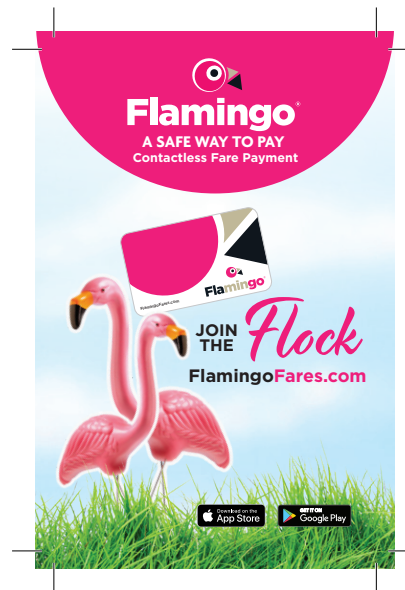




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FRONT & BACK CARD HOLDER INSERT



FLOCK-FULL OF *Benefits*



Contactless Payment - Tap/Scan and Flamingo!

Just tap your contactless card or scan your smart device on the Flamingo Fares reader every time you board.



Save as You Ride

Earn a day pass or a month pass with daily and monthly capping. Once you reach the cost of a month pass, you can ride free for the rest of the month.



Reload Fare from Anywhere

Put money on your card using the Flamingo Fares website or app. Setup auto-reload to never be without fare!



Balance Protection \$

Your money stays on your Flamingo Fares account even if your card is lost or damaged (registered cards only).



One Fare

Use the Flamingo Card or Mobile App at HART, PCPT, PSTA, SCAT and TheBus



JOIN THE *Flock*


Learn more at FlamingoFares.com



Contactless Fare Payment



BENEFITS FLYER




Flamingo[®]
A SAFE WAY TO PAY

HART Fares & the Way You Pay are Changing

FARE STRUCTURE CHANGES

- Introduction of Smartcard & Mobile App
- Discontinuation of Magnetic Stripe (paper passes) on July 1, 2021
- Smartcard Fee - \$3
- Fare Capping (Daily & Monthly)



Join the Flock! The Flamingo Fares card or mobile app is your new ticket to ride HART, PCPT, PSTA, SCAT and TheBus! The new system comes with handy features that will make it faster and easier to get around town.

- No need to carry cash**, count exact change or decide which pass to buy
- Easy account access** and pass purchasing (online, mobile, and in-store)
- Balance protection** for registered cards
- Auto-reload** so you'll never be without fare
- Contactless fare payment**
- Earn Passes** - Once you reach the cost of a day or a month pass, you'll ride free for the rest of the day or month with **fare-capping**

ONE WAY FARES	Current Fare	Proposed	Changes
Local & Limited Express	\$2.00	\$2.00	
Express	\$3.00	\$3.00	
Discount Local	\$1.00	\$1.00	
Discount Express	\$1.50	\$1.50	
HARTFlex	\$1.00	\$1.00	Available on Mobile App
Group/Family Pass (Up to 5 People)	\$12.50	\$12.50	Fare Change
Flamingo Smart Card	N/A	\$3.00	
1-DAY UNLIMITED			
Local & Limited Express	\$4.00	Discontinue	Replaced by Daily Fare Capping
Discount Local & Limited Express	\$2.00	Discontinue	
Express	\$6.00	Discontinue	
Discount Express	\$3.00	Discontinue	
HARTFlex	\$2.00	Discontinue	
3-DAY UNLIMITED VISITOR			
3-DAY Visitor Pass	\$11.75	\$11.75	Available on Mobile App
3-DAY VISITOR/GROUP (Bulk purchase of 200 or more)	\$9.50	Discontinue	
31-DAY UNLIMITED			
Local & Limited Express	\$65.00	Discontinue	Replaced by Monthly Fare Capping
Discount Local & Limited Express	\$32.50	Discontinue	
Express	\$95.00	Discontinue	
Passport	\$85.00	\$85.00	Replaced by Monthly Fare Capping
Discount Express	\$47.50	Discontinue	
1-DAY 10-PACK UNLIMITED			
10-PACK Local & Limited Express	\$37.00	Discontinue	
10-PACK Discount Local & Limited Express	\$18.50	Discontinue	
10-PACK Express	\$53.00	Discontinue	
10-PACK Discount Express	\$26.50	Discontinue	

HART fares available exclusively on Flamingo Fares beginning July 1, 2021

- 1-day
- 3-day Visitor
- 31-day

Paper passes will be discontinued.


Learn more at goHART.org/FareChange

**FARE CHANGE
OUTREACH FLYER**



Flamingo[®]

A SAFE WAY TO PAY YOUR FARE
IN TAMPA BAY

-  **Get a Flamingo Fares Card** and reload at authorized retailers or download the Flamingo app
-  **Just tap** your Flamingo Fares Card or scan your smart device as you board
-  **Save** money by earning day pass or month pass as you ride




JOIN THE *Flock*
FlamingoFares.com

Contactless Transit
Fare Payment

Use Flamingo Fares & Catch a Ride with




JOIN THE *Flock*

Tap or Scan your Flamingo
Just tap your contactless card or scan your smart device on the Flamingo Fares reader every time you board.



Reload Fare from Anywhere
Put money on your card at any authorized retailer or use the Flamingo Fares website or app.


Save as You Ride
Earn a day pass or a month pass with daily and monthly capping. Once you reach the cost of a month pass, you can ride free for the rest of the month.

Balance Protection
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Register at
FlamingoFares.com

Contactless Transit Fare Payment 

RACK CARD



RETAIL KIT (COUNTER TOP DISPLAY, WINDOW CLINGS AND LETTER

HART Fares & The Way You Pay Have Changed



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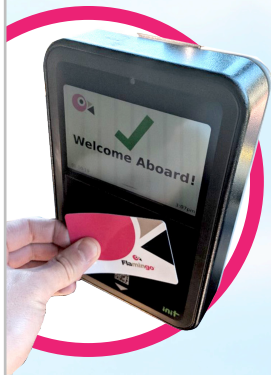
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One Fare

Use the Flamingo Card or Mobile App at HART, PCPT, PSTA, and TheBus



Scan to Learn More

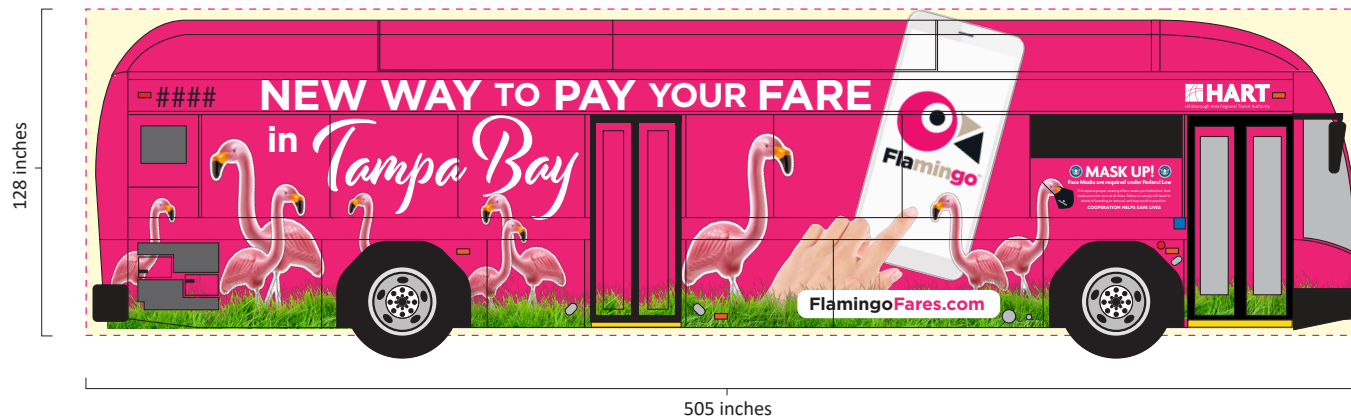
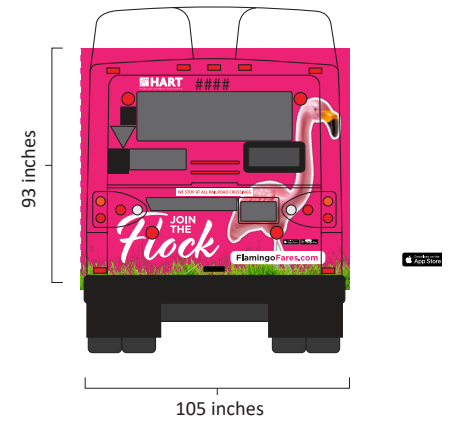


JOIN THE *Flock*

Learn more at FlamingoFares.com



SHELTER POSTER



INTERIOR CARD

BUS WRAP CONCEPT





