![RRTA - Red Rose Transit Authority]

FOR IMMEDIATE RELEASE

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RRTA TO UNVEIL CONTACTLESS MOBILE PAYMENT OPTION FOR CUSTOMERS

(Lancaster, PA) Red Rose Transit Authority (RRTA) will unveil a new, contactless mobile payment option for RRTA customers starting Monday, January 4, 2021. RRTA's *Go Mobile* payment system allows RRTA customers to use their mobile phones to pay for their fare or bus passes, saving them time and money. RRTA customers need to download the app and create an account. Once they have an account, they can buy bus fares and passes and use them immediately when riding the bus. Customers just pull up their purchased pass on their phone and scan it at the validator located near the driver inside the bus. The validator reads the QR code and approves the fare.

If RRTA customers do not have a smart phone or choose not to download the app, they can purchase a reusable smart card. The card can be reloaded with fares and passes when their current pass expires. They can reload the card through their RRTA Go Mobile Account or by visiting the

RRTA's Queen Street Station, 225 North Queen Street, Lancaster and a staff person can assist with reloading the card.

"We are very excited about offering this new payment system to our customers, especially during the COVID-19 Pandemic," Dave Kilmer, RRTA's Executive Director stated. "It's just one more payment option for our customers to choose from when riding RRTA."

Another part of the app is a Trip Planner feature. Customers can enter their origin and destination information and a detailed trip is created showing them how far to walk, where the bus stop is and which bus route to ride.

Some of the benefits to the RRTA Go Mobile App:
- Contactless Payment
- Customers don't have to visit RRTA offices or place an online order for passes to be mailed to them.
- Customers don't have to worry about an encoded paper passes getting damaged and not functioning in the farebox.
- Customers have control of their purchases in their account.

The RRTA Go Mobile app was created by Modeshift, Inc. Modeshift is a technology company with a mission to enable small and middle size transit agencies to provide intelligent transportation services. Their core product is Account based Fare Collection System, based on Microsoft Azure cloud and delivered as a service (Software as a Service – SaaS).

Visit www.redrosetransit.com/gomobile to get more information and to set-up an account on January 4, 2021.

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