

WeGoRide – HBCU Partnership

WeGo offers local businesses, colleges, universities and organizations a discount rate to ride public transit through a program called WeGoRide. This allows students, faculty and staff unlimited free rides with the institution partnering with WeGo on managing the pilot program. This proposed program would partner with Historic Black Colleges and Universities (HBCU) to provide faculty, staff and students public transit access using American Rescue Plan (ARP) funds.

Program Requirements

- Requires institutional support for partnership
- Cost per enrollee per year to utilize program:
 - \$25.00 - local/regional/rail fixed service
- Marketing support & card inventory annual estimated at \$100K
- Our transit fare system can be accessed using an APP or transit card
- Overall cost to utilize program annual estimate \$400,125.00
- Program assumes full populations actively using the program

Program Benefits

- No limits on card usage for all fixed route services on MTA and RTA
- Wi-Fi and phone plug-ins on buses
- Temperature controlled environment

Tennessee State University

Scope of Program

ARP funds will be used for:

- Estimated faculty, staff and students – 9,555
- Estimated cost to utilize program \$238,875 annually



Fisk University

Scope of Program

ARP funds will be used for:

- Estimated faculty, staff and students – 1,200
- Estimated cost to utilize program \$30,000 annually



Meharry Medical College

Scope of Program

ARP funds will be used for:

- Estimated faculty, staff and students – 1,000
- Estimated cost to utilize program \$25,000 annually



American Baptist College

Scope of Program

ARP funds will be used for:

- Estimated faculty, staff and students - 250
- Estimated cost to utilize program \$6,250 annually

