

## 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, \$30 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 from the date of purchase.

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, 2017

## GET ON BOARD with the new GO-CARD!



**Franklin Regional  
Transit Authority**

[www.fрта.org](http://www.fрта.org)

**REUSE.  
RECHARGE.  
RELAX.**

The FRTA is pleased to introduce the **GO-CARD**, the smart new way to pay to ride the bus.

**It's easy to use.**

*Here's what you'll need to know to get started:*

- What a GO-CARD is and does
- Where to get, load and reload GO-CARDS
- How to use GO-CARDS

# 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 \$30!!!**

When you board a FRTA bus, simply tap your GO-CARD once against the farebox target to pay. Your fare is automatically calculated and deducted from your card. *Enjoy your ride!*



## HOW DO I...?

### Get my GO-CARD?

Cards are available for purchase at the vending machine in the JWO Transit Center lobby.

### Get my 1/2 Fare GO-CARD?

If you qualify for 1/2 fare you can purchase the GO-CARD at the FRTA office located on the 2nd floor of the JWO Transit Center.

### Find out how much value is on my GO-CARD?

Information and remaining value can be viewed on the vending machine at the JWO Transit Center.

### Replace my GO-CARD if it is lost or stolen?

FRTA does not have a way to register or track GO-CARDS and cannot replace money or value from cards that are lost or stolen.

# How to use your GO-CARD to ride the bus...and more!