

SPORTRAN

Shreveport Transit Management, Inc.

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TouchPass – A New Way to Pay

Riders may have noticed new equipment on SporTran buses over the past couple of weeks, and more is on the way. The equipment is part of a new fare collection system called TouchPass that allows passengers to use contactless smartcards or a mobile app to pay their bus fare. So far, the TouchPass readers have been installed on three buses as part of a testing phase, and SporTran anticipates rolling out the TouchPass system to customers in October. With the TouchPass system, passengers simply tap their smartcard or scan a dynamic barcode in the mobile app on the TouchPass reader as they board the bus, and the reader signals to the bus operator that the passenger has paid their fare.



The new system will give passengers more convenient ways to pay bus fares and will help speed up the boarding process. Passengers with a TouchPass card can use debit/credit cards to purchase fare products through a web-based customer portal. Card holders will also be able to add fare products to their account at the SporTran terminal.



Customers with the mobile app can purchase fare products directly through the app. TouchPass cards will be available at the downtown terminal once testing has been completed. Through December 2017, SporTran will waive the card fee for customers purchasing a 30 Day pass and will be selling cards for \$2.00. In 2018, the price of cards will increase to \$5.00. The mobile app will be available for free for passengers with compatible iOS and Android phones.

For passengers, advantages of the new system include the ability to pay fares with debit/credit cards, the ability to purchase fare products on their phone or any internet-connected computer, and the fact that fare products are protected from loss if the passenger registers their TouchPass account through the web portal or the mobile app. The TouchPass system will be available for both bus and LiftLine customers. SporTran is in the process of installing readers on the remainder of the bus fleet and will post information on buses, online, and at the terminal when the mobile app and TouchPass cards are available to customers. For more information, please call 673-7400.

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