



## Yuma County Intergovernmental Public Transportation Authority

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### PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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#### **YCAT LAUNCHES NEW YCATPASS – ELECTRONIC SMART CARD FOR PAYING BUS FARES**

*Yuma County Area Transit (YCAT) implements its new YCATPass Electronic Smart Card for payment of fares on board buses in Yuma County*

**YUMA, AZ (August 23, 2013)** – the Yuma County Intergovernmental Public Transportation Authority (YCIPTA) is announcing the launch of YCATPass, a new smart card fare payment system coming to transit vehicles on Tuesday, September 2, 2013. YCATPass fare payment system utilizes smart card technology to facilitate fare payments in a safe and secure manner.

“We are excited about the launch of the YCATPass fare payment system, which will benefit passengers and help speed up the boarding process,” said John Andoh, Transit Director for YCIPTA. “And, if you pay with an YCATPass, passengers will save 25 cents off paying cash fares for one way trips and \$1.75 off paying cash for a Day YCATPass.” Passengers simply just need to tap the reader and go!

“Additionally, advancements in the technology allow for the collection of more in-depth ridership data,” according to Robert Pickels, Chairman of the YCIPTA Board of Directors. “In the future, we’ll be able to use that information to improve service and realize efficiencies in our transit system.”

Information is now available to begin educating passengers on the YCATPass system. A great feature regarding YCATPass is that the card can be registered so if the pass is lost, a new pass can be reissued with the money and/or pass product loaded on the card intact.

All passengers, whether regular paper YCATPass holders or those paying by the ride with cash, are encouraged to get an YCATPass Card, which will be available starting September 2. YCATPasses can be obtained at YCAT Bus Facility, 2715 East 14<sup>th</sup> Street, Yuma, AZ 85365, online at [www.ycat.az.gov](http://www.ycat.az.gov) or

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Robert L. Pickles, Chairman - Yuma County, Greg Wilkinson, Vice Chairman - City of Yuma  
Dr. Larry Gould - Northern Arizona University, Dr. Glenn Mayle – Arizona Western College,  
Ralph Velez - City of San Luis, Brian Golding, Sr – Quechan Indian Tribe, Paul Soto – Cocopah Indian Tribe,  
Rodney Rinehart – Town of Wellton, Bill Lee – City of Somerton

John Andoh, Transit Director

through the mail by mailing to the address above. The cost for an initial YCATPass is \$2.00.

Preloaded 31-Day, 10-Day and 10-Ride YCATPasses cards will soon be available for purchase all APS office locations in Yuma and San Luis, all Yuma County Circle K locations, City of Somerton City Hall, Town of Wellton Town Hall, Paradise Casino, Quechan Casino Resort and Gonzo's Super Save USA. Blank and Preloaded YCATPass cards are only available at YCAT Bus Facility, 2715 East 14<sup>th</sup> Street, Yuma, AZ 85365.

YCATPass Fares are shown below:

<b>Fare Media</b>	<b>YCATPass Price</b>	<b>Discount Difference from Paying Cash On Bus (Less)</b>
One Way	\$1.75 - Basic 75 cents - Discount	25 cents
Day YCATPass	\$3.50 - Basic \$1.75 - Discount	\$1.50 - Basic 75 cents - Discount
31-Day YCATPass	\$60.00- Basic \$30.00 - Discount	50 cents per trip
10-Day YCATPass	\$35.00 - Basic \$17.50 - Discount	25 cents per trip
10-Ride YCATPass	\$17.50 - Basic \$7.50 - Discount	25 cents per trip

More details on YCATPass is available by visiting <http://www.ycipta.org/ycat-pass.html>.

The system was purchased by Yuma Metropolitan Planning Organization (YMPO) in 2009 and was pilot on a limited basis in 2010 when a semester pass was created in partnership with YPIC, Aztec High School and Arizona Western College. In 2011, the system was temporarily shut down to reconfigure the system's business rules to allow for more pass products. The system, which is called Acufare was developed by Acumen Building Enterprises of Oakland, CA. More details on Acumen is available by visiting their website at <http://www.acumentransit.com/>

For YCAT transit information and YCAT OnCall reservations call 928-783-2235. You can also visit the YCAT online at [www.ycat.az.gov](http://www.ycat.az.gov).

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## **About Yuma County Intergovernmental Public Transportation Authority**

YCIPTA is the public transportation provider for Yuma County, formed as an intergovernmental public transportation authority as defined in the Arizona Revised Statutes by the Yuma County Board of Supervisors, YCIPTA is governed by a nine member Board of Directors consisting of all of the municipalities, the County government, Indian tribes and higher educational institution in Yuma County. 381,000 passengers' trips were made on YCAT buses in FY 2013. YCIPTA operates, maintains and administers Yuma County Area Transit (YCAT) fixed route, deviated fixed route and paratransit services and contracts services to Transportation Concepts of Irvine, CA. See where it takes you at [www.ycat.az.gov](http://www.ycat.az.gov) or call 928.783.2235.

### **Sample of the YCATPass and Reader**



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