**Carlsbad Connector eToolkit: Sample Article**

**Brand new Carlsbad Connector service coming this August!**

Introducing the *all-new* Carlsbad Connector – a pilot service offering on-demand express shuttle rides from the Carlsbad Poinsettia COASTER Station starting August 19! Book your ride directly from your phone for immediate or future trips to connect you from the COASTER station to work, lunch, and other areas in the Carlsbad community.

**Coast to Work. Skip the Traffic.** Cut down your travel time with fewer stops and transfers. When you download the app, you can request your ride immediately or up to three days in advance. Track Carlsbad Connector vehicles in the app or schedule a trip in advance to plan your week ahead.

**Free trips for COASTER riders.** Carlsbad Connector rides are FREE to those with a monthly COASTER pass or a RegionPlus day pass! Otherwise, the fare is $2.50 per one-way trip.

**Find a time that works for you.** The service will run from the Carlsbad Poinsettia COASTER Station Monday through Friday from 7 - 9 a.m. and again in the evening from 3 – 6 p.m. Need a ride to lunch? The Carlsbad Connector will also run from noon – 3 p.m. to take you to your favorite local lunch spots.

Interested in using this new service? For more information about the Carlsbad Connector and to download the app, visit [CarlsbadConnector.com](http://www.CarlsbadConnector.com).