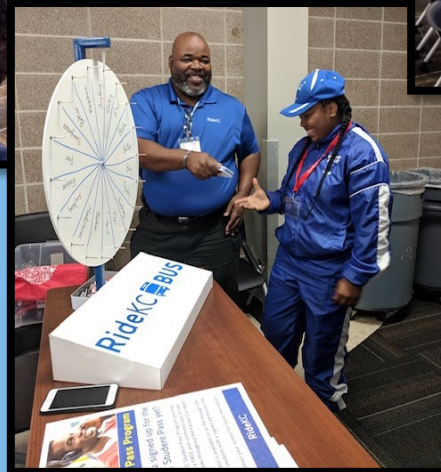
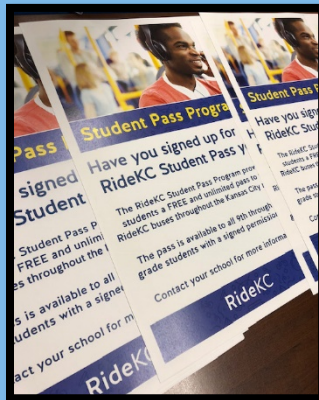




RideKC Student Pass

The Pep Rally style press conference brought together three school district superintendents, elected officials and the KCATA CEO to talk about the benefits of the new Free Student Pass program. The drumline and cheerleaders greeted attendees and gave the event a true high school pep rally flair. We chose the Pep Rally format to get the students fired up about the pilot program. Three students talked to the media about their new opportunities to get around now that they have the free passes. We have seen increased interest from other school districts about the program since the pep rally.



RideKC STUDENT PASS PEP RALLY

Tuesday, October 30, 3 p.m.
Manual Career and Technical Center, 1215 E Truman Rd.

The press event had social media coverage from the RideKC Twitter feed, as well as, each of the participating school districts and each of the elected officials involved. RideKC tweets got 11.6k impressions from the event.

Ray Weikal @RayWeikal_KCPS · Oct 30
 .@kcpublicschools is excited to join @CenterSD, @HMC1MeYouUs + @RideKCTransit today @KCPS_Manual to launch a new initiative that will provide free transit passes to all our high school students! @MarkBedell_KCPS @CentralHS_KCPS @KCPS_Lincoln – at Manual Career & Technical Center




17 44

You Retweeted


Dr. Sharon Nibbelink @dr... · 10/31/18
 Center High School student CJ represents Center and all of our youth. CJ plans to use his free bus pass to go to work and to visit his grandmother. Lucky grandmother #CenterSD

RideKC @RideKCTransit
 CJ, a freshman at Center, and @RMakinen talk about how the #RideKCStudentPass will help CJ get around.



4 25

Hickman Mills C-1 School Di... · 10/30/18
 We are beyond thrilled about the launch of Student Pass. Thanks to @RideKCTransit our high school students now have free, unlimited access to bus transportation. T...



1 12 36

Rhianna Weilert @kcpedestrian · Oct 30
 Fun time with the students from @kcpublicschools, @CenterSD and @HMC1Proud. See you on the bus. #RideKC



2 4

Ride KC to offer student pass, giving high school students free access to public buses

BY: Charlie Keegan
POSTED: 6:09 AM, Oct 30, 2018
UPDATED: 7:01 AM, Oct 30, 2018



<https://www.kshb.com/news/local-news/ride-kc-to-offer-student-pass-giving-high-school-students-free-access-to-public-buses>

KCATA launching pilot program for free rides for high school students

It's for ninth - 12th graders in three school districts

490 Shares



Updated: 9:49 PM CDT Oct 30, 2018

Brian Johnson f t e
KMBC 9 News Reporter



<https://www.kmbc.com/article/kcata-launching-pilot-program-for-free-rides-for-high-school-students/24456662>