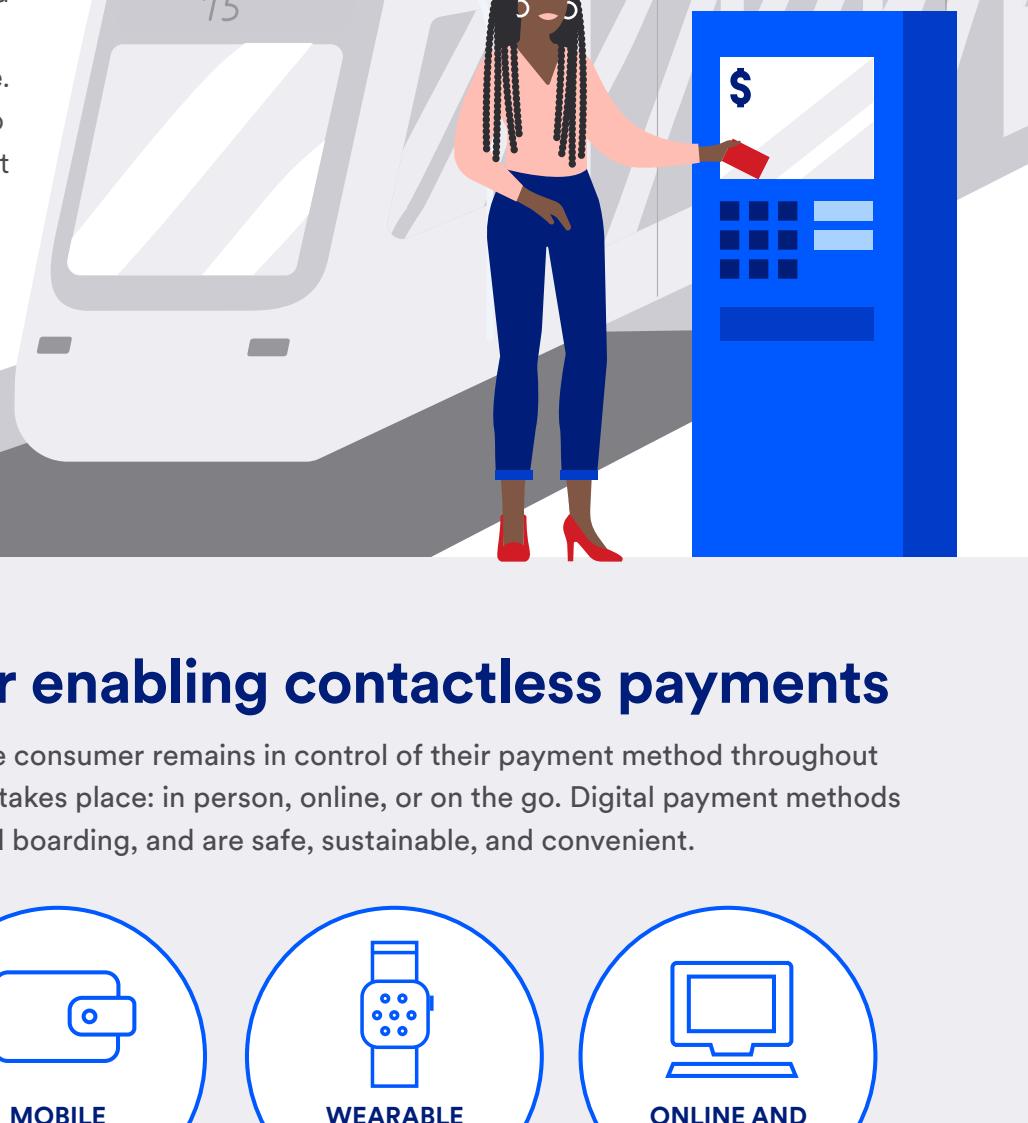
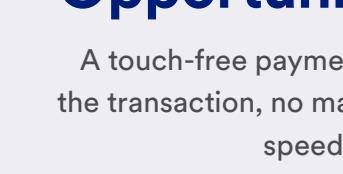


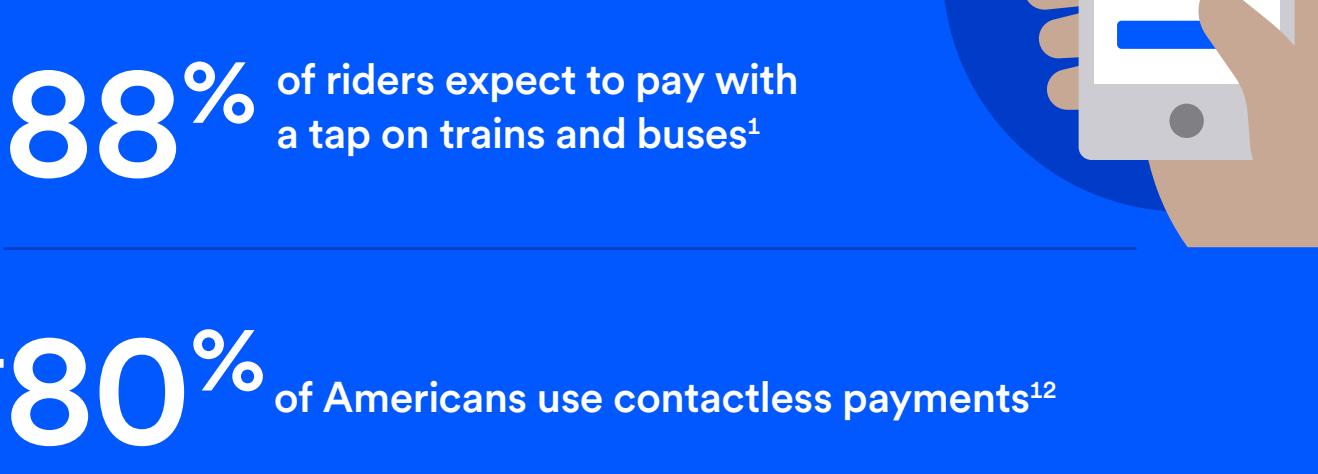
Improve the passenger experience with contactless payments

Contactless payments have surged as consumers opt for the safety, speed and convenience of paying with the simple tap of a card, phone or wearable device. Upgrade your fare collection systems to allow passengers to use their own credit and debit cards to tap and ride.



Opportunities for enabling contactless payments

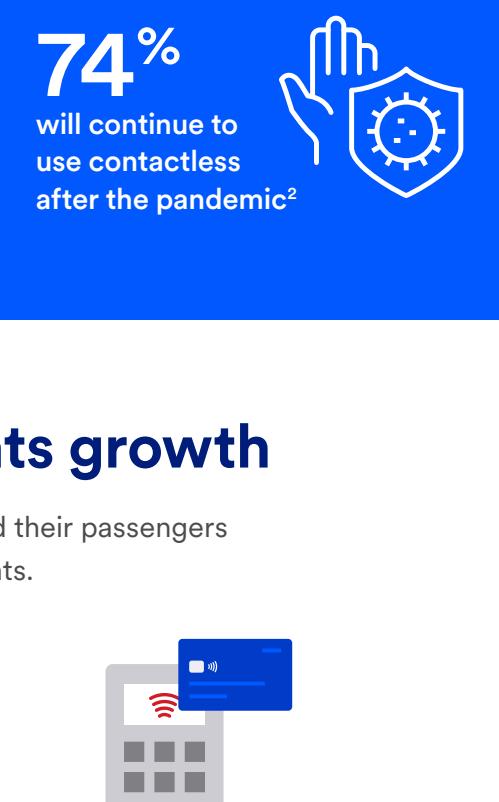
A touch-free payment ensures the consumer remains in control of their payment method throughout the transaction, no matter where it takes place: in person, online, or on the go. Digital payment methods speed purchase and boarding, and are safe, sustainable, and convenient.



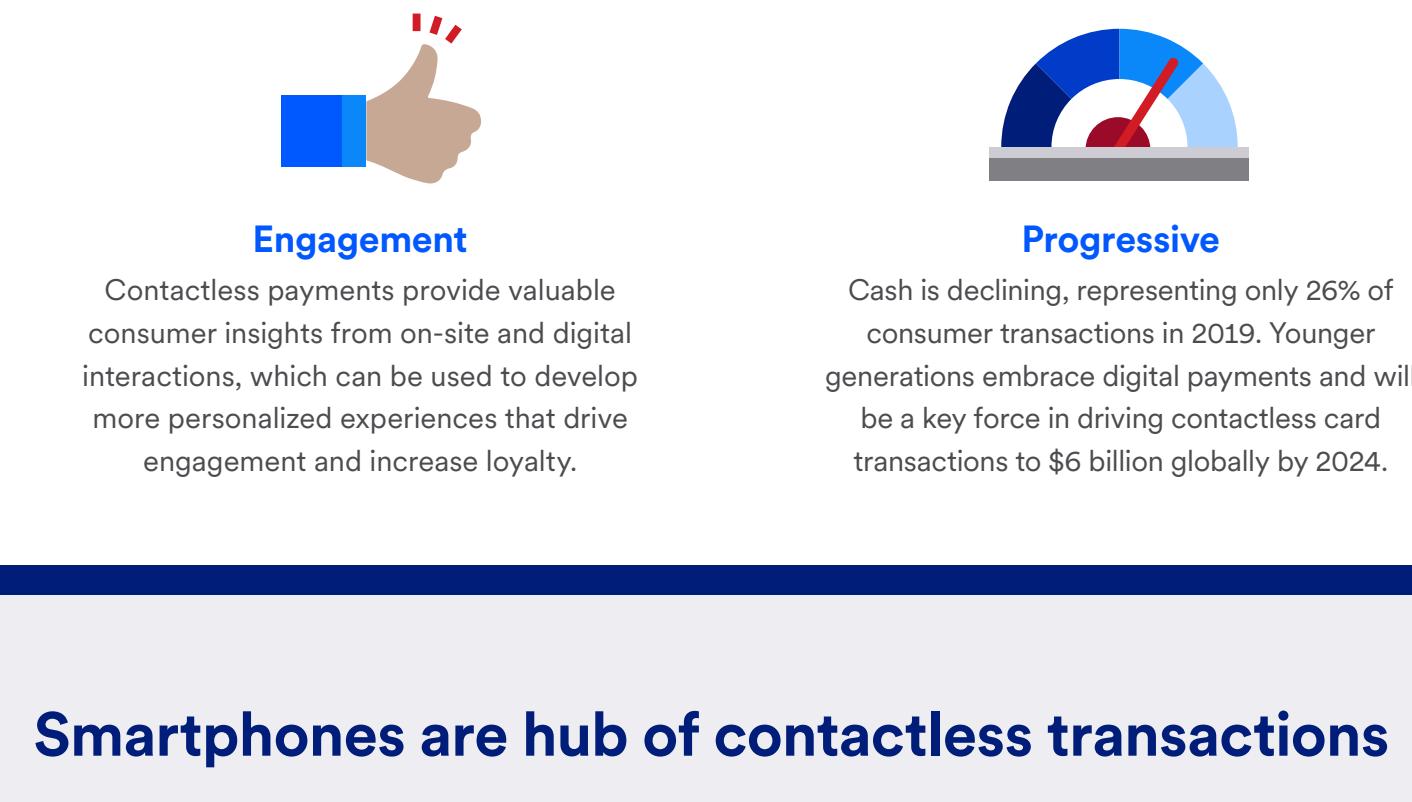
New normal, new consumer trends

Mass transportation consumer preferences have evolved and many expect contactless payment options to be made available at the point of service.

88% of riders expect to pay with a tap on trains and buses¹



+80% of Americans use contactless payments¹²



Drivers of touchless payments growth

There are plenty of reasons for both transit operators and their passengers to embrace open loop tap-to-ride payments.



Security

Contactless cards and mobile wallets can provide stronger security, lowering risk of data breaches. Contactless cards have the lowest fraud rate of any type of payment.⁴



Convenience

Contactless payments using credit and debit cards and mobile wallets eliminates points of friction, reduces idle time, and results in a better passenger experience.



Engagement

Contactless payments provide valuable consumer insights from on-site and digital interactions, which can be used to develop more personalized experiences that drive engagement and increase loyalty.



Progressive

Cash is declining, representing only 26% of consumer transactions in 2019. Younger generations embrace digital payments and will be a key force in driving contactless card transactions to \$6 billion globally by 2024.

Smartphones are hub of contactless transactions

Mobile phones are everywhere in America, and their role in payments is constantly expanding. Get started on the fast track to modernization with an open loop tap-to-ride program.

8 in 10

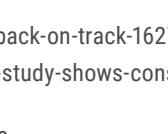
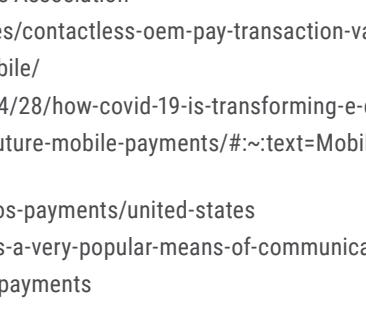
Americans shop using a mobile device⁷

\$457 B

the projected global value of mobile payments by 2026⁹

74.7 M

mobile payments users expected in America by 2024¹⁰



72%

of consumers are using mobile devices to shop in stores⁸

46%

of consumers say they would like the option to pay by text¹¹

Sources

By selecting the links below, you will leave U.S. Bank and enter a third-party website. U.S. Bank is not responsible for the content of, or products and services provided by this third party, nor does it guarantee the system availability or accuracy of information contained in the site. This website is not controlled by U.S. Bank. Please note that the third-party website may have privacy and information security policies that differ from those of U.S. Bank.

¹ Visa Future of Urban Mobility: <https://usa.visa.com/visa-everywhere/blog/bdp/2021/07/28/back-on-track-1627511268933.html>

² <https://mastercardcontentexchange.com/newsroom/press-releases/2020/april/mastercard-study-shows-consumers-globally-make-the-move-to-contactless-payments-for-everyday-purchases-seeking-touch-free-payment-experiences/>

³ <https://chainstoreage.com/survey-bored-customers-help-drive-e-commerce-during-covid-19>

⁴ <https://usa.visa.com/visa-everywhere/security/how-visa-secures-contactless-payments.html>

⁵ The Strawhecker Group and the Electronic Transactions Association

⁶ [https://www.juniperresearch.com/press/press-releases/contactless-oem-pay-transaction-values-to-reach-\\$1?ch=contactless%20payments](https://www.juniperresearch.com/press/press-releases/contactless-oem-pay-transaction-values-to-reach-$1?ch=contactless%20payments)

⁷ <https://www.pewresearch.org/internet/fact-sheet/mobile/>

⁸ <https://www.forbes.com/sites/louiscolumbus/2020/04/28/how-covid-19-is-transforming-e-commerce/#625398253544>

⁹ <https://blog.globalwebindex.com/chart-of-the-week/future-mobile-payments/#:~:text=Mobile%20payments%20have%20been%20gaining,reaching%20%24457%20billion%20in%202026>

¹⁰ <https://www.statista.com/outlook/331/109/mobile-pos-payments/united-states>

¹¹ <https://www.techrepublic.com/article/texting-remains-a-very-popular-means-of-communication-but-5gs-rollout-is-stalled/>

¹² <https://www.raydiant.com/blog/state-of-contactless-payments>