



Fast ▶ Easy ▶ Smart



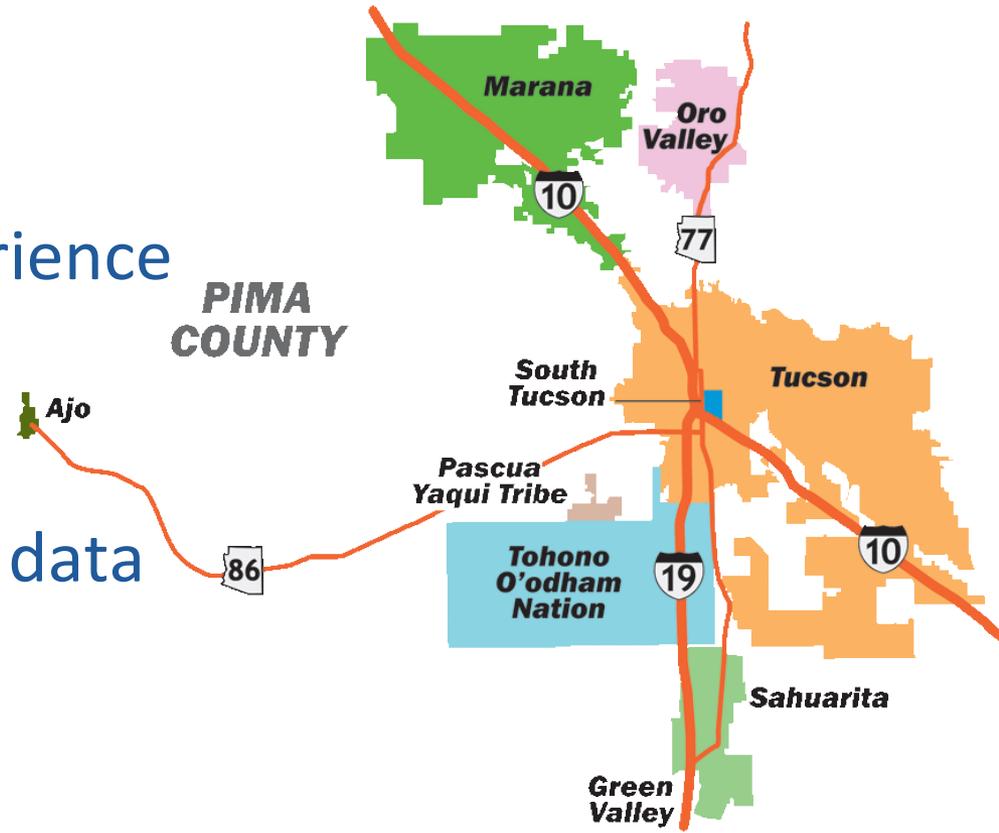
Tucson's Regional Seamless Fare System Update

Transit Task Force

1.5.15



- Simplify payment options
- Speed-up boarding
- Seamless customer experience
- Minimize cash handling
- Provide access to system data
- Connect the region





Fare Payment Options



SunGO Cards & Tickets

Photo ID for Economy Customers



Exact change

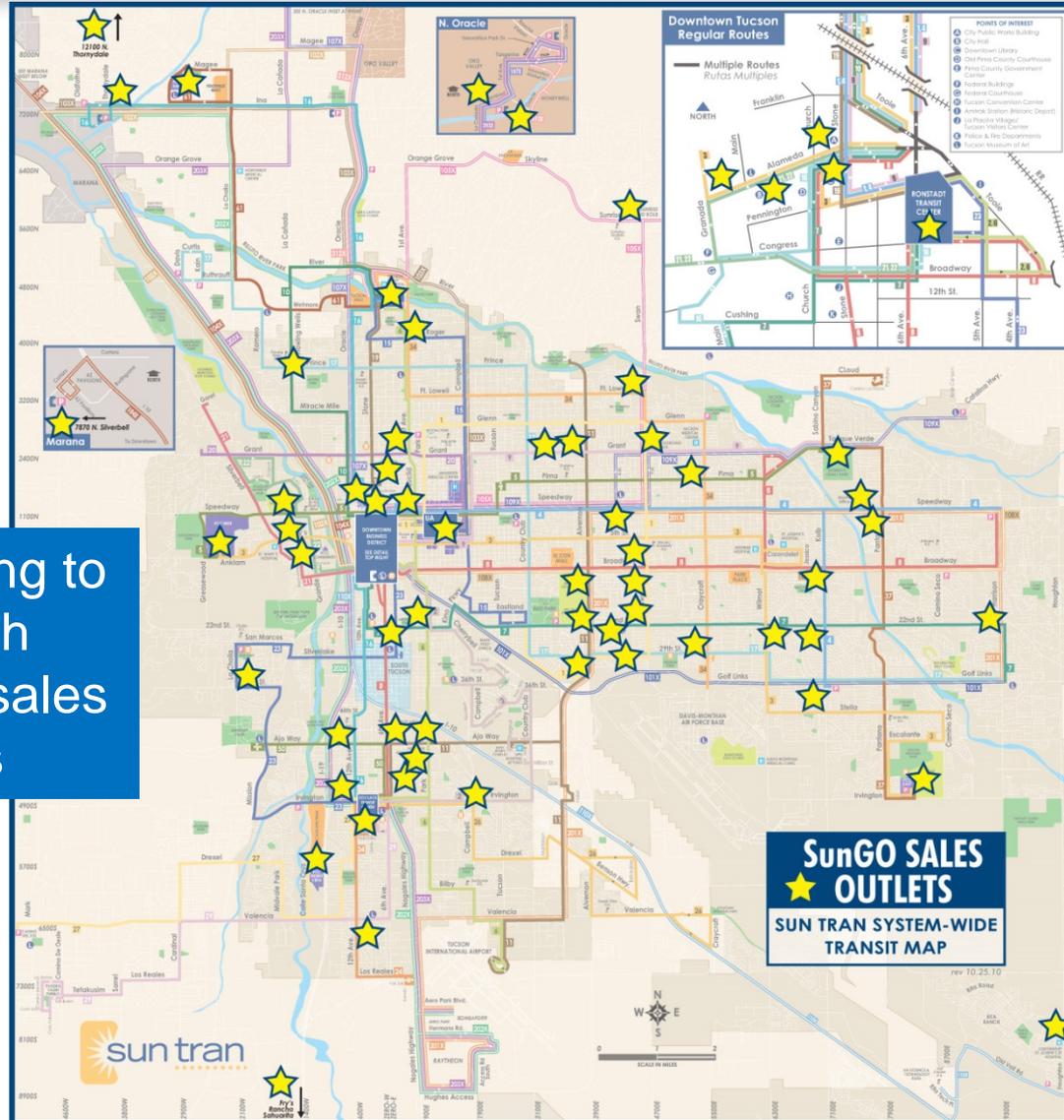
*Transfers issued on Sun Tran;
No cash onboard Sun Link*



More Ways to Buy SunGO

- www.suntran.com
- TVMs at transit centers (all products)
- TVMs at Sun Link stops (1-Day Tickets only)
- Special Services Office
- Sun Tran Administrative Office
- By Phone
- Sales outlets





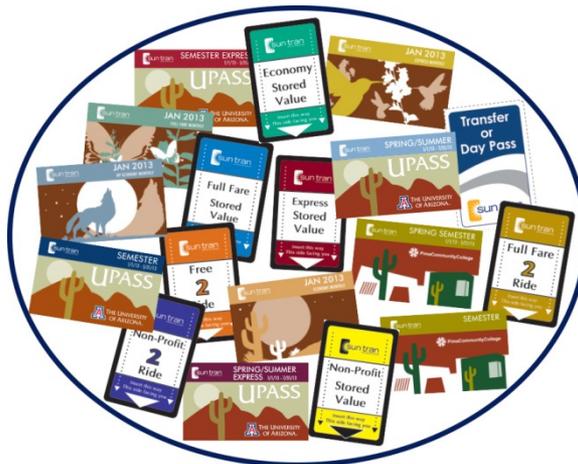
Staff working to establish additional sales outlets

SunGO SALES OUTLETS
 SUN TRAN SYSTEM-WIDE TRANSIT MAP

1. “No value on card” - **FIXED**
2. Going Negative - **FIXED**
3. Organizations and individuals understanding the system – **Ongoing Education**
4. Transfer Ticket – **Implemented & monitored**



- Single card to pay all fares
- Flexible payment and purchasing
 - All sales options available to full fare & economy
 - Ability to implement new products
- Stronger commitment to longer-term pass products
 - Ex. UA Annual passes (+87%)
 - Friends of Transit



- Seamless transition between transit modes
- Potential to reduce cash at the farebox as acceptance grows
- Ability to implement promotional programs
 - U-Pass
 - Bulk discounts – Friends of Transit

- More organizations participating (+10%)
- Simplified product distribution
- Add pass or value to all cards (including economy)
- Easy online account management
- Ability to pay with credit card
- Elimination of product returns
- Monitor client usage of passes
 - Saves money
 - Can select appropriate products for clients

- SCRIV/Sun Shuttle Integration
- Enhanced reporting
- Technology at sales outlets
- Revenue service acceptance testing



- “The SunGO system has been a real time saver for our organization.” – COPE
- “It’s worked for me since the beginning and it’s easy to use.” — *Marc LeBlanc, Express Passenger*
- “It’s better than the old magnetic card system. I like it.” – *La Frontera Transit Coordinator*
- “SunGO is easy and we’re happy with it.”
– *El Rio Community Health Center Transit Coordinator*



Questions?