

# 2022 APTA AdWheel Awards

Best Marketing and Communications Educational Initiative

2E Partnership

SacRT's Contactless Fare Payment on Light Rail





## Target Audience

Our primary target audience was anyone in the greater Sacramento region that travels on light rail as well as potential new riders.

## Situation/Challenge

SacRT partnered with the California Department of Transportation (Caltrans), Visa, Littlepay, and SC Soft to offer a contactless method for payment on board light rail trains, to improve the customer experience. The innovative touch-free fare payment technology allows riders to tap a contactless credit, debit, prepaid card, or contactless-enabled mobile or wearable device (e.g., smartwatch) to pay fare when boarding light rail trains. We needed to promote the new payment technology available onboard light rail to explain to riders how to use the option and to let the public know we were offering a promotional fare of \$1 for the month of September 2021.

## Strategy/Objective

SacRT partnered with Visa to help promote the new contactless fare payment devices and the discounted \$1 fare option on light rail for the launch, and month of September 2021. Visa helped create an animated video about using contactless fare payment on light rail, which we added to our YouTube channel in both English and Spanish. Visa wrapped six SacRT light rail trains with the “tap to ride” message, and created special brochures on how to use the contactless devices to help educate riders. In addition, SacRT held a press conference on launch day at a light rail station featuring a tap to ride wrapped light rail train as the backdrop. We had speakers from all the partners involved in the project and demonstrated how the new contactless payment devices worked for the media.

## Results/Impact

By tagging Visa in our social media posts and creating a digital toolkit, which included social media graphics, text and handles for all of our partners on the project, we were able to expand our customer reach. We also sent emails to our customer database to help promote the new offering. The email blast had a 28% open rate with 118 click throughs on the link. Our social media posts resulted in 41,435 impressions with 25 posts total on Facebook, Twitter, Instagram and LinkedIn in September 2021, with the highest impressions on Twitter on the day of the press conference with 23,246. Our first Instagram reel (video) had 3,947 views alone.

## Why Submit

Leveraging our partnerships with state agencies and private businesses was the key ingredient to effectively educating our riders and the Sacramento region about this significant project. SacRT was the first public transit agency in California to offer touchless fare payment solutions onboard light rail trains. Because of the public-private partnership program's success, we are now looking at expanding the option onto buses and shuttles with the same partners.



# Social Media Analytics

**Sacramento Regional Transit District (SacRT)**  
875 followers  
Smo • Edited •

You can now **#TaptoRide** on ALL SacRT light rail trains. The touch-free payment technology allows riders to tap to pay fare onboard light rail trains. A celebration was held today at the Cosumnes River College Station to launch the contactless fare payment option on light rail.

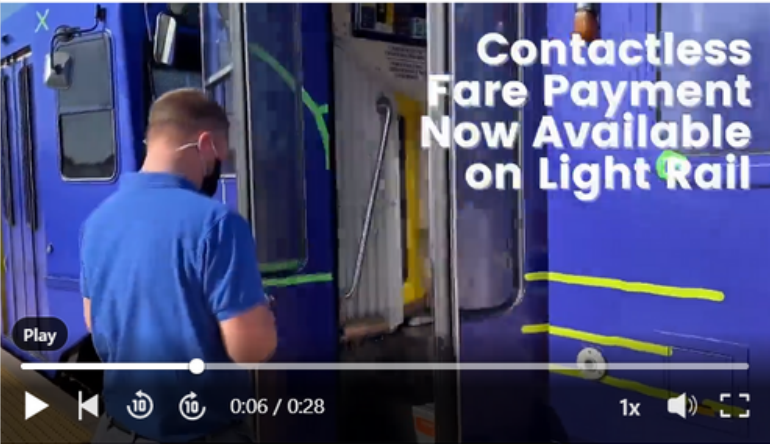
Riders can tap to ride using:

- contactless card
- contactless-enabled mobile device
- contactless-enabled wearable device

The best part... try it during the month of September and only pay \$1 for single ride fare.

A special shout out to all our partners for making this option available to our riders. [California State Transportation Agency](#), [Caltrans](#), [CallTP](#), [Visa](#), [Littlepay](#), and [SC Soft](#).

Learn more at [sacrt.com/contactless](http://sacrt.com/contactless).



Tap to Ride on SacRT Light Rail

You and 75 others 4,505 views

Reactions

Celebrate Comment Share Send

4,505 views of your video


**TOTAL IMPRESSIONS**  
41,435

**Sacramento Regional Transit District**  
Published by Jessica Gonzalez · September 1, 2021 ·

You can now **#TaptoRide** on ALL SacRT light rail trains. The touch-free payment technology allows riders to tap to pay fare onboard light rail trains. A celebration was held today at Cosumnes River College Station to launch the contactless fare payment devices on light rail.

Riders can tap to ride using:

- contactless card
- contactless-enabled mobile device
- ... See more



2,398 People reached 164 Engagements **Boost post**

17 2 Comments 7 Shares

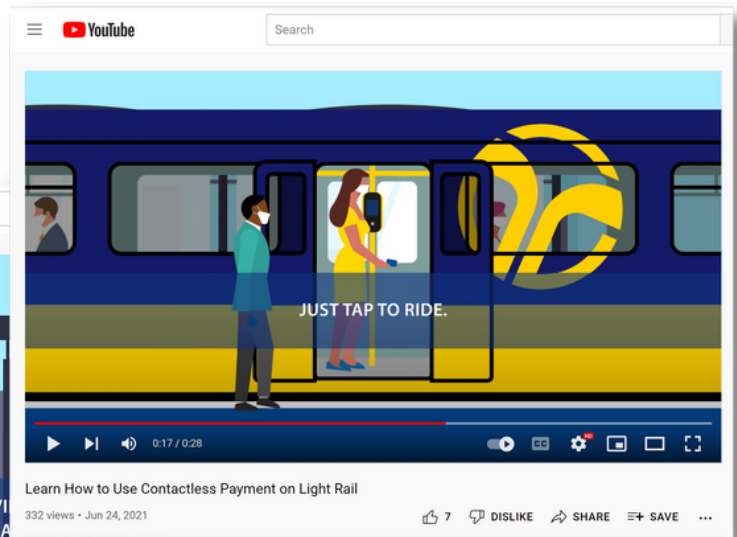
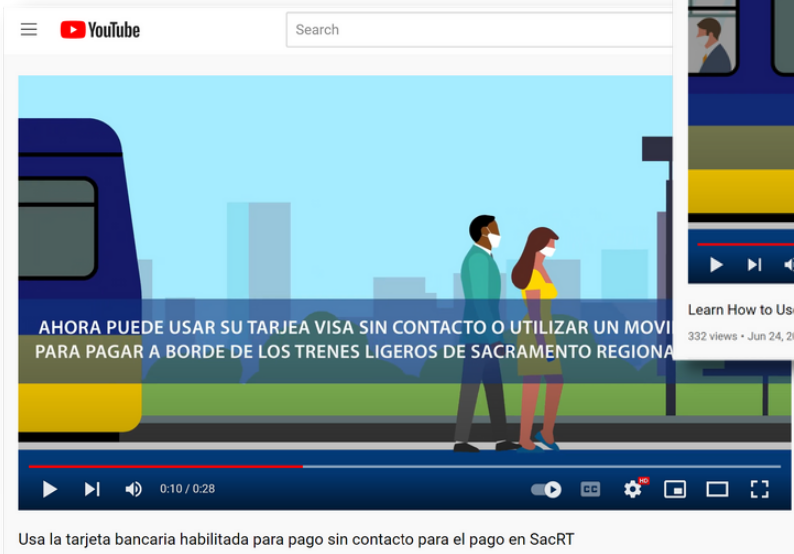
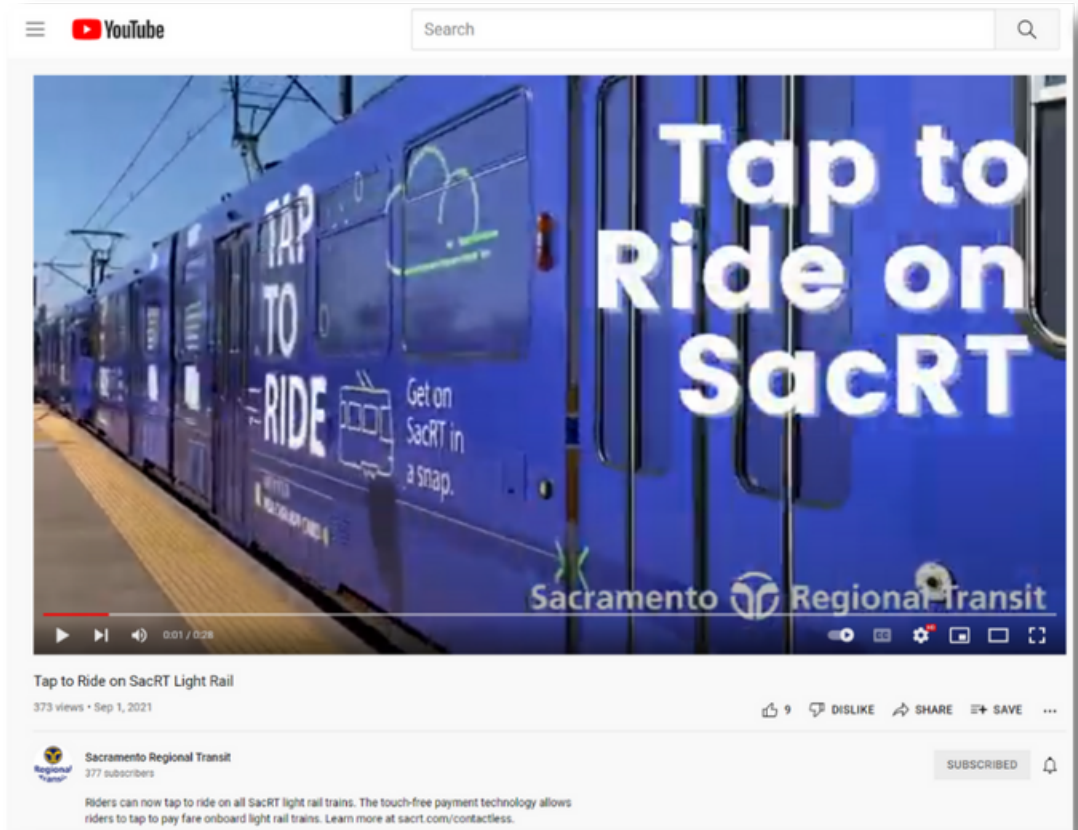
**TWITTER (7 POSTS):**  
IMPRESSIONS: 26,783

**FACEBOOK (7 POSTS):**  
REACH: 4,797

**INSTAGRAM (9 POSTS):**  
IMPRESSIONS: 5,968

**LINKEDIN (2 POSTS):**  
IMPRESSIONS: 3,887

# YouTube Videos



English

Spanish



TOTAL VIEWS  
750

# Press Conference



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 jgonzalez@sacrt.com  
 916.662.0342

FOR IMMEDIATE RELEASE  
 September 1, 2021

## SacRT Offers Riders the Ability to Tap to Pay Onboard all Light Rail Trains Tap to Ride for \$1 during the month of September

SACRAMENTO, CA -- The Sacramento Regional Transit District (SacRT) is the first transit agency in California to offer a contactless fare payment option on light rail trains. SacRT riders can now simply tap their contactless credit, debit, prepaid card or payment-enabled device (mobile phone, smartwatch or other) on readers installed onboard all SacRT light rail trains for an easy and secure way to ride transit.

The new contactless payment option is a collaboration between SacRT, Visa, Caltrans, Cybersource, Littlepay and SC Soft. This effort is part of a statewide initiative to improve and simplify the transit experience through the California Integrated Travel Project (Cal-ITP). More information is available at [calitp.org](http://calitp.org).

To celebrate the new contactless fare options, SacRT is offering \$1 fare for single rides on light rail during the month of September 2021.

Contactless payment readers have been installed at the front/back of each SacRT light rail train. The demonstration began in June 2021 on the Green Line and quickly expanded to all light rail trains on all lines. When tapping to pay, a light rail rider's daily fare charges will be capped at \$7—the same value as a Connect Card Daily Pass—no matter how many times they ride light rail, enabling customers to pay as they go until they hit this daily maximum when using the same contactless bank card or mobile wallet throughout the day.

"We are always looking for ways to use innovative technology to make using transit easier and more convenient for the community," said SacRT General Manager/CEO Henry Li. "These devices allow someone to use the same form of payment for their light rail ride and their coffee, simply tap and ride."

"Much of our goal is a more modern and consistent transportation experience throughout California," said Caltrans Director Toks Omishakin. "Allowing riders to pay for transit with the same method they use elsewhere not only increases efficiency and mobility, but also reduces barriers to using public transportation."

Cybersource, a Visa solution; Littlepay, a transit-focused payments platform; and SC Soft, a transit ticketing and automated fare collection specialist, have been critical in bringing the demonstration project to life.



### RUN OF SHOW

Tap to Ride Press Conference  
 Wednesday, September 1, 2021  
 10 a.m.

- 10 a.m. Henry Li, SacRT General Manager/CEO
- 10:05 a.m. Patrick Kennedy, SacRT Board Vice-Chair and Sacramento County Supervisor
- 10:10 a.m. Chad Edison, CalSTA Chief Deputy Secretary for Rail and Transit
- 10:15 a.m. Jeanie Ward-Waller, Caltrans Deputy Director of Planning and Modal Programs
- 10:20 a.m. Manolo Morales, U.S. Government Engagement, Visa
- 10:25 a.m. Brian Frank, General Manager North America Transit, Littlepay
- 10:30 a.m. Ceremonial Tap to Ride on light rail train



# Media Coverage

**SmartCitiesWorld**  
Sharing Ideas to Solve Urban Challenges

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## Sacramento light rail in open-loop contactless first for California

News 02 Sep 2021 by SmartCitiesWorld news team

The Sacramento Regional Transit District's roll-out follows the successful launch of the state's first contactless payments demo on Monterey-Salinas Transit buses in May.



Simple fares and automatic fare caps are compelling benefits of tap-to-pay transit

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## An Easier Way to Pay



Readers have been installed on all light rail trains for touch-free payment. Photo courtesy of SacRT

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TECHNOLOGY > FARE COLLECTION > FARE COLLECTION EQUIPMENT

## SacRT offers riders ability to tap to pay onboard all light-rail trains

Customers can tap to ride for \$1 during the month of September.

Sept. 3, 2021

Related To: Sacramento Regional Transit (SacRT)




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## SacRT introduces 'tap to ride' contactless ticketing on Sacramento's light rail network

The contactless ticketing demonstration has been implemented as part of the Sacramento Regional Transit District's efforts to make travelling by public transport easier and more convenient.



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Photo: SacRT

## Sacramento expands contactless ticketing on light rail

# Communication

Special Web Page: [sacrt.com/contactless](http://sacrt.com/contactless)



TOTAL VIEWS  
962

## Email Marketing

Sacramento  
Regional  
Transit

Contactless Fare Payment Option Available  
Onboard SacRT Light Rail Trains

SacRT Offers \$1 Fare for the Month of September when you Tap to Ride  
on Light Rail

Learn more at [sacrt.com/contactless](http://sacrt.com/contactless)

SacRT light rail riders can now tap to ride using contactless fare payment devices on all light rail trains.

To celebrate the new contactless fare options, SacRT is offering \$1 fare for single rides on light rail throughout the month of September. Beginning October 1, 2021, daily fare charges will be \$2.50 for a single ride and capped at \$7 no matter how many times you ride—the same value as a Connect Card Daily Pass. During the initial demonstration period, only the basic single ride fare will be available. SacRT is looking into discount fare options in the future.

**How does it work?**  
Devices have been installed in the front/back of all light rail trains. You just tap your credit, debit, prepaid card or payment-enabled device, such as a smartphone or watch. The new payment option is a collaboration between SacRT, Visa, Caltrans, Cybersource, Littlepay and SC Soft. It is part of a statewide initiative to improve and simplify the transit experience through the California Integrated Travel Project.

If the contactless fare option onboard light rail trains is popular with riders, SacRT will consider adding additional devices to buses and shuttles.

SacRT will continue to accept all current forms of payment. Riders who are eligible for a discount fare can still pay the discount fare with cash or card at

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EMAIL OPENED  
898



OPEN RATE  
28%



CLICK THROUGHS  
118



# Partner Materials

## Decals on Light Rail Trains



The contactless fare payment device is available at the end of this train.



Sacramento Regional Transit [Learn more at sacrt.com/contactless](https://www.sacrt.com/contactless)

## Rack card



**VISA** | Sacramento Regional Transit

**Tap To Ride on SacRT Light Rail**  
Coming to all trains Summer 2021

**1. Look**

**2. Tap**

**3. Ride**

*The safe and secure way to pay for SacRT light rail ride.*

## Digital Toolkit



**Tap to Ride on SacRT Light Rail**  
Special \$1 fare offer during month of September

Sacramento Regional Transit

**Contactless Fare Payment Available Onboard All SacRT Light Rail Trains**  
**Tap to Ride for \$1 during the month of September**

The Sacramento Regional Transit District (SacRT) partnered with the California State Transportation Agency (CalSTA), the California Department of Transportation (Caltrans), Visa, Littlepay and SC Soft to add a contactless method for payment onboard light rail trains. The innovative touch-free payment technology allows riders to tap a contactless credit, debit, prepaid card, or contactless-enabled mobile or wearable device (smartwatch) to pay fare onboard light rail trains.

To celebrate this historic event, SacRT's light rail single fare is only \$1 a ride for the month of September 2021 for anyone who uses the onboard tap device to pay!

We are asking our partners to help share information about the new way to pay fare on SacRT light rail trains.

**WHAT RIDERS NEED TO KNOW:**

- Contactless payment devices are available onboard all SacRT trains.
- Only basic single ride fare will be available.
- SacRT is offering \$1 single fare light rail rides with the contactless devices during the month of September.
- The contactless payment option will be limited to the light rail system.
- Visit [sacrt.com/contactless](https://www.sacrt.com/contactless) to learn more.

**SOCIAL MEDIA** Connect with us on social media and tag us in your posts:

Facebook @SacramentoRT    Twitter @RideSacRT    Instagram @RideSacRT

**Partner Social Handles:**

**Facebook**

- @CAStateTransportationAgency
- @CaltransHQ
- @VisaUnitedStates
- @LittlepayHQ

**Twitter**

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- @CA\_Trans\_Agency
- @CaltransHQ
- @Visa
- @LittlepayHQ
- #SCSOFT

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