

“Tap to the Cap”

Our journey to go cashless.

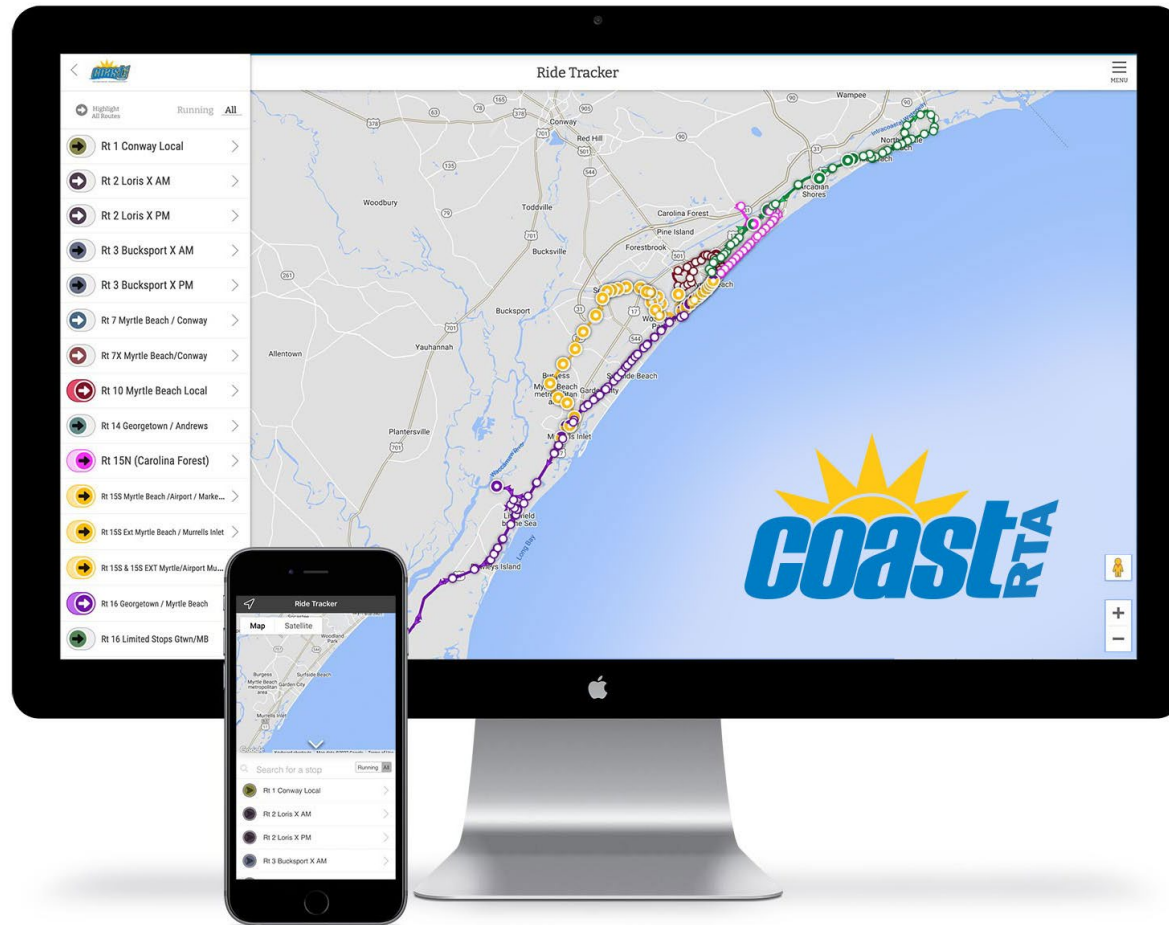




COAST RTA

Background

- Urban (200K+) & Rural System
- 41 Vehicles in our fleet
 - 24 Peak Fixed Route
 - 10 Peak Paratransit
- Undersized for our Region – 2 Counties in Northeast Corner of South Carolina – Myrtle Beach
- Commuter-based System – Blue Collar Workers
- Celebrating our 40th Anniversary in 2023





COAST RTA

Background

- Genfare Odyssey Fareboxes purchased in 2010
- Magnetic Strip Ticketing including onboard change cards, transfers, & multi-trip/timed passes
- Performance degrading rapidly
- Then COVID Happened



Advantages of Open Loop

Small Agency

- Takes Advantage of off the shelf technology – SmartPhone Pay Apps, in Market Credit/Debit Cards
- Easier Path to Cashless – “TVM-less”
- Lower Implementation Cost
- Simpler Customer Service with both Agency (real-time) and Customer Portals





Contactless/Cashless

Enter CAL-ITP

- Thought about emulating the CAL-ITP Procurement
- Procurement fully FTA Compliant
- Open Loop Payments
 - Hardware
 - Software
 - Acquiring Bank Services
- Learned about the benefits of open-loop
- Pricing leveraged by entire state of transit systems



Contactless/Cashless

Coast RTA - CAL-ITP

- CAL-ITP Awarded in March 2022
- Coast RTA Signed Agreement with CAL-ITP – April 2022
- Began Conversation with LittlePay in May 2022
 - Educated on Capabilities
- Signed Agreements with KUBAPay and Elavon in June 2022 – LittlePay in August
- Began Validator Installation in August – all 41 vehicles
- Reintroduced fares on September 26, 2022, with the Tap System fully integrated



Contactless/Cashless

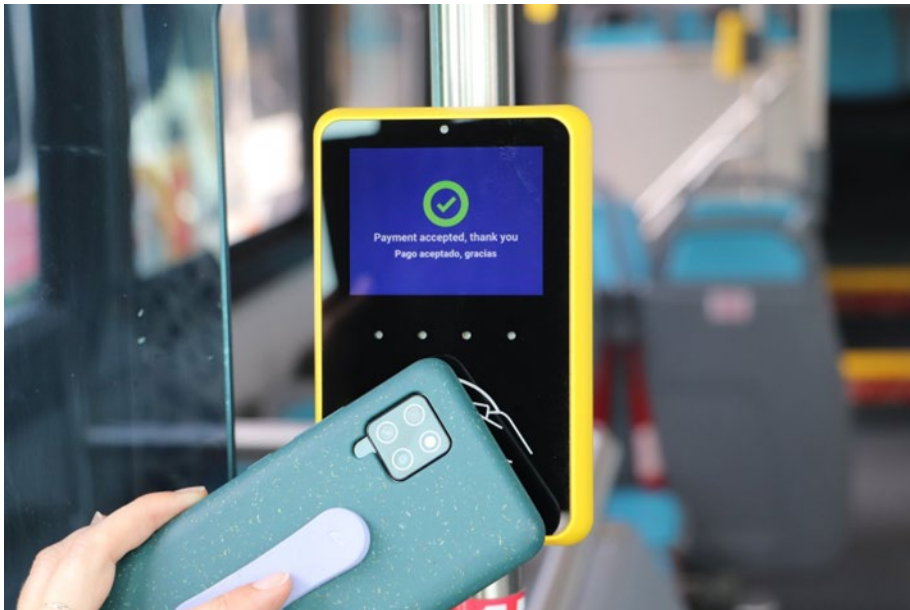
Moving Slowly Toward Cashless

- Simplified Fare Structure
- Reduced Base Fare
- Eliminated all MagStripe Passes
- Suspended Discounting
 - Except Daily Cap for Taps Only
- Using Genfares for Cash Only
- Fare Structure Analysis in Process



New Fare Collection System

Contactless – Open Loop



<https://coastrta.com/wp-content/uploads/2022/12/Meet-Sunbert-3.1.mp4>

REINTRODUCING FARES ON SEPTEMBER 26TH

**TAP
— TO —
CAP!**

It's \$1.00 each time you board the bus, but if you tap your smartphone's mobile wallet or contactless debit/credit card each time you ride, we'll automatically limit or cap the amount you pay for the day to \$3.50.



coast
RTA



Coast RTA | FairCash Demonstration Project

Presentation to United Way

September 19, 2023



Title VI Efforts

Moving Slowly Toward Cashless

- Bar-Coded Tickets in Development
- Kicked off the FairCash Program
 - Sponsored by VISA
 - Supported by CAL-ITP and RebelGroup (consultant)
 - Pilot Program Designed to Give Tapable Cards to the Unbanked/Underbanked
 - Working Through Several Community Organizations and Local Banks
 - Determination to Expand Nationwide