

Lancaster-Fairfield Public Transit To Launch Cashless Mobile Ticketing App

A new era in public transportation is beginning on July 9 as Lancaster-Fairfield Public Transit launches EZfare, an app-based, cashless, fare payment solution that will make riding public transit easier and more convenient than ever before.

Lancaster-Fairfield Public Transit will be joining 12 other transit agencies that already sell their fares on the EZfare app including:

BCRTA (Butler County)	Cincinnati Bell Connector (Hamilton County)
Laketran (Lake County)	MCPT (Medina County)
METRO RTA (Summit County)	PARTA (Portage County)
Sandusky Transit (Erie County)	SARTA (Stark County)
SORTA (Hamilton County)	TARTA (Lucas County)
TANK (Northern Kentucky)	WRTA (Mahoning County)

All are members of NEORide, a council of governments comprised of 15 transit systems dedicated to the development and promotion of regional public transportation services. www.neoride.org

Available as a free download from both the App Store and Google Play, EZfare will enable customers to purchase fares and travel to their destination with just a few touches and swipes of their smartphone or tablet screen. Detailed information about the app and download links may be found at www.EZfare.us

“We set out to create a seamless payment and mobile ticketing system that will vastly improve the service we offer existing riders and help our agencies attract new ones,” said Lancaster-Fairfield Public Transit Director, Carrie Woody. “We recognize that carrying cash or purchasing fares at our public transit center can be time consuming and frustrating for regular riders,” she said. “EZfare eliminates those challenges by eliminating the need to obtain paper tickets and transfers.”

“Once a customer downloads EZfare their smartphone or tablet becomes their ticket to ride,” Ms. Woody continued. “EZfare is, quite simply, the easiest way to pay for and use public transit. That’s why we’re excited about the launch and eager for the public to take the app for a spin”

In addition to the EZfare App, residents will be able to utilize the Trip Planning feature in the *Transit* app. This app easily allows riders to plan trips from one destination, with information on which buses are needed to reach their destination. Once the trip is planned, passengers can purchase fares needed directly through EZfare to get there. EZfare is powered by Fare Payments-as-a-Service provider Masabi.

For additional information regarding EZfare contact Carrie Woody at 740-681-5086, cwoody@ci.lancaster.oh.us or visit the website at www.ezfare.us.