



NEWS RELEASE

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Rover implements new electronic fare system

Murfreesboro Public Transportation debuts enhancement to improve customer service

MURFREESBORO, Tenn. — Rover, the City's public transportation service, is implementing a new electronic fare system to improve customer service payment options. The new system began operating throughout Rover routes on June 24, 2019.

The new electronic fare system, called GENFARE, provides customers with easier cash and electronic payment transaction options and will eventually include Smart Card payments through features installed on new fare boxes. Previously, Rover customers were able to purchase paper tickets only in packets of ten. GENFARE accepts cash, coins, Single Ride Tickets, Daily Passes, and Multiple Day Passes.

"We want to ensure that Rover continues to provide effective and efficient service to riders of the system," said Transportation Director Jim Kerr. "Enhancing the fare payment system meets customer requests for additional fare options and fulfills recommendations in the operational analysis."

The new fare media options, such as single-day passes, 7-day passes, and 31-day passes, is in response to public input on how Rover service could be enhanced through a comprehensive study of the Rover transportation service.

- GENFARE does NOT accept foreign currency, tokens, or credit cards.
- GENFARE does NOT give change. The system offers a change card if .50 cents or more.
- All half fare riders must show proof of half fare eligibility or pay full fare.
- When bus operators are NOT present, the Farebox is logged off and cannot be used.
- An electronic screen display and audible messaging informs customers how much Fare is required/owed.
- GENFARE issues transfers that are valid for a limited period.
- Passes CANNOT be refunded or replaced if lost, damaged, or stolen. Riders are responsible for protecting their passes. This includes preventing them from getting damaged by water or any other means.

- Multi-day passes and bulk single ride tickets in increments of 25 can ONLY be purchased at City Hall.

In addition to the customer service benefits, the new electronic system provides increased accountability for public transportation management, including multiple reporting options to help evaluate ridership and payment correlations.

TDOT's Multimodal Division conducted a comprehensive operational analysis of the Rover system in 2017 and a public hearing was held Nov. 14, 2017. An analysis of the system was divided into three major phases: 1) data collection and analysis, 2) alternative development and stakeholder review, 3) and plan development.

Among findings of the study include the need for route service changes, Saturday and evening service, service to the Joe B. Jackson Blvd. industrial park area, and the need for electronic payment.

The City's public transportation system surpassed a significant milestone in July 2016—the 2 million mark in ridership. Rover has approximately 16,000 riders per month. Rover officially began service in April 2007 with six routes and currently has seven routes.

Rover currently operates a fleet of nine 23-passenger buses with front wheelchair ramps allowing for ease of boarding. The central hub is located at 222 W. Burton is leased from the Murfreesboro Housing Authority.

For more information on the Rover Public Transit System, including the Rover Route Guide, visit the City Transportation webpage at <http://www.murfreesborotn.gov/index.aspx?NID=248>. For more additional information on Rover, contact Assistant Transportation Director Russ Brashear at rbrashear@murfreesborotn.gov or Transportation Director Jim Kerr at jkerr@murfreesborotn.gov or call 615-893-6441.

For City News online, visit www.Murfreesborotn.gov.

1. *Rover Logo.jpg*
2. *GENFARE box.jpg*
3. *Customer service sheet.jpg*
4. *Rover passes.jpg*

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