

SANTA CRUZ METROPOLITAN TRANSIT DISTRICT

Regulation Number: AR-1031

Computer Title: smtcard

Effective Date: March 9, 2012

Pages: 5

TITLE: SMART CARD POLICY

Procedure History

REVISION DATE	SUMMARY OF REVISION	APPROVED
March 09, 2012	New Policy	L.W.
October 23, 2015	Waiver of fee when reloading a Smart Card added to Section 4.01	A.C.

I. POLICY

- 1.01 To further its commitment to public service, the Santa Cruz Metropolitan Transit District (Santa Cruz METRO) has designed this Regulation to assist Santa Cruz METRO passengers who wish to purchase a Smart Card for use on Santa Cruz METRO's fixed route buses.
- 1.02 This Regulation sets forth the terms and conditions for the purchase, loading, and use of the Smart Card.
- 1.03 Santa Cruz METRO reserves the right to amend this Regulation at any time, including any rights or obligations the customer or Santa Cruz METRO may have. As permitted by applicable law, any change, addition or deletion will become effective at the time Santa Cruz METRO posts the revised Regulation on its website (www.scmtd.com). Customers are deemed to accept the changes, additions or deletions if (1) the Customer does not notify Santa Cruz METRO to the contrary in writing within 20 days of the date of the posting, or (2) the Customer uses his/her Smart Card (Cruz Pass Card/Cruz Cash Card) after the posting. If the Customer does not accept the changes, additions or deletions, his/her Smart Card will be cancelled and any amounts remaining on their Smart Card will be refunded to the Customer.

II. APPLICABILITY

- 2.01 This policy is applicable to all Santa Cruz METRO Employees, Passengers, and Customers.

III. DEFINITIONS

- 3.01 **"Smart Card"** is a paperless transit fare payment system specific to Santa Cruz METRO and similar in size to a credit/debit card with an embedded microchip that when loaded with monetary value, can be used on Santa Cruz METRO's fixed route system, in lieu of using currency. The Smart Card will allow customers to "load" value onto two fare options: Cruz Cash Card or Cruz Pass Card.
- 3.02 **"Cruz Cash Card"** is a fare payment option that allows a customer to purchase a Smart Card and load it with fare value in \$10 increments up to a maximum of \$50. The Cruz

Cash Card is scanned in front of the Smart Card Reader located on the farebox in order to pay for the fare which is deducted from the card electronically.

- 3.03 **“Cruz Pass Card”** is a fare payment option that allows a customer to purchase one of the various Period Passes or Ride Passes offered by Santa Cruz METRO. At the time of purchase the Customer selects a specific type of Period Pass or Ride Pass and pays the appropriate fare. The Cruz Pass Card is then scanned in front of the Smart Card Reader located on the farebox in order to validate the card electronically and deduct the fare.
- 3.04 **“Expiration Date”** The Smart Cards have no expiration date. This means that the Smart Cards will never expire, as long as there is fare value remaining on the card.
- 3.05 **“Period Passes”** are fare payment options based on consecutive days of passenger travel. At the time of purchase, the customer chooses a specific Santa Cruz METRO period pass which meets their travel demands. Santa Cruz METRO offers various options for the Period Pass as follows:

- **Youth and Adult Local: 1, 3, and 7 day passes**
- **Older Adult/Individual with a disability Local: 1, 3 and 7 day passes**
- **Highway 17 Express: 1 and 5 day passes**
- **Adult Local: 31 Day Consecutive Pass**
- **Older Adult/Individual with a disability: 31 Day Consecutive Pass**
- **Youth: 31 Day Consecutive Pass**
- **Highway 17 Express: 31 Day Consecutive Pass**

A 31 Day Consecutive Pass may also be loaded with an additional 31 days of fare value for a maximum of 62 Consecutive days.

- 3.06 **“Ride Pass”** is a fare payment option in which the customer purchases rides to be used at any time; the rides are not restricted by a date range. Santa Cruz METRO offers:
- **Youth and Adult Local: 15 ride Convenient Pass**
 - **Older Adult/Individual with a disability Local: 15 Ride Convenient Pass**

IV. PROCEDURES TO PURCHASE AND RELOAD A SMART CARD

- 4.01 Customers can purchase a Smart Card (Cruz Cash Card/Cruz Pass Card) at the Santa Cruz METRO Center (Pacific Station) Information Booth for a \$3.00 non-refundable fee and at the Watsonville Transit Center. At the time of purchase, the Customer will select either a Cruz Cash Card or a Cruz Pass Card. A customer can then load the particular card with the desired value up to the maximum amount allowed. **The \$3.00 fee is indefinitely waived and may be reinstated at a future date.**

- 4.02 Smart Cards may be purchased by mail using the order form provided inside the *Headways* bus schedule.
- 4.03 Generally, it will take seven (7) business days from the date the order is received to process the order. Customers may call Customer Service at (831) 425-8600, regarding any order.
- 4.04 Smart Cards are also available for purchase on Santa Cruz METRO's website **www.scmttd.com**.
- 4.05 Customers cannot register their Smart Cards, and the system has no personal information about the cardholder.
- 4.06 A customer can load a dollar value on the Smart Card by using a credit card, debit card or cash at the following locations:
- Santa Cruz METRO Center (Pacific Station), 920 Pacific Avenue, Santa Cruz, CA 95060 or ticket vending machine (TVM).
 - Watsonville Transit Center, 475 Rodriguez, Watsonville, CA 95076 or ticket vending machine (TVM).
 - Cabrillo College, 6500 Soquel Drive, Aptos, CA 95003 ticket vending machine (TVM)
 - Capitola Mall Transit Center Lane #1 1855 41st Avenue, Capitola, CA 95010 ticket vending machine (TVM).

V. HOW THE SMART CARD SYSTEM WORKS

- 5.01 A customer scans his/her Smart Card (Cruz Cash Card/Cruz Pass Card) in front of the card reader on the farebox. The card reader will display the fare deducted and what amount is left on the Card.
- 5.02 Each customer will be required to have their own Smart Card. Holders of 15 Ride Passes and Cash Cards may deduct rides for accompanying passengers.
- 5.03 If a ride costs more than the remaining value on a Smart Card, Santa Cruz METRO will allow the customer to complete that trip. If a card has no value left, the card must be reloaded with value before boarding the bus or a cash fare must be paid.
- 5.04 Discount Fare Smart Cards are specially encoded to automatically calculate the discounted pass fare each time a qualified customer uses the card. When the card is scanned in front of the card reader, the farebox will then indicate that identification is required upon presentation. Once the identification is presented, the Operator will press the appropriate button acknowledging validity.

VI. RULES FOR USE OF THE SMART CARD

- 6.01 Unless otherwise required by law or permitted by this regulation, any amount on the Smart Card (Cruz Cash Card/Cruz Pass Card) is nonrefundable and may not be redeemed for cash.

- 6.02 No interest, dividends or any other earnings on funds deposited to a Smart Card will accrue or be paid or credited to a Customer by Santa Cruz METRO.
- 6.03 The value associated with a Smart Card is not insured by the Federal Deposit Insurance Corporation (FDIC) or by Santa Cruz METRO.
- 6.04 Santa Cruz METRO reserves the right not to accept any Smart Card (Cruz Cash Card/Cruz Pass Card) or otherwise limit use of a Smart Card if Santa Cruz METRO reasonably believes that the use is unauthorized, fraudulent or otherwise unlawful.
- 6.05 A Customer can check the status of his/ her Smart Card by visiting Customer Service, by using a TVM or by using the “read-only” feature on the farebox with assistance from a bus operator.
- 6.07 Customers are responsible for all transactions associated with the Smart Card, including unauthorized transactions.

VII. LOST, STOLEN OR DAMAGED SMART CARDS

- 7.01 Santa Cruz METRO is not responsible for lost, stolen or damaged Smart Cards (Cruz Cash Card/Cruz Pass Card) or the stored value on the card.
- 7.02 If a Smart Card is defective, the Customer must present the Smart Card in person to Customer Service at the Santa Cruz METRO Center (Pacific Station) Information Booth. If the card is inoperable or defective through no fault of the Customer, Santa Cruz METRO will replace the defective card and restore the current remaining balance free of charge. If the card is damaged, however, the customer will be responsible for any fees associated with a replacement card and restoration of the balance onto the new card. The damaged/defective card must be presented when requesting a replacement card.

VIII. ADMINISTRATION OF REGULATION

- 8.01 The Manager of Operations or his/her designee is responsible for the following:
 - a. Ensuring that this regulation is disseminated to all existing fixed route operators, transit supervisors and trainees.
 - b. Ensuring that this regulation is disseminated to all new fixed route operators, transit supervisors and trainees
 - c. Providing guidance, training and assistance to all operators, customer service representatives, and other employees who are responsible for implementing this policy.
- 8.02 Santa Cruz METRO will integrate the Smart Card Policy into its Policies and Procedures.