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SunRail News: Notifications Moving from Texting to the App and Don't Become an "X Rider"

Sanford, Fla – Some changes are coming to SunRail this week. SunRail has a new way to capture data on riders not tapping on or off, or riding beyond their purchased zone fare. Beginning Monday, Sept. 30, riders demonstrating these types of misuse will have their SunCards hot-listed. Riders with a hot-listed card will receive a red "X" at the validator and on the conductor's handheld validator device. To keep the red X from making you an ex-rider, customers must then contact the call center: (Toll Free) 1-855-RAIL-411 (724-5411). Hours: Mon - Fri, 5:30 a.m. - 9:30 p.m.

SunRail's goal is for all riders to do the right thing; SunRail's fare policy says a rider must have fare to board the train. And right from the policy, "Unless the ticket or pass has been validated, the fare media is not considered valid for travel." Another positive outcome in tapping on and off, and promoting good rider habits, is it allows the ability to collect more accurate ridership data. This benefits the four counties in the system. And, managing your SunCard account is easier than ever with the SunRail app, where riders can even set up a recurring feature to automatically reload their card.

On the front line, the ambassador team and conductors are there to assist, and will explain that riders must tap on AND off each time they board and alight the train and must purchase the correct number of fare zones. This education effort is in anticipation of enabling max fare in mid-November, which means those who don't tap on and off each time could end up paying full fare; \$5 one way.

Also, this week, and as a reminder to customers, the SunRail text alert service at 31,996 is coming to an end Wednesday, Oct. 2. Future alerts will be sent through the free SunRail app, as well as on Twitter and at SunRail.com. Customers are reminded to update their app and allow push notifications. The move to the service alerts on the app offers a place where customers can view train schedules, connectivity options and catch up on the latest SunRail news and information all in one location. Learn more at www.sunrail.com.

Please be careful around trains, railroad crossings, and while at station platforms. Let's Go for Zero Distractions/Collisions/Trespassers.

For more information about SunRail, including fares, schedule and station locations, please visit www.sunrail.com or download the new SunRail app. And always remember to tap on and off at your embarkation station and final destination.