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SUN TRAN ANNOUNCES SUNGO SMART CARD FARE SYSTEM LAUNCH

TUCSON, Ariz. – Sun Tran is announcing the launch of SunGO, a new smart card fare payment system coming to transit vehicles on Sunday, June 30, 2013. The SunGO fare payment system utilizes smart card technology to facilitate fare payments and transfers throughout the region on Sun Tran, Sun Express, Sun Shuttle and eventually the Sun Link modern streetcar, all with just one card.

“We are excited about the launch of the SunGO fare payment system, which will benefit passengers and help speed up the boarding process,” said Kate Riley, General Manager of Sun Tran. “The ability to transfer from one transit system to another with just one card makes it easy for passengers to take advantage of the different transit services available.”

To prepare for the replacement of fareboxes reaching the end of their useful life this year, Sun Tran worked closely with the City of Tucson Department of Transportation and the Regional Transportation Authority (RTA) to examine technologies available to support a regional seamless fare system. Sun Tran’s analysis identified smart card technology as the most customer-friendly and cost-effective method to improve passenger mobility throughout the community. With funding provided by the RTA, Sun Tran contracted with SPX Genfare, the vendor responsible for the development of the SunGO fare payment system.

“The new SunGO system is key to delivering our promise of seamless regional transit mobility, reported Jeremy Papuga, RTA Director of Transit Services. “Residents and visitors have a new reason to get out of their cars and try public transit.”

“Additionally, advancements in the farebox technology allow for the collection of more in-depth ridership data,” according to Daryl Cole, City of Tucson Director of Transportation. “In the future, we’ll be able to use that information to improve service and realize efficiencies in our transit system.”



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Information is now available to begin educating passengers on the SunGO system and to raise awareness about the June 30 launch date.

All passengers, whether regular bus pass holders or those paying by the ride with cash, are encouraged to get a SunGO Card, which will be available starting May 20. Sun Tran will heighten its education campaign as the date approaches by providing specific details on how and where to purchase new SunGO smart cards and tickets, and load passes or cash value to a card.

Economy fare passengers should already have their SunGO ID & Card as proof of qualification for the reduced fare. The SunGO ID & Card is available for seniors 65 years and older, Medicare Cardholders, and disabled and low-income individuals. The SunGO ID & Card will serve as an all-in-one fare payment and the only accepted ID card effective June 30. Passengers with the SunGO ID & Card should call (520) 791-4100 or visit the Special Services Office, 35 W. Alameda, to ensure their SunGO ID & Card is valid when the systems launches June 30. Starting May 20, economy passengers will be able to load a pass or cash value to their SunGO ID & Card to ensure they are ready to pay their transit fare when SunGO launches.

For more details on SunGO, visit www.suntran.com, or call Sun Tran's Customer Service Center at (520) 792-9222 (for individuals with TDD equipment, call 520-628-1565).

Sun Tran is operated by Professional Transit Management (PTM)/Veolia and under contract with the City of Tucson. With more than 600 employees, 40 fixed routes and a fleet of 253 buses, Sun Tran's mission is to work together to improve the community's quality of life by providing safe, efficient, reliable customer-focused public transportation.

SPX Genfare is a leader in providing customized fare solutions to transit agencies of all sizes throughout North America. As a leader in fare collection systems for more than three decades, we focus on delivering solutions that are secure, reliable and highly flexible. SPX Genfare...shaping the future of fare solutions.

The Regional Transportation Authority is the fiscal manager of the \$2.1 billion plan approved by Pima County voters on May 16, 2006. The RTA Board is comprised of representatives from the local jurisdictions in Pima County, including the cities of Tucson and South Tucson, Pima County, the towns of Marana, Oro Valley and Sahuarita, the Pascua Yaqui Tribe and the Tohono O'odham Nation. A representative of the Arizona State Transportation Board also serves on the board. For more information about the RTA plan, visit www.RTAmobility.com or call (520) 770-9410.