QRyde
by HBSS

MCT and QRyde:
Transforming fare collection with electronic payments

Macon County TRANSIT
We'll take you there!

Who?

Macon County Transit,

Where?

Macon County, NC

When?

Since July 2019

What?

Implemented a single electronic payment system, resulting in improved system reliability (**99%**) in a rural setting

Challenges

- Riders who pay with cash needed exact change to pay fares upon boarding

- Tracking fare payments was difficult across multiple funding sources

Overview

The mission of Macon County Transit (MCT) is to provide transportation services in an efficient, coordinated, cost effective manner that is responsive to the current needs of the residents of Macon County. MCT transports residents to medical appointments, local shopping centers, work, Senior Center and other places. They have established routes throughout the County.

Anyone requiring non-emergency transportation is eligible to ride MCT. MCT does not provide emergency medical transportation.

Transit operator John Roberts uses an onboard tablet to scan a payment card that automatically charges the fare amount and reduces the balance of the card

The QRyde Solution

MCT has implemented a single electronic payment system using QRyde technology for demand response riders using MCT. Under the new

payment system, transit riders no longer have to carry cash to pay for rides. Riders can purchase and recharge a QR-code based electronic card from MCT's office or when boarding one of the vehicles.

Ride payment can be done electronically by validating the card on driver's computer tablets. Riders can utilize the card for payment for rides within the county and out-of county.

The system addresses the needs of its riders who may not have a bank account but can utilize an electronic payment card for their rides.

This new system allows MCT to more accurately track fare payments, especially when a customer is eligible for services under different funding sources. The new technology reduces risk and liability for the transit operator. They no longer carry paper passes that have cash value. (The Franklin Press, 2019)

Key Improvements

Return on Investment
910
manual labor hours saved annually

resulting in

$18,200
cost savings per year

In this highly rural setting

220 unique clients
used the contactless fare card

system over the past 18 months

9,219
contactless payments made during

the COVID-19 pandemic in 2020

"This gives our riders an opportunity to utilize our service without worrying about having exact change when they board the vehicle. They also have the ability to place as much or as little cash on the card as they choose and can 're-load' cash on the card anytime they choose.

**Kim Angel, Transit Director,
Macon County Transit**