



# Advancing Equity through Transit and Financial Inclusion



Transit agencies in California



Passenger trips taken in 2019



Collected in fare revenue in 2019

Cal-ITP has helped launch demonstrations of contactless payment acceptance with Monterey-Salinas Transit, Sacramento Regional Transit, Santa Barbara Metropolitan Transit District and the Santa Barbara Clean Air Express, with more on the way.

## Potential benefits for payment issuers



**Gain more potential customers** and greater contactless payment card adoption



**Build trust** with un- or under-banked communities with marketing and branding on public transit



**Enroll transit riders** in more robust financial products and services once an account is established



**Make tap-to-pay a habit** among transit customers, bringing contactless payment cards to the 'top-of-wallet' beyond mobility

## Digital payment options to meet transit riders' needs should be:



**Widely available**



**Free for basic use**



**Usable without an ID**

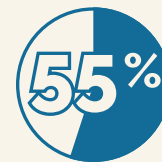


**Usable with cash**

Cal-ITP is also improving and modernizing how transit agencies verify and approve requests for benefits/discounted fares that could have exciting opportunities for payment issuers to participate.

## Transit as a path to financial inclusion

Public transit provides an essential lifeline to jobs, schools, appointments, and healthcare for many low-income families and communities of color.



of US transit riders have a **household income under \$50k**

Source: APTA



of California Black & Latino **households are unbanked or underbanked.**

Statewide, 25% of all households are unbanked or underbanked.

Increasing awareness and use of contactless payment options by transit riders is an opportunity not only to improve mobility equity, but to address disparities in financial inclusion through the issuance of more accessible payment card products.