

# University of Central Florida

## Proposed Terms

### Overview

The University of Central Florida and Uber agree to pilot a subsidized campus rides program which provides safe, reliable transportation for qualifying students during late night weekend hours.

- **Subsidy Amount:** 50% of Uber rides beginning and ending in the outlined campus area
- **Eligible Times:** Friday 8pm to Saturday 3am; Saturday 8pm to Sunday 3am
- **Time Period:** January 9, 2017 - May 8, 2017
- **Eligibility:** Confirmed payees of student activity fee

### Uber Provides

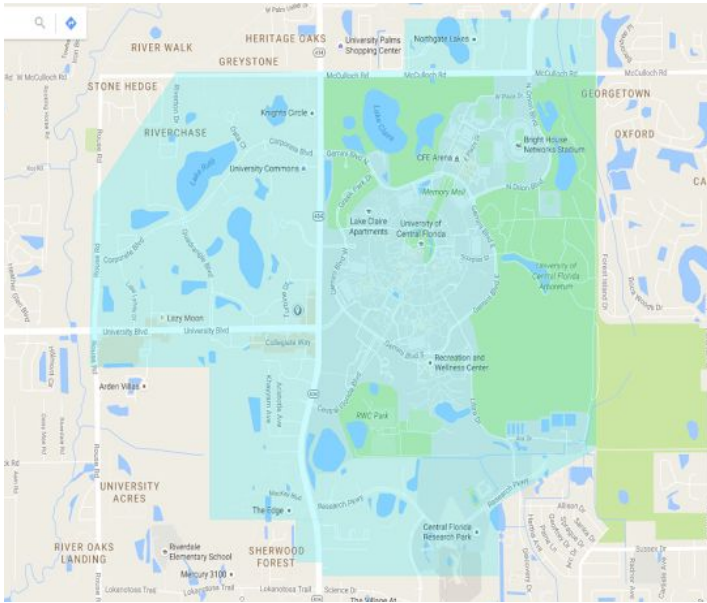
- Creation of a custom in app option for eligible UCF students
  - Option to be limited to campus area as provided by UCF
  - Option to be available in app during days and times provided by UCF
  - Access to option to be restricted to students meeting program eligibility requirements
- Monthly reporting on aggregate trip totals, subsidy spend and program ridership
  - Heatmaps outlining pickup and drop off areas to be provided at end of semester
  - Reporting would occur on a quarterly basis following program's first semester
- Invoicing once subsidy spend reaches \$10k - or - at end of pilot program term
- Email and in-app communications to Central Florida driver partners
- Co-publicity (Newsroom post, press release distribution, targeted email and localized social media posts)

### University Provides

- List of eligible student phone numbers at start of pilot program term
- Education and awareness for program through:
  - Dedicated emails
    - Minimum (2) dedicated program email send to entire student and faculty list
    - Minimum (1) secondary reminder email to eligible students promoting the safe-rides partnership
  - Website
    - Placement of program information on Student Government Association website
  - Social Media
    - Minimum (2) posts to UCF Facebook page regarding program during pilot term
    - Minimum (2) posts from UCF Twitter handle regarding program during pilot term
    - Minimum (1) post to UCF Instagram account regarding program during pilot term
  - Print Media
    - Print and digital advertising to run in UCF student newspaper during program term
    - Flyer distribution with program information placed in campus dorms and student union
  - Co-Publicity
    - Joint distribution of press release
- On campus exclusivity within ridesharing category
- Collaborative feedback on effectiveness of ridesharing subsidy program in reaching stated goals

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## Coverage Zone - Option I



## Coverage Zone - Option II

