

Massachusetts Bay Transportation Authority

Contactless Payment System Tap to Ride Public Launch

Board of Directors Meeting

Speakers: Jeff Cook, Will Kingkade

July 25, 2024

Tap to Ride Public Launch – Contactless Payment

- **Starting August 1, Buses, Green Line trolleys, Mattapan Line trolleys, and subway fare gates.**
- CharlieCards and Cash still available payment options.
- Riders who reload with cash or use weekly, monthly, and semester passes can continue using their CharlieCards as usual.
- Reduced fare programs (such as Senior and TAP) will have the option to link their benefits to their contactless card, phone, or watch.



Learn more at www.mbta.com/tapto ride



Rider Experience – Tap to Ride



Learn more at www.mbta.com/taptoride



Tap to Ride Using Mobile Wallets



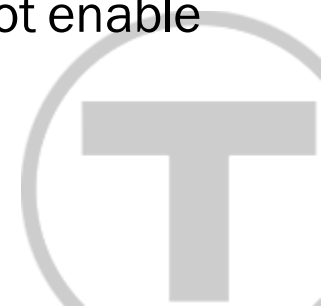
Riders who have a credit or debit card can tap a mobile device with Apple Pay, Google Pay, Samsung Pay for pay as you go travel.

Google or Samsung Wallet

- Simply 'wake up' your Android device and then tap the Charlie reader to pay. No need to unlock your phone!
- Riders who are concerned about accidental taps can enable the “verification required” option in their wallet settings.

Apple Wallet

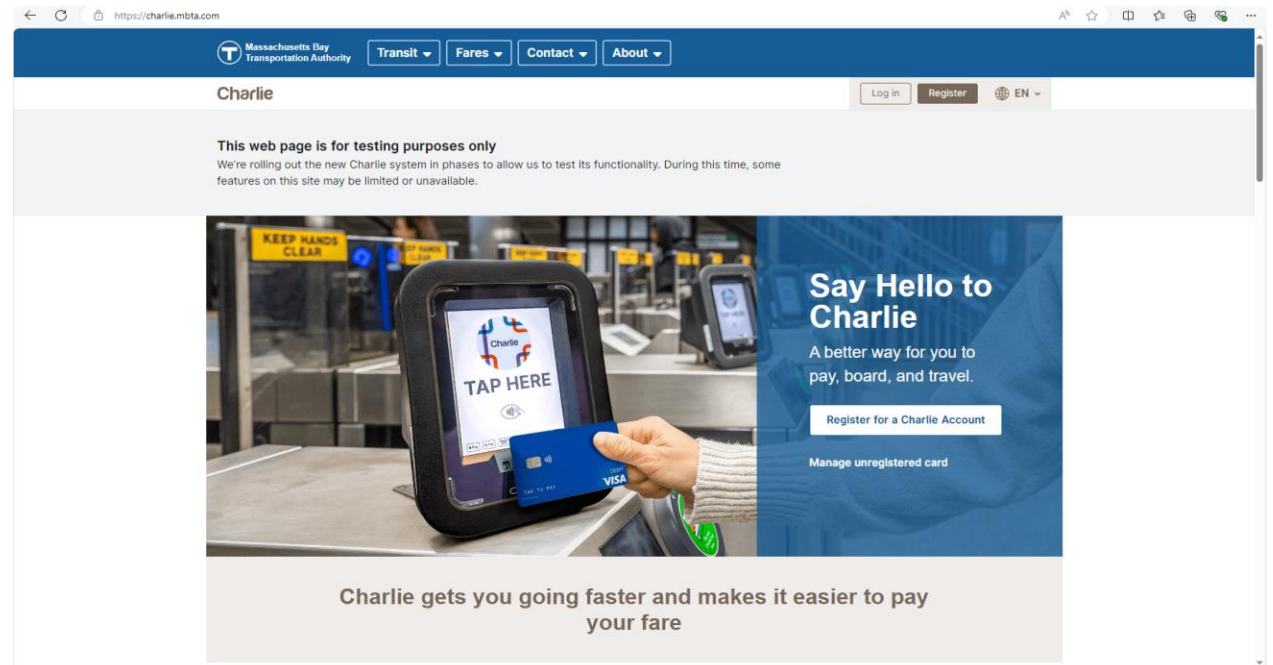
- If Express Transit is enabled, just tap your iPhone or Apple Watch at the Charlie reader to ride — no need to use Face ID or Touch ID.
- If Express Transit is not enabled, tap your iOS device at the Charlie reader, then authenticate with Face ID or Touch ID.
- Riders who are concerned about accidental taps should not enable Express Transit.



Rider Experience – Charlie Accounts

[Charlie.mbta.com](https://charlie.mbta.com) provides the following services:

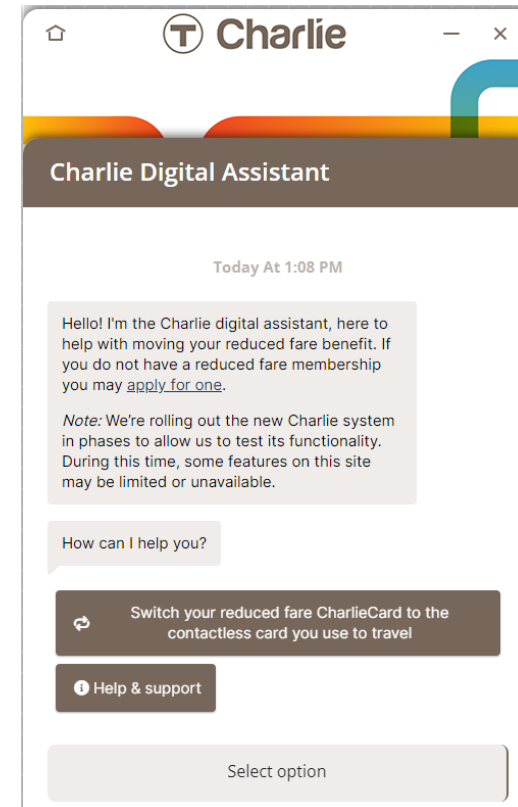
- View trip history and fares for registered and unregistered accounts.
- Registered accounts have added benefits, such as linking a card, detailed trip history such as transit stop, and setting accessibility and language preferences that are reflected across the system.
- Account registration is not required.



Rider Experience – Reduced Fares and Charlie Accounts

Digital Assistant

- Riders in reduced fare programs can link their benefits to their contactless credit/debit card, phone, or watch.
- Linking reduced fare benefits is *optional*
- To link benefits, riders should use the Charlie digital assistant located at the bottom right of charlie.mbta.com.
- Riders can receive additional support via the Call Center and in-person customer service centers
- Riders enrolled in the following reduced fare or free programs are eligible:
 - Blind Access CharlieCard
 - Senior Charlie Card
 - Transportation Access Pass
 - Youth Pass



Learn more www.mbta.com/contactlessreducedfares



Rider Experience - Messaging and Education

Communications teams are using a multifaceted approach to educate customers on availability and how to use the new system:

Customer Education and Marketing Deployment Strategy					
	In Station	Bus Stops and Green Line Stops (Above Ground)	In Vehicle	Web (MBTA.com website, Facebook, Twitter, Instagram)	Community Outreach Events
Before launch (July 16th to July 31st)	X			X	X
After launch (August 1st to September 16th)	X	X	X	X	X

Priority Customer Messaging:

- Be mindful of the readers: Keep your contactless cards, phone, and watch away from readers to avoid accidental charges.
- Tap your card, not your wallet. Only tap the card or device you want to pay with.

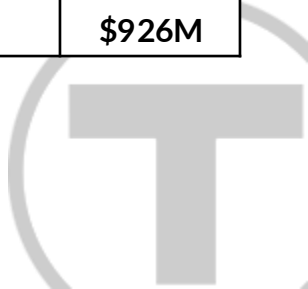


MBTA AFC 2.0 Contract – Contactless Payment System

- ✓ 24% contract paid at successful delivery of each phase
- ✓ 76% contract payments amortized over contract term

	To Date	Summer 24	Spring '25	Spring '26	Through Fall '33	Overall
		<i>Contactless Payments Launch on Subway & Bus ¹</i>	<i>New Charlie Card & Group Sales Launch ¹</i>	<i>Expansion to Commuter Rail & Ferry ¹</i>		
Payments Made upon Acceptance of Functionality	\$19M	\$80M	\$80M	\$40M		\$219M
Payments Made over Life of Agreement Cash	\$4M	\$51M	\$75M	\$77M	\$500M \$71.4M/Year	\$707M
Total	\$23M	\$131M	\$155M	\$117M	\$500M	\$926M

¹ Based on the project schedule as established in Change Order #13 and approved by the Board of Directors in May 2024



In Summary

- Tap to Ride launches to the public on August 1, 2024
- For general information on Tap to Ride: mbta.com/taptoride
- For information on Tap to Ride and Reduced Fares: mbta.com/contactlessreducedfares
- For Charlie account management: charlie.mbta.com

