

## CATAWBA COLLEGE - INFORMATION SHEET

### ROUTE EXPANSION

### PILOT PROJECT

#### **Route**

**Route:** At Brenner Ave. cross Statesville Blvd., continue traveling to Summit Ave., make a right on Summit Ave., make a right on W. Innes St.; make a left on Mahaley Ave., continue on normal route

**Stops:** Brenner Ave. & Corriher Ave; Brenner Ave. & Summit Ave.; Summit Ave & W. Innes.

#### **Hours of Operation**

Mon – Fri	7am & 8am	2pm-6pm (every hour)
	*7 total trips	
Sat	12 noon – 4pm (every hour)	
	*5 total trips	

#### **Implementation / Marketing / Promoting**

- Project date: Oct 13<sup>th</sup> – May 8<sup>th</sup>
- Starting September 17<sup>th</sup> e-mails sent to students
- September 29<sup>th</sup> flyers distributed on campus, through regular mail, via e-mail and letter/notice to nearby neighborhood; flyers created by Catawba staff
- Article in Catawba newspaper and Salisbury Post

#### **Tickets**

- Discounted tickets will be sold to Catawba for distribution to students. Tickets will be sold at a cost of \$0.50. Students must present college ID w/ picture when boarding the bus.
- Discounted tickets will only be available at the Student Center and the Facility's building(sites determined by Catawba staff – changes OK).
- Discounted tickets are only valid for students.
- If students board the bus without a ticket, they must pay the full fare. No discount will be given.