Unlimited Access Program at CCTA and provide guidance to the General Manager for its implementation and administration.

### **II. BACKGROUND**

Many transit agencies have additional capacity to carry passengers on their existing routes. Other transit agencies that have implemented an Unlimited Access Program have filled some of that additional capacity through marketing the existing system to a block of potential riders who might not otherwise use the system. Traditionally, this program nationally has utilized college and university students and faculty as a untapped group of riders to fill this existing capacity.

Under this program a college or university would pay CCTA a fee for each student, faculty member and employee. In return for this fee each student, faculty member and employee would receive an unlimited access transit pass. Since so many individuals would be purchasing the unlimited access pass, the fee would be substantially less than purchasing an existing pass 31-Day pass, annualized. A monthly CCTA pass, which provides unlimited access to CCTA's transit system, costs riders, on an annual basis, approximately \$400.00. The average national fee for the Unlimited Access program is \$30.00 per rider.

An unlimited access pass would provide all students and faculty access to CCTA's entire transportation system for the academic year. Existing ID's and/or student debit cards may also be able to be used as transit passes if they are modified for CCTA's fareboxes.

Some benefits for the school of creating an Unlimited Access program is it reduces parking demand, increases students' access to housing and local employment sites, helps recruit and retain students, reduces the cost of attending college and increases transportation equity. The benefit to the transit authority for instituting an Unlimited Access program is that you reach an additional group of riders who would not normally take transit, which helps fill the buses you are already operating.

### III. POLICY

CCTA is authorized to establish an Unlimited Access Program to educational institutions in the service area. This program shall be marketed to those institutions as follows:

The unlimited access program is available to educational institutions that have 500 or more students, faculty or employees. The educational institution can determine whether the unlimited access program applies to students, faculty, and/or employees, however they must purchase a pass for each individual in a participating group. Said participating group must contain, at a minimum, 500 individuals. The pass will provide the user with unlimited access to CCTA's entire system on an annual or school year basis. Funds generated from the Unlimited Access Pass Program shall be available for use by CCTA to fund its ongoing public transportation operation.

Adopted by the CCTA Board of Commissioners on March 27, 2002.

BY:



Sam Osborne, Secretary of the Board