

# Rider Transit: Digital Fare Payment



April 17<sup>th</sup>, 2023

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Concord Kannapolis Area Transit

# The way we used to do it...

- **Cash and mag-stripe paper cards**
- **Inconvenient and cumbersome**
- **Expensive and time consuming to maintain**

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# Considerations for a new way...

- **Convenience and simplicity**
- **Choice of fare media**
- **Consistency among transit modes**
- **Equitable**

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# Rider Pass (Umo) benefits...

- **Purchase anytime, anywhere**
- **Mobile app and passenger website**
- **Transfer account info if card is lost**
- **Contactless (COVID)**
- **Account-based (and auto-load)**

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# More benefits!

- **Fare capping**
- **Cloud-based platform**
- **Instant fare policy changes**
- **Stop-level data**
- **Real-time maintenance**

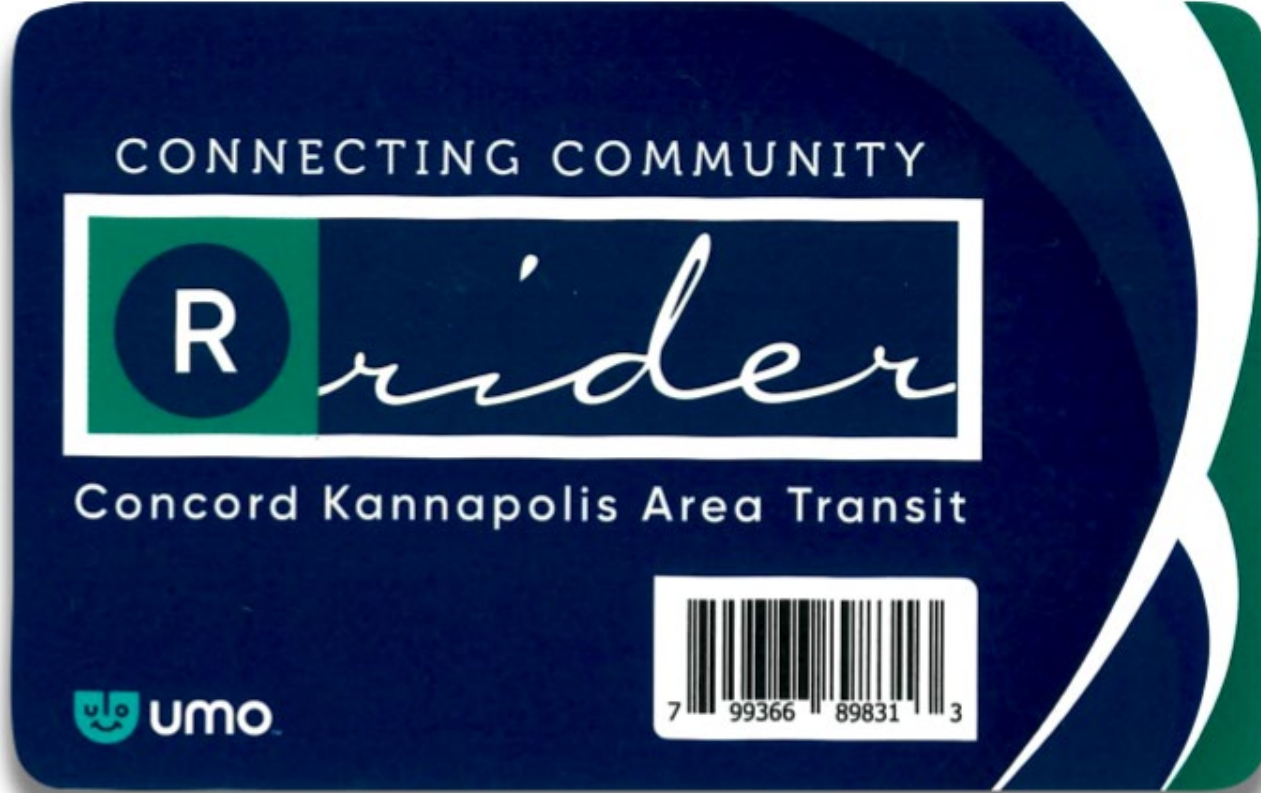
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**Rider** **umo.**  
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### Register/Reload Rider Pass Fare Card

**Why?**

- Registering your card will allow for recovery of funds in your account if your card is lost, damaged or stolen.
- Allows you to add money and passes to your card at anytime at [umopass.com](http://umopass.com)

**How?**

- To register, visit [umopass.com](http://umopass.com)
- Follow the instructions on screen to create an account to register your card.

CONNECTING COMMUNITY **Rider**  
Concord Kannapolis Area Transit  
9984-6279-7697-7638

### Transfer Pass

Valid for 1 transfer



Use of this ticket is subject to Rider Transit policies and procedures and the Umo Pass Terms & Conditions. View at [www.ckrider.com](http://www.ckrider.com) or call (704) 920-7433.

Batch 4491

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# Some challenges...

- **Cash collection**
- **Transfers**
- **Regional integration**
- **Internal reporting**
- **Customer Service effort**

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# Nice surprises...

- **65% adoption rate**
- **Customer enthusiasm**
- **Ease of use**
- **Accountability**



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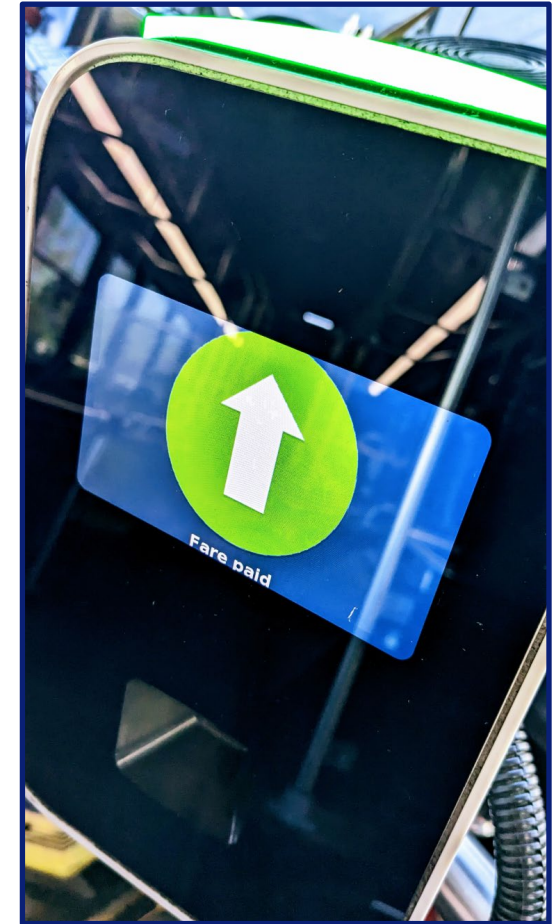


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# What's next?

- **External agencies sell passes**
- **Reload at retail locations**
- **Regional integration?**

**...Fare Free?**



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# Thank You.



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