



October 2026 Fare Changes/PRONTO LIFE Toolkit

Help Spread the Word!

MTS is seeking support sharing important information about MTS and NCTD fare changes and a new reduced fare program called PRONTO LIFE to community members. To ensure that all riders and community members are aware of the upcoming fare changes and the new reduced fare, the MTS team is partnering with community organizations and leaders like you to help spread the word throughout the community.

Below you will find resources you can share through your own **social media channels** and **newsletters**. Please find some helpful tips below about getting involved:

Newsletter

- Use the sample newsletter content in your scheduled emails to community members. Adjust this content as needed or write your own.

Social Media

- Use the suggested social media copy for your posts. Adjust it as needed or write your own. Graphic sizes are adapted to work for Instagram, Facebook, and X (formerly known as Twitter).
- Tagging – When mentioning MTS, please tag the social media channel with appropriate handles in your post (the public username with the @ symbol before it) in your post.
 - **MTS Social Media Channels**
 - **Facebook:** @sdmts
 - **Instagram:** @sdmts
 - **X (Twitter):** @sdmts

SAMPLE CONTENT

Newsletter Content

MTS & NCTD Fare Changes Take Effect October 1, 2026

Starting Oct. 1, major fare changes will happen for the first time in more than 17 years. The changes will be introduced in two phases to help support transit operations and keep bus and Trolley service levels as high as possible.

Here's what to expect for regular fares on MTS and NCTD services:

- One-way: \$3
- Day Pass: \$7
- Monthly Pass: \$85

Visit sdmts.com/FareChange for a detailed fare chart and to learn more about the upcoming fare adjustments.

MTS and NCTD are also introducing a new reduced fare program. Starting Aug. 20, eligible riders can apply for reduced adult fares with the PRONTO Low-Income Fare Eligible (LIFE) program. PRONTO LIFE launches Oct. 1. Apply online through the MTS Reduced Fare Application or visit an MTS Transit Store.

Visit sdmts.com/PRONTO-LIFE for program eligibility and application information.

Social Media

Major fare changes will go into effect Oct. 1, but eligible riders may be able to keep paying the current adult fare through the PRONTO Low-Income Fare Eligible (LIFE) program.

Apply online or visit an MTS Transit Store. Learn more: sdmts.com/FareChange

Texts

MTS fare changes go into effect Oct. 1, 2026. See if you qualify for the PRONTO Low-Income Fare Eligible (LIFE) program for reduced fares. Learn more: sdmts.com/FareChange

GRAPHICS

Email



Social Media

