

Genfare Awarded Fare Collection System Replacement for Broward County Transit



Elk Grove Village, Ill. – May 14, 2018 – Broward County Transit (BCT) headquartered in Plantation, FL, awarded Genfare with a contract worth \$9 million for a full fare collection system replacement. The system replacement will swap the old BCT fare collection units with the new Fast Fare™ farebox, and also will include a mobile ticketing application.

Broward County Transit is the second largest transit system in Florida—boasting 410 square miles in its service area, more than 32.1 million annual trips, 359 fixed-route buses, 44 bus routes and 78 community buses across 19 municipalities.

“Broward County Transit (BCT) is committed to delivering responsive, efficient, quality services to improve the travel experience for our customers. The new farebox provides another level of convenience with its user-friendly mobile ticketing feature. Soon, our customers will be able to purchase bus passes using smartphones and eventually use this technology to, seamlessly, access all the transportation systems that operate in the South Florida region,” says Broward County Transportation Director Chris Walton.

The Fast Fare farebox from Genfare is made to make journeys easier and more convenient for riders. It tackles data management and electronic fare media collection in a protected and speedy manner, while also processing various forms of media—from mobile ticketing barcodes to smart cards and even printed media and cash.

Genfare's Eastern Region Director of Sales, Roy Purnell, says about the deal, "Transit systems like BCT justify their fare collection system purchases with cost-effective programs that work for their ridership. Reduced maintenance and shorter wait times are two important benefits of Fast Fare that helped drive their decision."

About Genfare

Genfare's rich history dates back to the design of the very first registering farebox, which completely transformed fare collection for public transit. Since then, Genfare has applied the power of innovation, hard work, and experience to solving today's transit troubles and preventing tomorrow's. Decades of experience uniquely position us to manage all aspects of fare collection, from authorizing payments to securing revenue and analyzing data. It's only because we understand the continuously evolving needs of transit and the marketplace that we're able to deliver comprehensive and precise solutions. Visit us at <https://www.genfare.com> and follow us on LinkedIn: Genfare.

Key Figures - Broward County Transit (BCT)

