

AMTRAN rolls out myFare all-new fare collection system

AMTRAN, in partnership with Avail Technologies of State College, has completed testing of the new myFare system and has installed it on the entire fixed route fleet. It is now ready for all customers to use.

Customer Benefits

The new myFare system offers benefits to AMTRAN but more importantly it offers benefits to AMTRAN's customers. The proximity smart card is simple to use. Just tap it on the reader. There's no more stuffing bills into a farebox or digging for exact change. And the card is reloadable right on the bus, saving customers the hassle of having to renew their cards at a central location. With myFare, customers who register their smart card can feel secure if it is lost or stolen because a phone call to AMTRAN will cancel it.

Industry Game Changer

General Manager Eric Wolf believes that Avail's new myFare system will be a game-changer for the transit industry because it's an affordable smart-card solution.

"We've heard a lot of promises over the years about utilizing smart card technology for transit," says Wolf. "Avail's myFare system delivers on that promise without breaking the bank. Their tagline is 'Enhance your rider's experience,' and that's exactly what this technology will do."

Avail is committed to bringing myFare to market at a price point significantly less than other systems that are available today.

Partnership

Avail's CEO, Dorsey Houtz, stated that AMTRAN was selected as the *beta* test site because of the exceptional decade-long relationship between the two organizations. "AMTRAN is an innovative organization with an engaged and dedicated staff," said Houtz. "We've developed an excellent relationship with them that will serve us well in a major project *beta* test like myFare."

AMTRAN and Avail have been working closely, testing and improving the new system before installing it on AMTRAN's entire fixed route fleet.

Technology Grant from Congressman Shuster

myFare is the final component of AMTRAN's Smart Bus project funded by a Technology Grant through Congressman Bill Shuster.

The initial component of the Smart Bus project, myStop, which provides real time bus departure information to customers, earned AMTRAN a Technology Award from the Blair County Chamber of Commerce.



myFare can save you money



AMTRAN began testing myFare with monthly pass holders and then with a select group of Super Rider ticket buyers.

Slow roll-out

Since the entire system was developed from scratch, AMTRAN implemented a slow roll-out of the new fare media over a number of months, so that each component could be tested thoroughly before releasing the next one.

Now that the system is deployed on the entire fixed route fleet, myFare is available to all customers.

No more "Exact Fare Only"

Just tap your myFare card on the card reader. Your correct fare (no more and no less) will be deducted from the value on your card. No more fumbling for exact change. No more over-paying because you didn't have any coins.

When your card value runs low, you can re-load on any AMTRAN bus right at the farebox. It's so quick and easy.

No Fare Increase

There is no fare increase associated with the new fare collection system. The adult cash fare is still \$1.50, and the discounted fare for people with disabilities or with a Medicare card is still 75¢. Senior citizens 65 and over still ride free all day every day thanks to the Pennsylvania Lottery program.

15% discount just like the Super Rider

Many AMTRAN customers buy the Super Rider punch card which offers 12 rides for \$15 or a 15% discount. We are offering the same deal for myFare. As illustrated above, if you put \$15 or more in the farebox, you will get a 15% bonus.

For example, put \$15 in the farebox and you'll get \$17.25 added to your myFare card. Put \$20 in the farebox and you'll get \$23 added to your card.

Ask your driver for your card today.

If you don't have a myFare card yet, just ask your friendly AMTRAN driver. They will give you a card so you can start saving today.

Loyalty Reward Winners

The following AMTRAN customers were recent Loyalty Reward Program winners.

Hilda Lopez and Michael Conner each won a \$20 credit toward an AMTRAN monthly pass. Jennifer Yohn and Sandra Stehley each won a Super Rider Pass. Steven Birkl and Judi McKaig each won a Special Rider Pass.

You can win too!

Don't throw away your Special Rider or Super Rider card when it's used up. Just print your name and address on the back and drop it into the contest box at the front of any AMTRAN bus.

"Just in Time for Christmas"

Lisa Yerty was the winner of a \$50 Visa gift card in our "Just in Time for Christmas" promotion.

Congratulations to all AMTRAN winners!

Local bus trip planning through Google Maps™

How to get there from here on an AMTRAN bus

AMTRAN is proud to add transit trip planning through Google Maps™ to an already long list of technology applications that make it easier to ride the bus.

Starting from AMTRAN's website home page, customers just plug in their origin, destination, and time of day to have Google Maps™ plan their bus trip for them. The plan will include directions to the bus stop (and how long it will take to walk there), when the bus is scheduled to arrive (and how long the bus trip will take), and finally how to get from their ending bus stop to their final destination (again including how long a walk).

Simple and easy

According to Eric Wolf, AMTRAN General Manager, "This is a simple, easy solution to customers asking 'How do I get there from here?' It works on a desktop computer, a tablet, or a smart phone. Plus it's available 24/7."

Trip planning is only the latest technological innovation for AMTRAN. For more than four years, customers have been able to get real-time bus departure times for any AMTRAN bus stop through their computer or phone as well as through scannable QR codes at every stop.

AMTRAN's tech partner is Avail Technologies in State College, PA.



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Tell us what you think about this newsletter, our service, our drivers.

Do you use myStop to get real-time bus departures?

If you're one of our early testers for our new myFare card, how do you like it?



WE WANT TO HEAR FROM YOU

Embracing Social Media

Eric Wolf, General Manager

I recently read that young teens don't even bother with Facebook anymore. They use Twitter and Instagram, but Facebook is yesterday's news.

I should have realized that Facebook had to be on its way out when I started understanding it. Basically, young people began abandoning Facebook when my generation started using it to connect to friends from high school.

So here I am in an industry that last showed a profit in 1945 trying to play catch up on communicating with young people who choose a communication method partly based on their parents' inability to understand and monitor it.

Technology vs. Media

Not that we don't utilize technology here at AMTRAN. We won a Cham-

ber of Commerce Technology Award a couple years ago for our Smart Bus Project which pushes real-time bus departures out to our customers via the web, telephone, and mobile devices like iPhones and tablets. Our myFare project described elsewhere in this newsletter uses Smart Cards that contain more technology than any credit card in my wallet.

We offer trip planning through Google Maps™ just like Chicago and New York City.

For safety & security purposes, most of our buses have 5-8 onboard video cameras digitally recording what's happening inside and outside the bus. We love technology, and we utilize it every day. It helps us to be safer, more efficient and to improve customer service. We were just a little

behind on jumping on the social media bandwagon.

Jumping in with both feet

So with some good advice and a lot of research, we have relaunched our Facebook page (search for AM-TRAN, Altoona, PA) and got more than 1,000 "Likes" in less than three months. (Facebook may not be "cool" with 14 year olds, but lots of people still use it.)

Our next step is asking our customers to submit selfies and short videos of them riding the bus, the best of which we will use to launch our new Twitter feed as well posting them on Facebook.

As an incentive, we'll select one of the submissions to receive (what else?) a new iPad.

AMTRAN may be a little late to the social media party, but we're in it to win it.

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amtran is the smart choice.
take the bus!



save money on myFare

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