

Tulsa Transit presents ...



EZrider lets transit riders use their valid transit passes to get great discounts from Tulsa's best merchants.

EZrider helps participating merchants attract new business by offering incentives to *EZrider* pass holders.

WIN WIN !

Why is **EZrider** a good idea?

- ★ **Public Transit ridership is on the rise!**
(During Tulsa Transit's last fiscal year, ridership increased 28% from the prior year! We currently provide 9,000 daily passenger trips.)
- ★ **Tulsa Transit's service area includes Tulsa, Broken Arrow, Jenks, and Sand Springs.**
- ★ **Participation in EZrider is FREE!** There are no program fees charged to participating merchants.
- ★ **Merchants determine the customer incentives they want to offer.**



Promotion

Tulsa Transit will promote the EZrider program through many outlets including TV, radio, print, internet, and outdoor transit advertising.



**GET MORE THAN
JUST A RIDE!**

**Get super discounts
at participating
merchants with
a valid
bus pass!**

582-2100
www.tulsatransit.org

TULSA TRANSIT

The image features a man with white hair and a red plaid shirt, smiling and holding a pink EZrider bus pass. The pass is labeled 'Rider' and '31 Day Reduced Fare Pass'. The background is a bright yellow gradient.

Tulsa Transit EZrider Program Merchant Application

Merchant Name _____

Contact Name _____

Street Address _____

City _____ State _____ ZIP _____

Phone # _____ Mobile # _____

Email Address _____

Discount Offered: _____

Participating location addresses:

1) _____ 2) _____

3) _____ 4) _____

Number of participating locations if more than four _____

My business would like to participate in Tulsa Transit's EZrider program by offering discounts or other incentives to customers presenting valid Tulsa Transit EZrider bus passes.

I understand that as a participating EZrider merchant that all incentive offerings are made at my discretion and that I can end my participation in the program at any time.

I agree to hold harmless Tulsa Transit and the City of Tulsa for any financial or other loss I may incur as a result of participating in the EZrider program.

I understand that Tulsa Transit will promote the EZrider program in multiple media outlets and will provide me with promotional and training materials. I also understand that Tulsa Transit reserves the right to end the EZrider program at any time upon giving me at least thirty-days advance written notice.

Authorized Merchant Representative

Date

Mail to: Tulsa Transit EZrider P.O. Box 52488 Tulsa, OK 74152 or Fax to: 582-5209
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Tulsa Transit EZrider Program Operating Agreement

Whereas the Metropolitan Tulsa Transit Authority ("Tulsa Transit") is offering to _____ ("Merchant") the opportunity to participate in the EZrider promotional program and,

Whereas Merchant would like to be an authorized participating EZrider merchant,

Therefore, Tulsa Transit and Merchant agree to participate together in offering the EZrider program to area residents and other persons, which will allow customers who present to Merchant valid EZrider bus passes the opportunity to receive various discounts and/or other incentives as determined by Merchant.

Tulsa Transit agrees to:

1. Provide public transit customers the opportunity to purchase EZrider bus passes at published fare rates during the life of the program.
2. Promote the EZrider program in multiple media outlets during the life of the program, and provide Merchant with promotional and instructional program materials.
3. Provide at least thirty-days advance written notice to Merchant and the public prior to ending the EZrider program.
4. Hold Merchant harmless for any financial or other loss Tulsa Transit may incur as a result of participating in the EZrider program.

Merchant agrees to:

1. Offer discounts and/or other incentives, as determined by Merchant, for Merchant products and/or services to customers who show valid EZrider bus passes.
2. Inspect customers' EZrider bus passes to make sure they are valid before offering a discount or other incentive.
3. If possible, give Tulsa Transit thirty-days written notice of intent to discontinue participation in the EZrider program. This will be considered a courtesy rather than a requirement.
4. Hold Tulsa Transit and the City of Tulsa harmless for any financial or other loss Merchant may incur as a result of participating in the EZrider program.

Authorized Merchant Representative

Date

Authorized Tulsa Transit Representative

Date

Mail to: Tulsa Transit EZrider P.O. Box 52488 Tulsa, OK 74152 or Fax to: 582-5209
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