



New Fares! New Fareboxes!

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Effective January 7, 2013.



Demand Response Buses will NOT be Affected

The new fareboxes affect only SRTA's fixed route buses. Demand response buses will not be affected.

Effective January 7, 2013

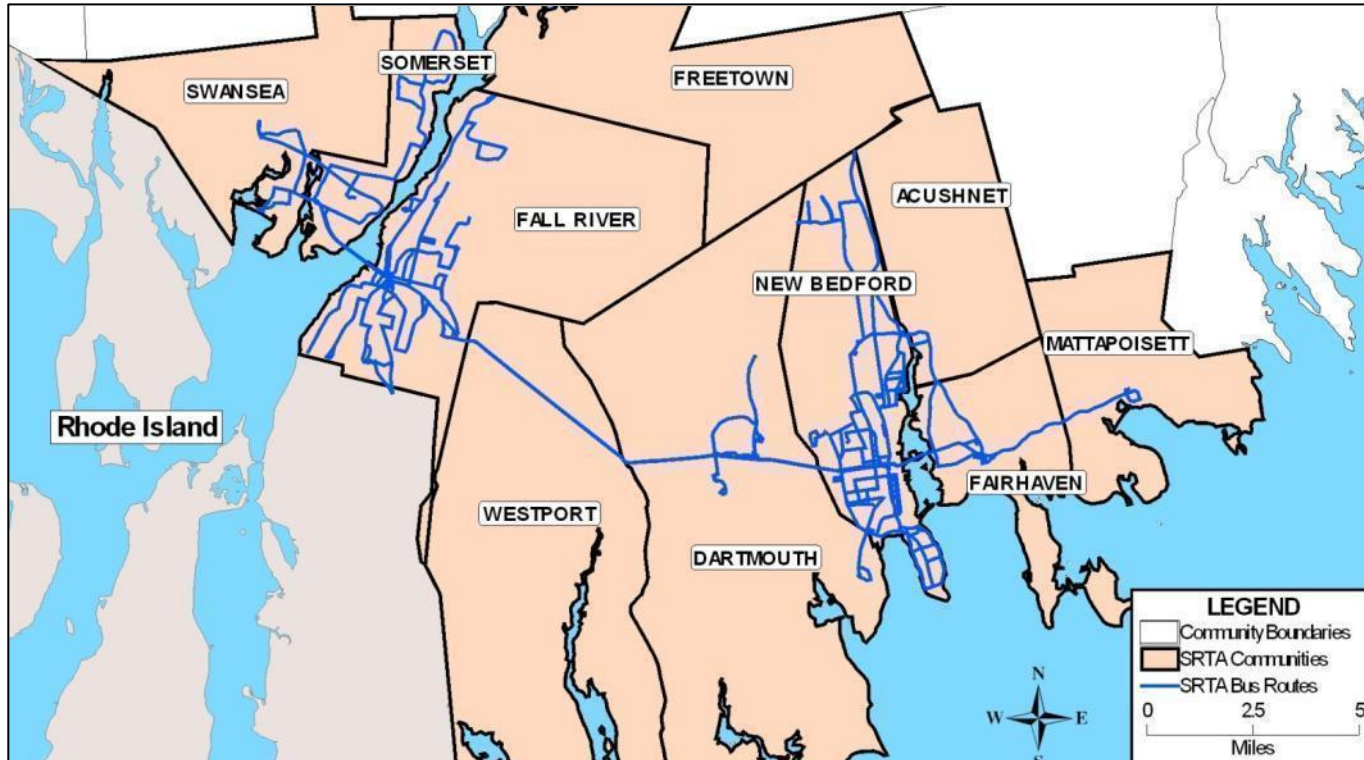
What's New?



- No Zones.
- One free transfer good for 90 minutes.
- New pass options.
- Introducing the Charlie Card! A new stored value card available for use on MBTA and SRTA buses (not commuter rail).

Effective January 7, 2013

SRTA No Longer has Zones!

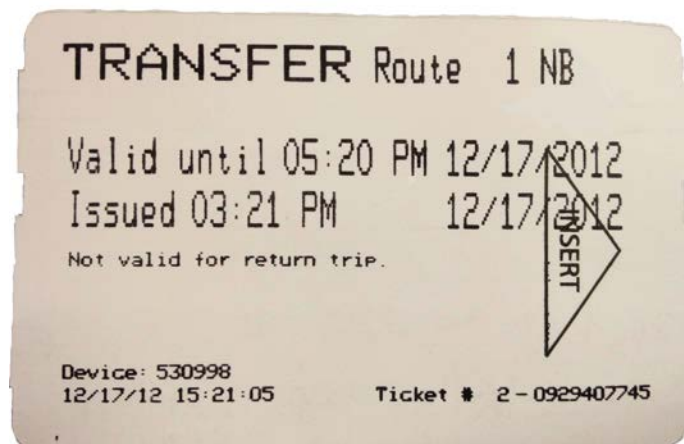


- Now for \$1.50 you can ride almost anywhere that SRTA goes!

Effective January 7, 2013

Transfers

- You must ask the driver for a **free transfer** when you board the bus.
- Transfers are good for 90 minutes from the time they are printed.
- Transfers are available for outbound trips only.



New Pass Options

- SRTA now offers unlimited ride passes.
 - 1-Day Pass for \$4.00
 - Week Pass for \$14.00
 - 31-Day Pass for \$40.00

Passes are activated the first time you use them. Also, the 31-Day pass is good for 31 days from its first use and is not limited to a calendar month.

Effective January 7, 2013

Also on January 7, 2013, SRTA buses will have new fareboxes that will read Charlie Cards.



Effective January 7, 2013

Riders will now have the following options to pay for their bus ride:

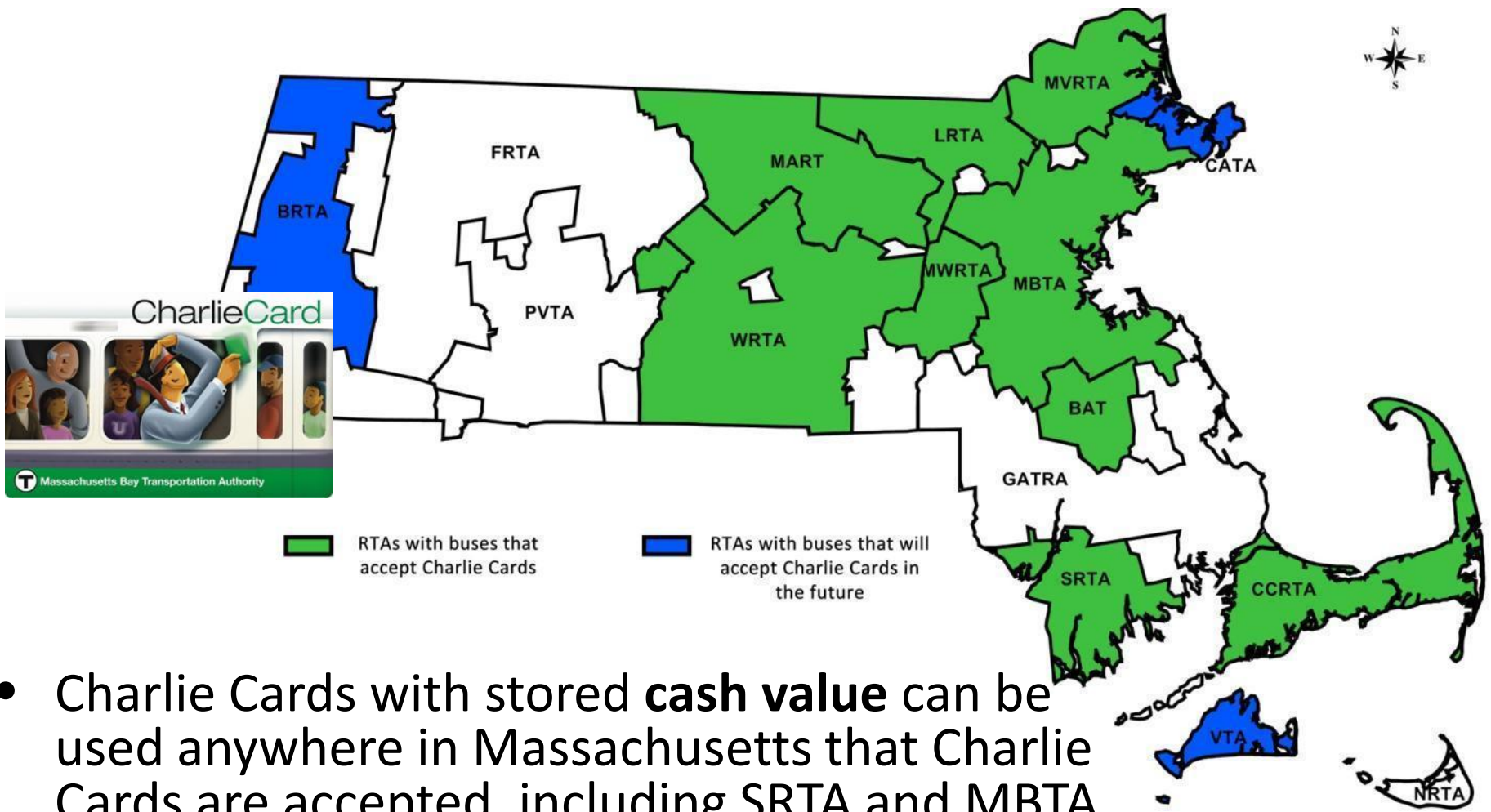
1. Charlie Card

2. Cash

3. Paper Ticket



Effective January 7, 2013

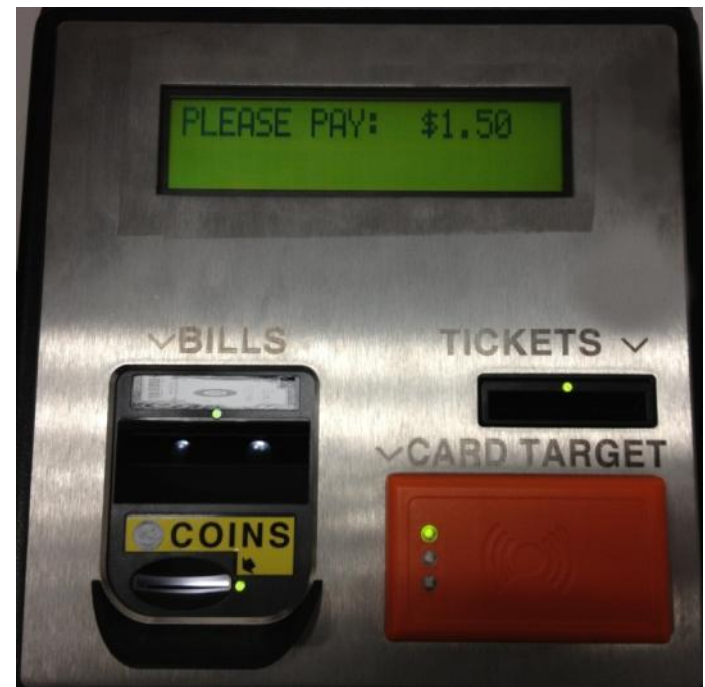


- Charlie Cards with stored **cash value** can be used anywhere in Massachusetts that Charlie Cards are accepted, including SRTA and MBTA subways and buses.
- Charlie Cards loaded with **passes** can only be used on the system in which they were bought.
- Please note that Charlie Cards cannot be used on MBTA commuter rail trains or ferries.

Effective January 7, 2013

What is a Charlie Card?

- A Charlie Card is a plastic card, like a debit card, that allows you to store cash as well as bus passes on it.



Effective January 7, 2013

Benefits of Using a Charlie Card

- Discounted fare.
- No longer a need for exact change.
- No need to carry cash to ride the bus.
- You can add value online.
- Registered account users have the added benefits of auto-reload and loss protection.

Where can I get a Charlie Card?

Charlie Cards are available from the Ticket Vending Machines in both the New Bedford and Fall River bus terminals.

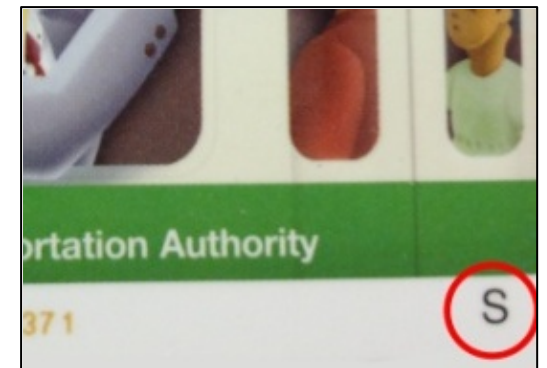
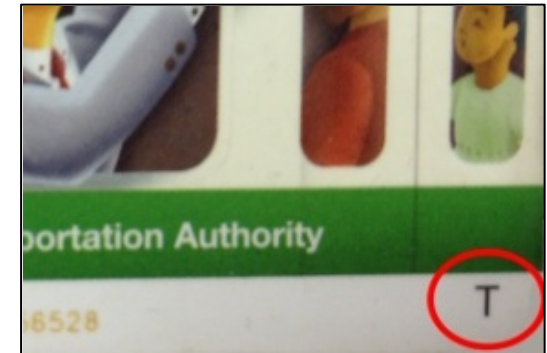


Senior and TAP Charlie Cards are only available from the SRTA Administrative office located in New Bedford.

Effective January 7, 2013

Transportation Access Pass (TAP) and Senior Charlie Cards

- The reduced fare Charlie Card for disabled persons (Transportation Access Pass, or TAP) has a small “T” on the lower right hand side of the card.
- The reduced fare Senior Charlie Card for persons 60+ years old has a small “S” on the lower right hand side of the card.
- Both include a photo ID and are available at the SRTA administrative office at 700 Pleasant St., Suite 320 in New Bedford.



Effective January 7, 2013

Load up your Charlie Card!

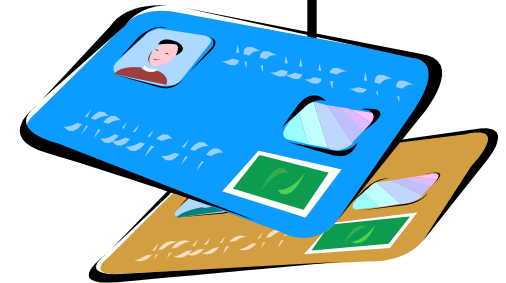
Load your Charlie Card with value using cash, credit or debit cards at the Ticket Vending Machines located at the bus terminals.



Cash



Credit Cards



Debit Cards



Add value online!

Load value on your Charlie Card using the MBTA link provided on the SRTA bus.com website.

Value added to your Charlie Card online will not be available for use for 48 hours.

The screenshot shows the MBTA website interface. At the top, the MBTA logo and name are displayed. Navigation links include 'Skip to Content', 'MBTA Home', and 'Business Center'. A horizontal menu contains 'Schedules & Maps', 'Fares & Passes' (highlighted), 'Rider Tools', 'Riding the T', 'About the MBTA', and 'Customer Support'. Below the menu is a banner image with the text 'Fares & Passes'. A breadcrumb trail reads: '→ Fares & Passes → Reload Your CharlieCard → Reload Your CharlieCard: Step 1 of 4'. On the left is a green sidebar menu with items: Subway, Bus, Commuter Rail, Boats, THE RIDE, Charlie: Card & Ticket Info, Charlie: Buy it Online, Reload Your CharlieCard, MyCharlie Account Center, Sales Locations, Passes, Reduced Fare Programs, and Purchase Programs. The main content area is titled 'Reload Your CharlieCard: Step 1 of 4'. It contains a paragraph explaining the reload process and a link 'get one here'. Below this is a red asterisk note: '* denotes required field.' A form titled 'YOUR CHARLIECARD INFORMATION' has two rows: '* CharlieCard Serial Number : [input] [input] Need Help?' and '* Re-Type CharlieCard Serial Number : [input] [input]'. At the bottom of the form are 'Continue' and 'Clear Fields' buttons. A 'Need Help?' section at the bottom provides a phone number (1-888-844-0355) and an email address (custserv@charliecard.com).

Effective January 7, 2013

Charlie Card Discount

Riders who use a Charlie Card receive the additional benefit of a discounted fare when they load cash value at the Ticket Vending Machine.

| | Cash Fare | Charlie Card |
|---------------------|------------------|---------------------|
| Regular Fare | \$1.50 | \$1.40 |
| Reduced Fare | \$0.75 | \$0.70 |

Effective January 7, 2013

Once you
add value to
your card,
you're ready
to ride!



Effective January 7, 2013

It's now time to board the bus!

- Hold the Card against the orange Charlie Card target in the lower right hand corner of the farebox for at least one second when boarding.
- If you have a pass loaded on your Card, the farebox will use that first.



Paying your fare with cash...

- Riders can still pay cash with the new fareboxes.
- Cash fares are \$1.50 for regular fare and \$0.75 for reduced fare.



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Cash

Fareboxes accept \$1, \$5, \$10, and \$20 dollar bills as well as \$1 coins, quarters, dimes, and nickels.



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Does the farebox give change?

- In the event that you insert **more than \$1.00 over the cost of your fare** you will be issued a change ticket to be used towards a future ride.

Using a Paper Pass...

- Every time you use a paper pass on the bus you simply insert the pass into the slot marked “Tickets” on the upper right hand side of the farebox to board the bus.



Where do I buy passes?

- 1-Day and week passes can be purchased on the bus or at the Ticket Vending Machines.
- 31-Day passes can **only** be purchased at the Ticket Vending Machines at the New Bedford and Fall River bus terminals.

Please Note:

- 31-Day passes **CANNOT** be purchased on the bus.
- 31-Day passes **CAN ONLY** be loaded onto a Charlie Card.

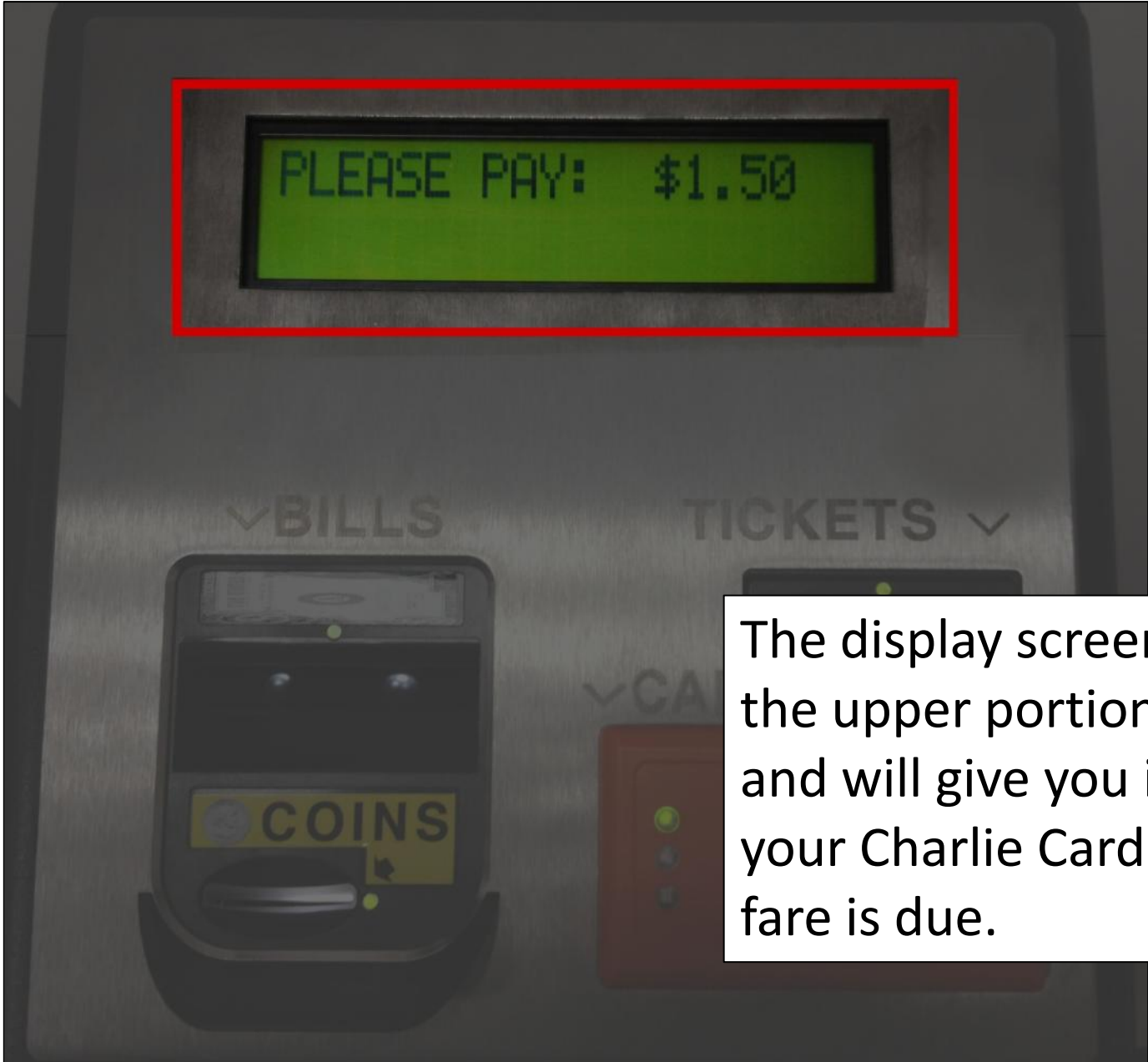
Paper passes are nonrefundable, non-transferrable, and SRTA is not responsible for lost or stolen passes.

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A Step by Step Guide to Using SRTA's New Fareboxes



Lets take a look at how the farebox works and what you need to know to board the bus quickly and easily.



PLEASE PAY: \$1.50

The display screen is located in the upper portion of the farebox and will give you information on your Charlie Card as well as what fare is due.

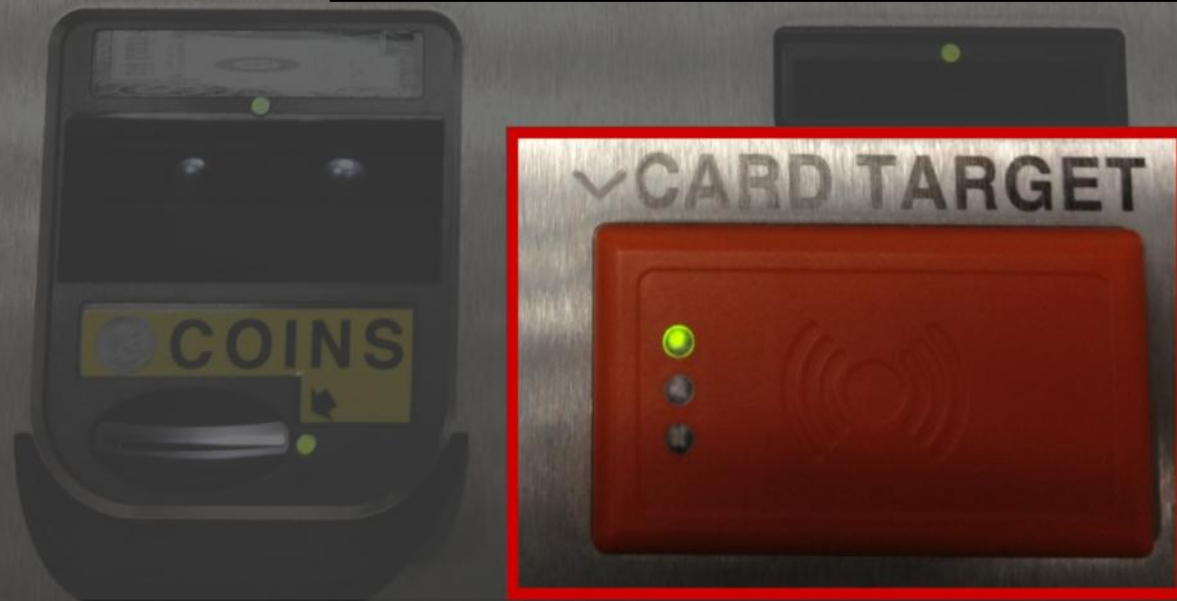
The bill slot and coin slot are located together at the lower left of the farebox. Please be sure that bills are free of wrinkles so that the farebox can read the bill correctly.



The ticket slot is located on the right side of the farebox above the orange card target. This slot is used to activate passes and print transfers, change tickets, and paper passes.



The orange card target is located on the lower right hand side of the farebox. You must press your card against the target for at least one second to have your fare deducted. One beep means the correct fare has been deducted. Three beeps mean there was a problem reading your card or you don't have enough value on the card to pay the fare.



For More Information

- Visit www.SRTAbus.com.
- Call 508-997-6767.
- “Like” SRTA on Facebook to receive news and updates about SRTA’s service.