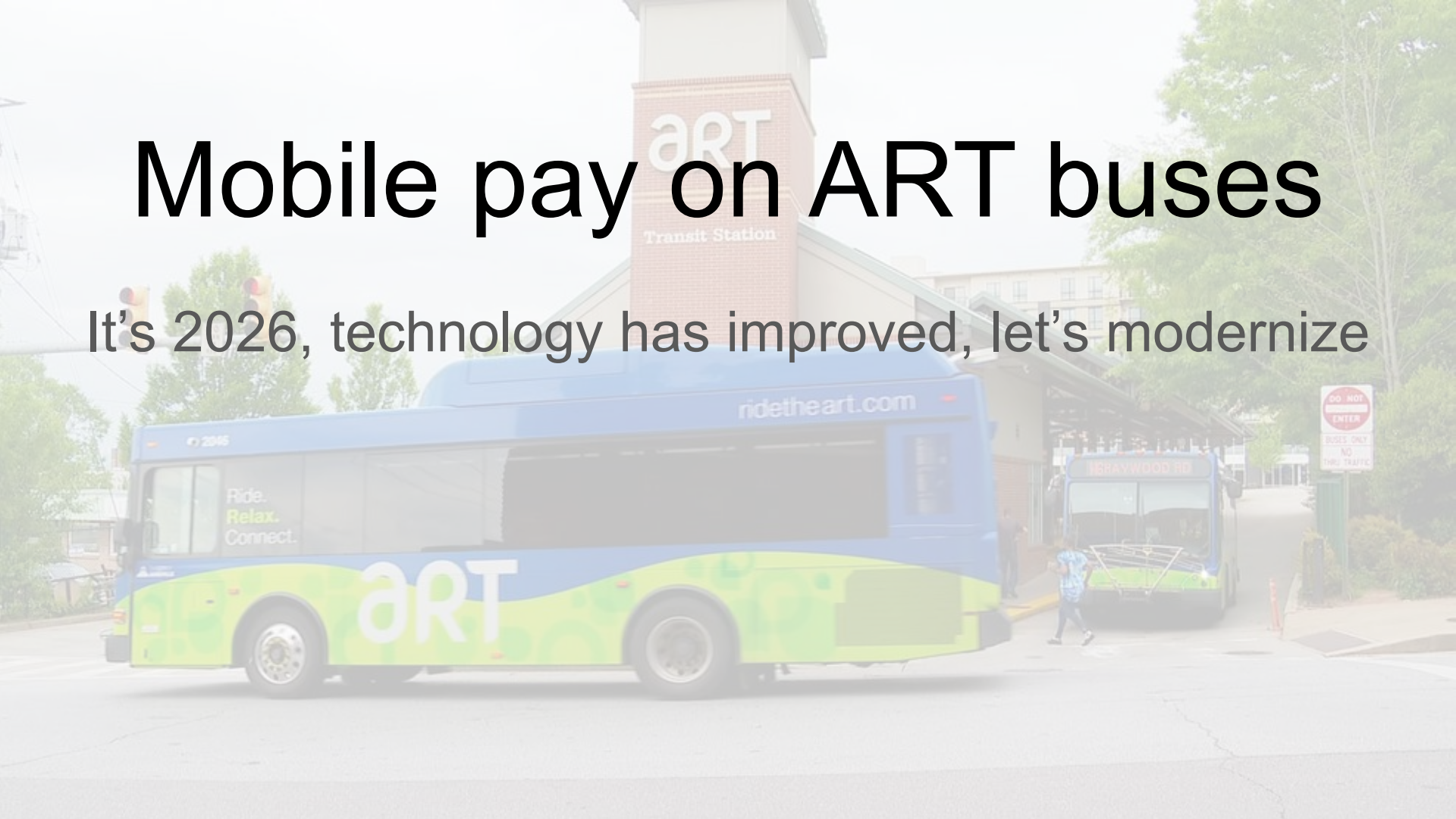
Mobile pay on ART buses

It’s 2026, technology has improved, let’s modernize



Agenda

Current state

The Demand

Previous Barriers

The Proposal

- Other systems that use software only

Demo



Current ways to pay



Cash ($1 standard fare)

- Exact change only

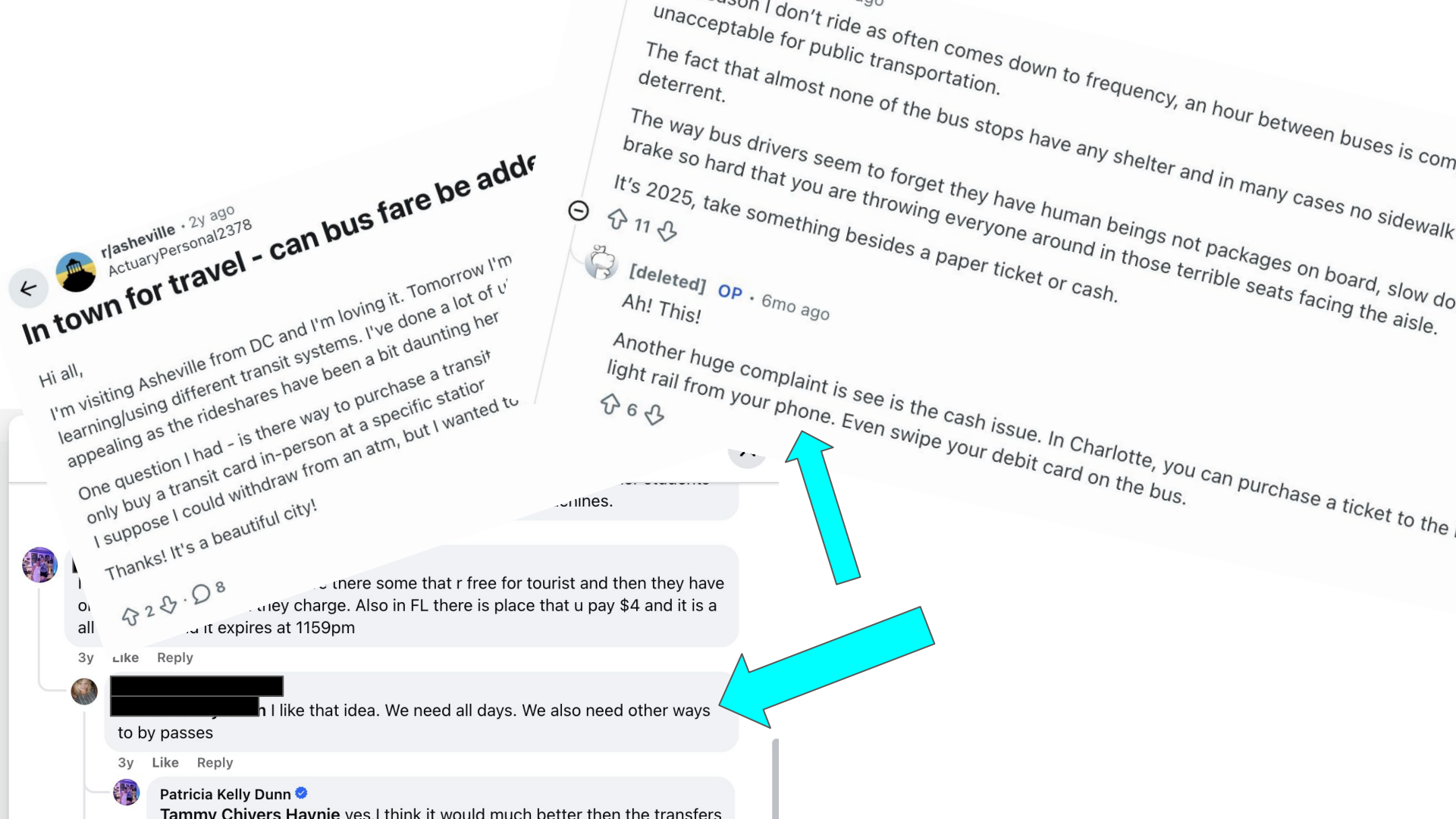
Purchase ticket book/monthly/annual pass **at ART transit station**

- Can use credit/debit to pay

Discount fare program






r/asheville • 2y ago
ActuaryPersonal2378
In town for travel - can bus fare be adde
Hi all,
I'm visiting Asheville from DC and I'm loving it. Tomorrow I'm
learning/using different transit systems. I've done a lot of
appealing as the rideshares have been a bit daunting her
One question I had - is there way to purchase a transit
only buy a transit card in-person at a specific statior
I suppose I could withdraw from an atm, but I wanted to
Thanks! It's a beautiful city!
2
8
there some that r free for tourist and then they have
ey charge. Also in FL there is place that u pay $4 and it is a
it expires at 1159pm
3y Like Reply
[redacted] I like that idea. We need all days. We also need other ways
to by passes
3y Like Reply
Patricia Kelly Dunn
Tammy Chivers Haynie yes I think it would much better then the transfers
unacceptable for public transportation.
The fact that almost none of the bus stops have any shelter and in many cases no sidewalk
deterrent.
The way bus drivers seem to forget they have human beings not packages on board, slow do
brake so hard that you are throwing everyone around in those terrible seats facing the aisle.
It's 2025, take something besides a paper ticket or cash.
11
[deleted] OP • 6mo ago
Ah! This!
Another huge complaint is see is the cash issue. In Charlotte, you can purchase a ticket to the
light rail from your phone. Even swipe your debit card on the bus.
6

2024 Staff Proposal - Physical Hardware Upgrade for all Buses

Recommendation 3 Purchase equipment to implement mobile fare payment option for riders (late FY26)	$250,000	• **Pro:** Would greatly enhance access to purchasing tickets/passes for riders • **Con:** Ongoing cost is roughly $90,000 per year



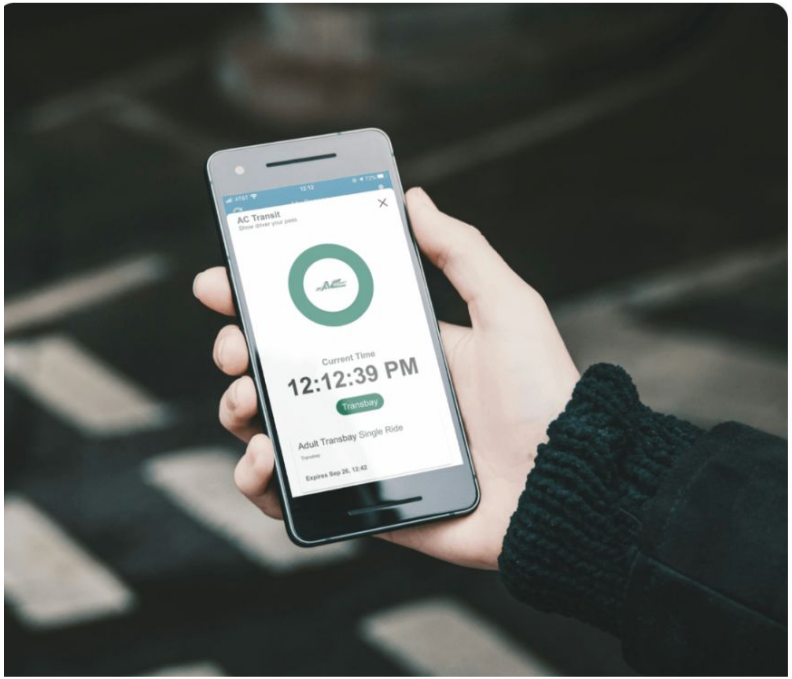


EZ Fare or Token Transit

- Mobile pay without needing hardware
- Pay for ticket in app
- Activate ticket when ready
- Show ticket to bus driver
- Moving background & timestamp



Token Transit



Visual Validation

No hardware? No problem. Support secure mobile ticketing with visual validation on the vehicle. Setup is simple and quick for all Visual Validation agencies, and for riders, purchasing and activating a pass takes mere seconds.

Learn More →

Systems using EZ Fare - 19+ agencies

Transit Agency	Estimated Fleet Size	Annual Ridership (Approx.)	Primary Region Served
GCRTA	~500+ vehicles	24,500,000	Cleveland / Cuyahoga Co.
METRO (SORTA)	~350+ vehicles	14,000,000	Cincinnati / Hamilton Co.
TANK	~130+ vehicles	2,000,000	Northern Kentucky
Laketran	~160 vehicles	700,000	Lake County, OH
METRO RTA	~150+ vehicles	3,500,000	Akron / Summit Co.
TARTA	~100+	2,100,000	Toledo / Lucas

Transit Agency	Estimated Fleet Size	Annual Ridership (Approx.)	Primary Regi Served
KRT	~70+ vehicles	1,500,000	Charleston, W
CityBus	~70+ vehicles	4,500,000	Lafayette, IN
PARTA	~50+ vehicles	800,000	Kent / Portag Co.
ART	~35 vehicles	1,400,000	Asheville, NC
AMTRAN	~35+ vehicles	500,000	Altoona, PA
MCPT	~15+ vehicles	100,000	Medina Coun OH

Proposal - incremental progress

- Add a mobile pay option for ART
  - Increase cost of mobile pay ticket to cover service fee to software provider
    - $1.50 ? Vs $1
- Keep current pay boxes and ticketing methods



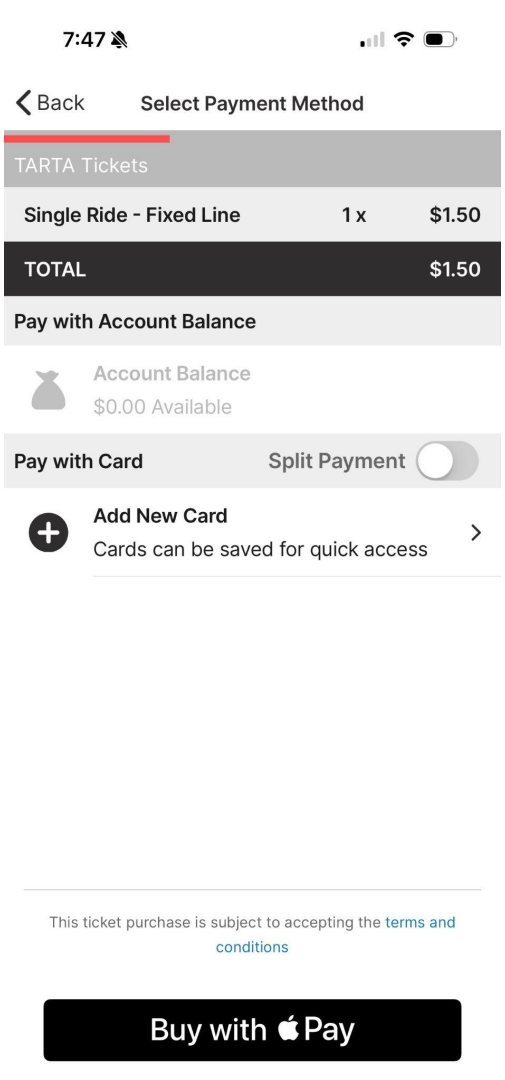




AND

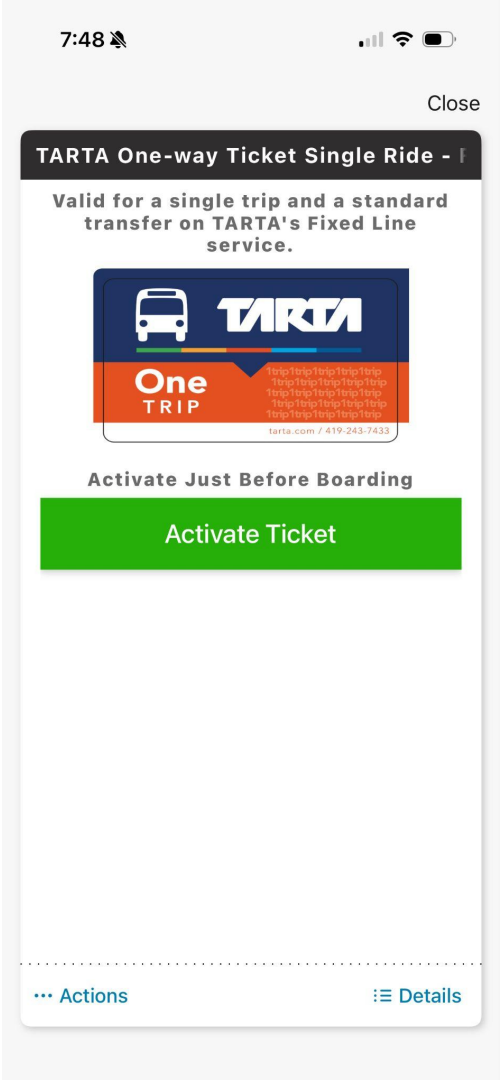


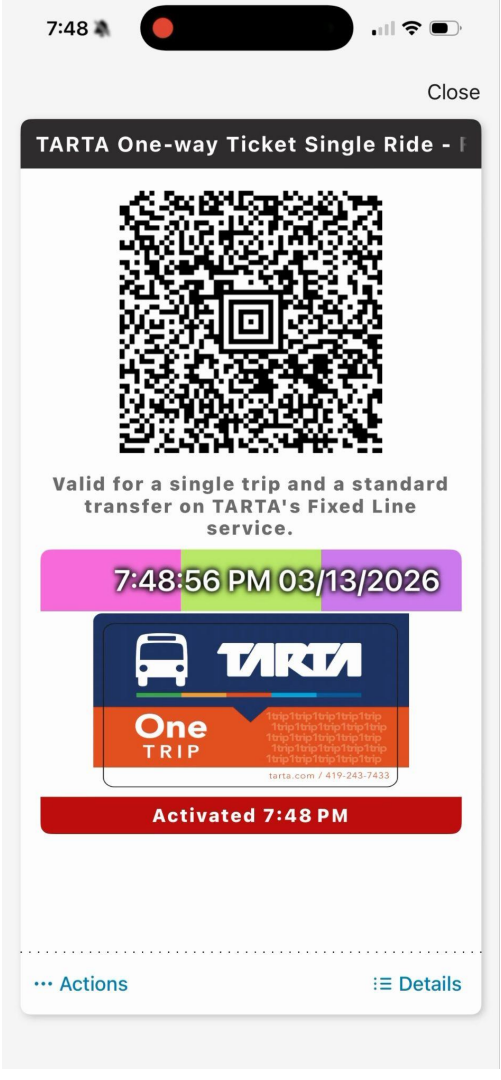
Demo


7:47
Back
Select Payment Method
TARTA Tickets
Single Ride - Fixed Line
1 x
$1.50
TOTAL
$1.50
Pay with Account Balance
Account Balance
$0.00 Available
Pay with Card
Split Payment
Add New Card
Cards can be saved for quick access
This ticket purchase is subject to accepting the terms and conditions
Buy with Pay


7:48
Back
Ticket Wallet
Tickets
History
Single Ride - Fixed Line
INACTIVE
TARTA
One
TRIP
tarta.com / 419-243-7433
Expires Sep 8, 2026 11:59 PM
Buy tickets
View my account

Demo


7:48
Close
TARTA One-way Ticket Single Ride -
Valid for a single trip and a standard transfer on TARTA's Fixed Line service.
TARTA
One
TRIP
tarta.com / 419-243-7433
Activate Just Before Boarding
Activate Ticket
Actions
Details


7:48
Close
TARTA One-way Ticket Single Ride -
Valid for a single trip and a standard transfer on TARTA's Fixed Line service.
7:48:56 PM 03/13/2026
TARTA
One
TRIP
tarta.com / 419-243-7433
Activated 7:48 PM
Actions
Details

Summary

We can add mobile pay to buses without changing our paybox hardware



Extra Information

EZ Fare & Token Transit both integrate into Transit App (additional expansion)

