



Coast RTA - U-PASS Program

for Coastal Carolina University Students



FY 2011-2012



Welcome to U-PASS! This is your ticket to unlimited rides on Coast RTA regular fixed route services*.

Transportation to off-campus shopping, sporting events, social activities, entertainment, recreation and other events that are available anywhere Coast RTA buses travel throughout Horry and Georgetown counties and it's FREE!

Important Facts:

- ◆ **Show your student ID to the driver.**
- ◆ **Available to enrolled Coastal Carolina University students who are enrolled in the 2011-2012 Academic School year.**
- ◆ **Excludes Route 32* - Charleston, Demand Response and Express Routes.**
- ◆ **Replaces cash for all Coast RTA fares — No transfer fee and no cash needed.**

*** Some restrictions apply.**



Rules & Conditions:

The CCU Student ID serves as the U-PASS ID. The school name, student name, photo, and expiration date **MUST** appear on your ID. COAST RTA reserves the right to require the student show a valid identification card upon request. U-Pass is limited to exclusive use by the CCU student whose name and photo appear on the card. Use of the U-Pass is subject to applicable tariffs, terms, conditions, rules, regulations, policies, and procedures COAST RTA may in its discretion adopt from time to time. U-Pass may **NOT** be shared.

In addition to unlimited rides anytime, anywhere, any reason, the U-Pass has many benefits for the students, campuses and communities:

Benefit to students

- ◆ Provides simple, low cost transportation.
- ◆ Provides unlimited rides on the COAST RTA, all day, every day!
- ◆ Saves on gas and parking costs.
- ◆ Increases access to metropolitan attractions.

Benefit to campus

- ◆ Reduces demand for on-campus parking.
- ◆ Saves cost on building new garage structures.
- ◆ A tool for student recruitment.
- ◆ Reduces traffic congestion and pollution.

Benefit to the community

- ◆ Alleviates parking demands in adjacent areas.
- ◆ Reduces traffic congestion and pollution.
- ◆ Strengthens partnerships between school, communities, and the COAST RTA.
- ◆ Any questions: Contact Marketing and Community Relations Ext. 221 or Operations X230