

# **i**ITNSarasota™

Dignified transportation for seniors



## **Significant Rate Reduction at ITNSarasota**

Beginning April 1, the cost of rides provided by ITNSarasota will be significantly reduced. The pick-up charge will be lowered from \$5.00 to \$2.50 per ride and the mileage charge will go from \$2.00 per mile to \$1.50. This will result in a savings of 30% to 50% per ride depending upon the length of the ride.

The Board of Directors made this decision so that more people in the Sarasota area can afford and take advantage of the ride services we provide. ITNSarasota exists to serve the community. To the extent that more area residents can benefit from our services, it is a good thing and consistent with our mission. Any loss in revenue as the result of the rate reduction will be made up through increased ridership and additional fundraising.

Here are a few examples of what the rate reduction will mean to riders. For a five mile ride the cost currently is \$15. Under the new rates that go into effect April 1, the cost of the same ride will be \$7.50. For a ten mile ride, the cost will go from \$25 to \$17.50.

Please help us get the word out about this lowering of our rates! We want to make sure people are aware of the increased affordability of our services. Call Arthur or Dawn at the ITNSarasota office, [941-364-7530](tel:941-364-7530) for more information.

### **Testimonies:**

**"I have found the drivers so kind and caring. They provide a safe ride and the extra benefit of being a friend." ITNSarasota Member**

**"ITNSarasota is a real blessing to me. The rides I get are so convenient and safe. It makes me feel so much better about having given up driving." ITNSarasota Member**

**"I love using ITN so I don't have to rely on my daughter." ITNSarasota Member**

**"It has never been so easy to make someone's day." ITNSarasota Volunteer Driver**

At ITNSarasota, we provide safe, affordable, dignified, community based and community supported transportation for seniors and adults with vision limitations. We envision a day when all seniors have access to transportation that allows them to live joyful and meaningful lives after they made the very difficult decision to stop driving.