What is a GO-CARD?

A GO-CARD is a reusable, reloadable, smart card you can use to ride the FRTA transit system. FRTA has a 31-consecutive day, unlimited ride pass as well as stored value bus tickets. Each time you ride your fare will be deducted from the card and GO-CARDS can be reloaded.

For example, $40 loaded onto a GO-CARD can be used for 31 consecutive days of travel. The “time clock” starts the first time you use the card on the bus and is good for 31 days after its first use.

The GO-CARD is also your transfer between routes.

You add value to the card with either cash, credit card or debit card.

Each time you ride a FRTA bus, you simply tap your loaded GO-CARD on the farebox and ride!

Service provided by:
Franklin Regional Transit Authority
12 Olive Street
Greenfield, MA 01301

For transit information:
Administration Office and Customer Call Center
(413) 774-2262 or (888) 301-2262

Effective July 1, 2018
How to purchase or reload your GO-CARD.

The Ticket Vending Machine (TVM) is located in the John W. Olver (JWO) Transit Center lobby.

Step 1: Touch the screen to purchase your full-fare GO-CARD (or bus ticket) and follow the instructions on the screen. If you are reloading your GO-CARD, simply tap your card on the reader.

Step 2: Follow the instructions to complete your transaction with the selected method of payment (coins, bills, credit/debit card).

Step 3: You’re finished! Take the GO-CARD (or bus ticket) and your change from the blue tray at the bottom of the TVM.

UNLIMITED rides for 31 days for the low price of $40!!!