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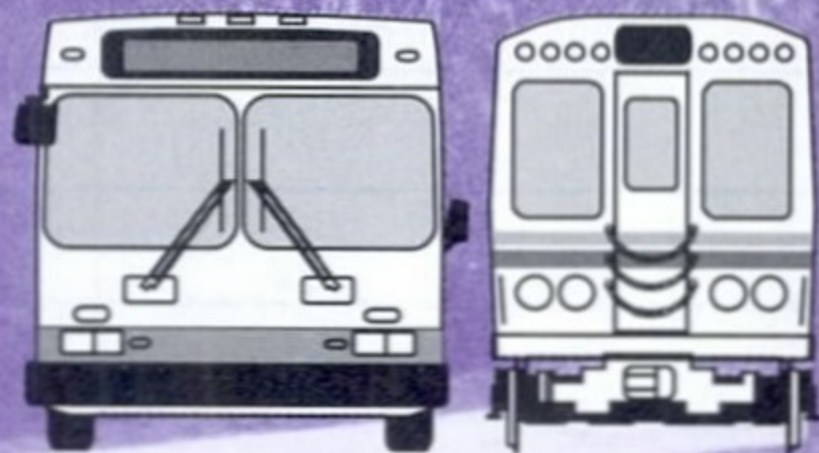
**U-PASS**

**THE NEW**

**Money-Saving**

**UNIVERSITY**

**TRANSIT PASS...**



The Chicago Transit Authority's new University Pass (U-PASS) Program is a unique solution to common school transportation problems:

- Limited On-Campus Parking.
- Traffic Congestion.
- Many Students Driving to Campus.

It provides students who attend universities in Chicago and nearby suburbs with unlimited rides on CTA buses and trains. Students automatically pay for the discounted pass as a part of their regular activity fees.

There are a number of benefits associated with a University Pass Program:

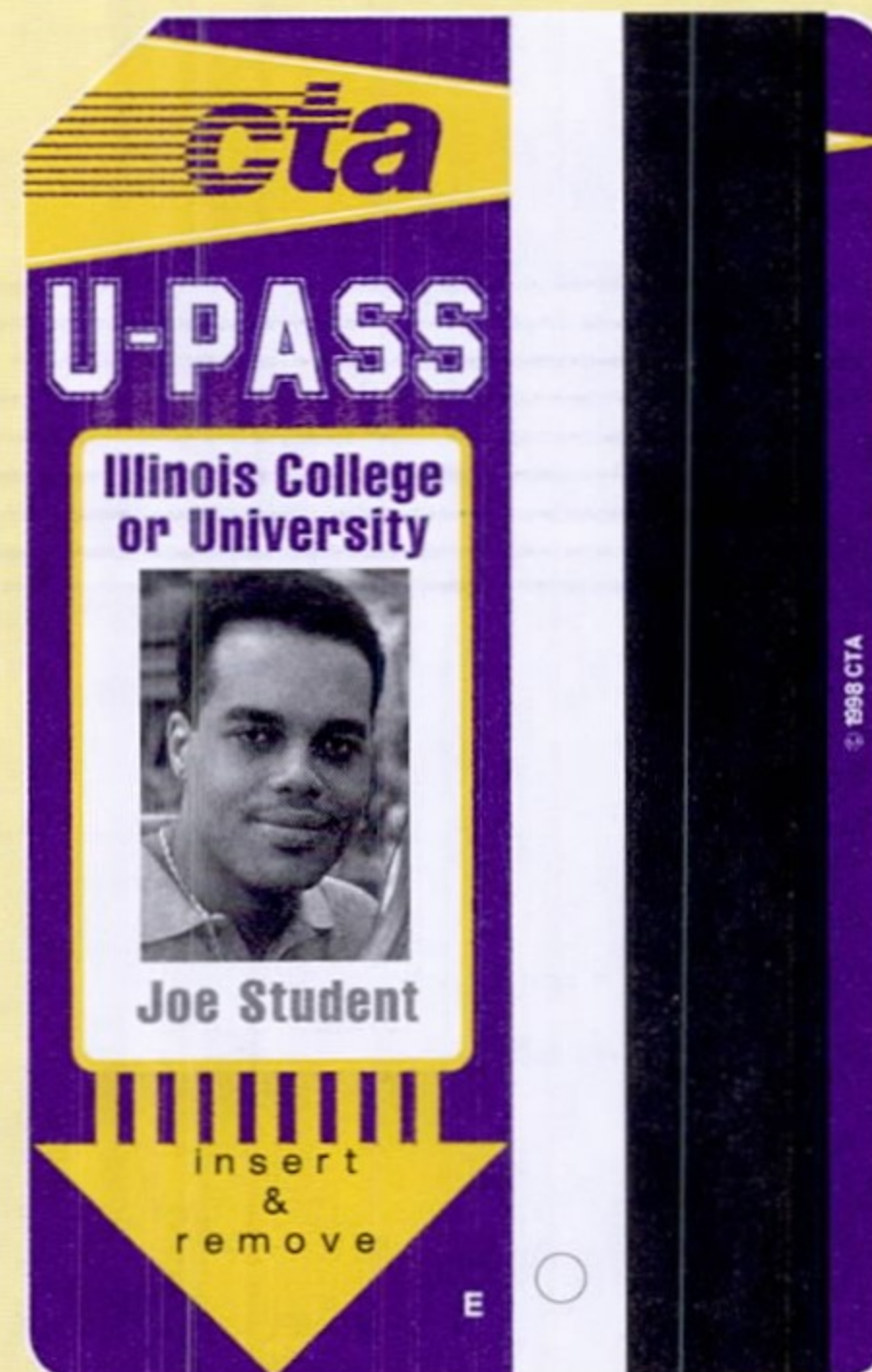
## BENEFITS TO COLLEGE/UNIVERSITY

- Reduces demand for on-campus parking.
- Saves cost of building new parking structures.
- A tool for student recruitment.
- Reduces pollution.

## BENEFITS TO STUDENTS

- Provides simple, low-cost transportation.
- Provides unlimited rides on CTA, all day, everyday.
- Saves on gas and parking expenses.
- Increases access to metropolitan attractions.

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## BENEFITS TO THE COMMUNITY

- Alleviates parking demands in adjacent areas.
- Reduces traffic congestion and pollution.
- Strengthens partnerships between schools, communities, and the CTA.

## A PROVEN CONCEPT

Universities in the Midwest have established successful "university pass" programs. These schools include:

- Marquette University—Milwaukee
- University of Illinois—Champaign-Urbana
- University of Wisconsin—Milwaukee

Other successful "university pass" programs have been achieved in schools across the country:

- Auraria Campus Schools—Denver
- University of Colorado—Boulder
- University of Oregon—Eugene
- University of Washington—Seattle

The University of Michigan at Ann Arbor and Cornell University in New York have U-PASS programs for staff only.

## CUSTOMIZED TO YOUR SCHOOL'S NEEDS

U-PASS is a cost-effective means of providing students with simple, unlimited access to public transportation. From the perspective of educational institutions, a tailored transit pass program can help avoid costs related to construction of new parking facilities, reallocate freed-up parking for higher priority use and have a positive impact on student enrollment.



For more information on how the CTA's U-PASS works, please contact Calvin Peete, U-PASS Program Manager  
Chicago Transit Authority  
312-664-7200 ext. 3065



**cta**

# U-PASS

Illinois College  
or University



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&  
remove

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