

**Partner Digital Toolkit**

**ENGLISH**

**Newsletter/Email:**

Subject Header: Ride MTS Free in September with PRONTO

The new MTS fare system, PRONTO, launches September 1. MTS is offering [free rides in September with a PRONTO](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.sdmts.com%2finside-mts%2fnews-release%2fmts-board-approves-ride-free-september-pronto&c=E,1,50SCCpYU6mV6i7bFCK2ZMtNwdYjP2cfx2akwIWELLZoNCcbWwe5rVAgUre1aahfMFpMBFKzyAj3TLwYDZE048OX75Pz5pCY7iSJ9Z1ZKAGPApJ4,&typo=1) Card or mobile app to help riders smoothly transition from Compass to PRONTO.  Yes, a full month of free transit! To ride free, you’ll need to get your free PRONTO card. To make it easy, MTS is planning a public outreach campaign throughout August that will include many opportunities beginning August 2:

* Visit the MTS Transit Store weekdays from 8 a.m. to 5 p.m.
* Find a date and time MTS will be at a transit center near you. [View PRONTO event calendar](https://www.sdmts.com/inside-mts/events/pronto-transit-center-outreach).
* Riders can also request a PRONTO Card to be mailed to them by:
  + Calling the PRONTO Support Center at 619-595-5636
  + Completing the online application form. Sign-up for the PRONTO e-newsletter to be notified when the online application form is open: [English](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmailchi.mp%2fsdmts.com%2fpronto-email&c=E,1,v7JHaJfgqBch8aVk3RsMCZbtvEKAqCPr_Jbd0l47IJwABs3JF14YOym7xhoBD6s2_v6nnDPqFkr0Oc8zcVzqmga8At5jAOuXnRt1pXUHWcreNxYP_nimQVGa-45n&typo=1) I [Español](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fmailchi.mp%2f117eb3f50fd7%2fpronto-correo-electrnico&c=E,1,w3O10DQh3xl91ZVQlzWoT0j25ODUPMRnw8dUKQ8VUsevN8N2OWgBFeqEG4Ywzm0s0eDBJADnJJtVyKwmSs8ENi4ElZE5YSiTMh0mXYvSqZWo&typo=1" \t "_blank)
* The PRONTO mobile app will be available for download beginning September 1

Looking to learn more about PRONTO? Visit [sdmts.com/PRONTO](http://www.sdmts.com/pronto) for a list of FAQs and key transition details.

**Social Media:**

Facebook:

**Between now and August 1:**

1. Goodbye Compass, hello PRONTO! The new fare system for MTS and NCTD, PRONTO, is launching September 1. To help with the transition from Compass to PRONTO, MTS is offering free rides in September with PRONTO.  Yes, a full month of free transit! To ride free, you’ll need a PRONTO Card or mobile app. Learn how to get a new, free PRONTO card in August, and other FAQs about the new system: sdmts.com/PRONTO
2. Did you hear the news? There’s a new way to pay for transit in San Diego: PRONTO. PRONTO will replace the current Compass Card and Compass Cloud systems starting September 1. Riders should use all remaining Compass products before PRONTO launches in September. Bonus: When you get a PRONTO Card or the PRONTO mobile app, you can ride MTS free in September! Learn more: sdmts.com/PRONTO

**Between August 2-15**

PRONTO is the new, easy way to pay for transit in San Diego, starting September 1. Get a PRONTO Card or download the mobile app to ride MTS buses and Trolleys for FREE the whole month of September. @sdmts is at transit centers handing out free PRONTO cards all month long. Check the schedule and find other ways to get a card at [www.sdmts.com/pronto](http://www.sdmts.com/pronto)

**Between August 15 – August 31**

Last chance! Don’t forget to get PRONTO, the new way to pay for MTS, by August 31, in order to get FREE rides all month long in September. When you get a new PRONTO Card or the mobile app, you can ride MTS free in September. (PRONTO will replace Compass on board, beginning September 1.) Learn more about the transition and how you can get a new, free PRONTO Card before the launch: sdmts.com/PRONTO

Twitter:

**Between now and August 1:**

Goodbye Compass, hello PRONTO! Attn transit riders: PRONTO will replace the Compass Card system starting 9/1. Use all remaining Compass passes before the launch + get set-up with PRONTO to ride @sdmts FREE all September. Learn more: sdmts.com/PRONTO

PRONTO, the new way to pay for transit in San Diego, launches September 1! To celebrate, anyone with a PRONTO Card or mobile app is eligible for free rides on @sdmts buses and Trolleys for the entire month of September. Learn more: [www.sdmts.com/pronto](http://www.sdmts.com/pronto)

**August 2-15:**

Ready, set, PRONTO! The new @sdmts fare system launches September 1. Get a new, free PRONTO Card this month to ride FREE in September! (Free rides only for people with PRONTO.) Learn more: sdmts.com/PRONTO

Transit riders: Don’t forget – PRONTO is replacing the Compass system starting 9/1. Use all remaining Compass passes before PRONTO + get a new PRONTO Card to take full advantage of free rides in September (free rides only valid with PRONTO Card/app). sdmts.com/PRONTO

Transit riders: The new way to pay for transit, PRONTO, begins next month! @sdmts is at select transit centers distributing free PRONTO cards. Get PRONTO for free transit rides all month long in September. [Find](http://Find) an event near you: https://www.sdmts.com/inside-mts/events/pronto-transit-center-outreach