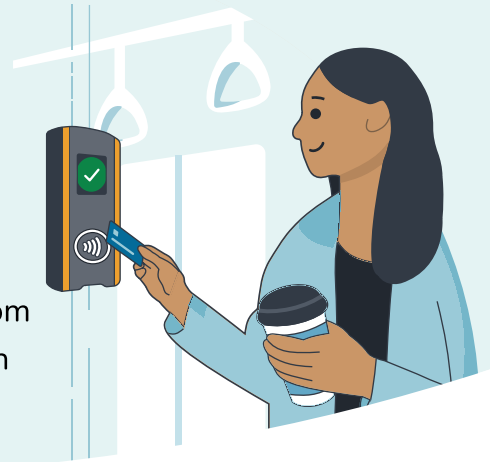


Why go contactless?

Transit providers across the world can now accept fare payments from contactless bank cards and smart devices. Contactless fare collection can deliver numerous benefits to both transit providers and riders.



Higher ridership

People will be more likely to choose transit when they can use what's already in their pockets to pay the fare.

London Underground ridership **grew over 4%** in a year after going contactless.

Lower overhead

Transit providers using legacy fare media (cash, paper tickets, regional fare cards) spend a large portion of each revenue dollar on fare collection.

Washington, D.C., saves **6¢ per dollar** on fares collected by bank card instead of cash.

Faster boarding

Contactless fare collection reduces dwell time and speeds up transit.

Tapping to pay on buses saves **~1.75 seconds/passenger** vs. cash and **~2.25 seconds/passenger** vs. swipe cards.

Happier riders

Contactless fare collection improves rider convenience, especially for those unfamiliar with local fare policies.

The first 10 weeks of **New York's** contactless payment program saw one million taps, with **80% from smartphones**.

Fairer fares

Contactless fare collection can help transit providers achieve social equity objectives: It enables **fare capping**, providing riders with weekly and monthly discounts without the up-front costs of an unlimited-ride pass. **Reloadable prepaid cards** offer an affordable way for riders without bank accounts to pay contactless fares.