



# Charlie

## Sales Network Overview

In the future, riders will be able to purchase their fares and passes online, via their smartphones, and with contactless credit/debit cards. And though we're removing the ability to pay in cash on vehicles, we're introducing more places to load cash onto your Charlie Card than ever before.

### More Places to Buy Charlie Products

As part of Fare Transformation, the MBTA is adding new ways to pay, including through our new Charlie mobile app, Charlie website, contactless credit and debit card payment options, and by phone. Additionally, the MBTA's off-board sales network expansion will include a diversity of physical sales locations, specifically aimed at serving cash-dependent riders.

New Sales Channel	Overview
Station fare vending machines	Provide sale of Charlie Cards as well as reloads of Charlie Cards with passes and transit value. Cash, credit, and EBT accepted.
Streetscape fare vending machines	Provide sale of Charlie Cards as well as reloads of Charlie Cards with passes and transit value. Cash, credit, and EBT accepted. Overpayment in cash issues as account credit, which can be used for travel or can be cashed out at an In-Station Fare Vending Machine.
Charlie retailers	Provide sale of Charlie Cards, reloads of Charlie Cards with passes and transit value. All retailers must accept cash.
Community Organization Partners	Provide sale of Charlie Cards, reloads of Charlie Cards with passes and transit value.
In-person at the CharlieCard store and Commuter Rail Terminals	Provide sale of Charlie Cards, reloads of Charlie Cards with passes and transit value.

### Equitably Selecting Sales Locations

The MBTA's goal for the expanded sales network is to equitably distribute sales locations across the MBTA Network, to ensure access for riders who need them most. To do this, the MBTA, with extensive input from our riders and communities, identified principles to guide the sales location selection process.



## Guiding Principles for Sales Network

1. **Prioritize communities that use cash onboard today.** Riders who lack sales location access or who are unbanked
2. **Prioritize high total ridership.** These are locations of high use with a demonstrated need for amenities
3. **Prioritize seniors and riders with disabilities.** These are populations who may not be able to travel far to get to a sales location
4. **Prioritize locations with high number of low-income and/or Black or Latinx riders.** These are riders who have been traditionally underserved by the banking and transportation systems
5. **Incorporate geographic distribution to cover need across the network.** Recognizing the geographic diversity of our region so we can distribute sales locations evenly and ensure all communities have equal access.
6. **Ensure riders have a diversity of options.** Recognizing our riders have varying preferences with regards to purchasing fare media, not one type of sales location will serve all riders

## Our Approach

Stops and stations were selected for inclusion in the proposed network using a tiered framework, with each tier of sales locations serving a specific purpose for the network. We chose this approach because our diverse stops & stations vary greatly in how they provide value to the MBTA transit network and our riders, and cannot all be compared to each other in the same way.

Tier	Locations
High Network Importance	Gated stations, Silver Line 3,4, & 5, Ferry terminals, Surface Light Rail Terminals (Green Line and Mattapan Line), Green Line Extension (GLX), Commuter Rail Zone 1A stations
High Total Ridership and Cash Use	Top Bus and Surface Light Rail stops by Ridership <ul style="list-style-type: none"> <li>• &gt; 600 boardings/day and &gt; 35 cash boardings/day</li> </ul> Priority Commuter Rail stations <ul style="list-style-type: none"> <li>• Gateway cities, High Ridership stations (&gt;1,000 boardings/day)</li> </ul>
Priority Communities	Bus, Surface Light Rail, and Commuter Rail stops/stations prioritized by equity metrics (cash use, total ridership, low-income, communities of color, seniors & riders with disabilities)
Geographic Coverage	Bus, Surface Light Rail, and Commuter Rail stops/stations prioritized for geographic distribution and widespread cash coverage
Public Feedback	Devices have been reserved for response to public and municipal requests

## Proposed Locations

Please view our [interactive map of the proposed sales network](#), or use our [sales location finder](#) to search for locations near you. Also, please offer us feedback on the proposed locations ([www.mbta.com/proposed-sales-locations-feedback](http://www.mbta.com/proposed-sales-locations-feedback)). We have reserved a portion of fare vending machines and Charlie retailer locations to respond to your comments and feedback.

## Implementation

For the MBTA to provide the proposed robust network of off-board sales locations, we must permit and install hundreds of fare vending machines, and create partnerships with hundreds of local retailers near proposed stops and stations. This process has many considerations and moving parts that we are striving to appropriately address. During this process, we are considering whether a stop or station is better suited for a retailer or for a fare vending machine, and what we should do if we cannot secure either.

We will be monitoring each proposed retailer's hours of service, accessibility, languages spoken, business types and payment types accepted. We are coordinating with other street and transit improvement projects occurring near proposed stops and stations.

Please note that the MBTA's ability to implement the proposed network is subject to site suitability, permitting, and securing retail partnerships, and we recognize that any necessary modifications should be in line with the project's goals and principles.

## Ongoing Evaluation

The expanded sales network's goal is to provide access to all riders, with a focus on populations who currently pay with cash on board. The MBTA will annually evaluate our network of off-board sales locations to understand how the sales network is meeting its goal, and to inform ongoing modifications. We currently plan to evaluate access geographically distributed across the MBTA network, access by low-income, minority, and limited English communities, access by all MBTA riders, and access by cash dependent riders.

## Contact Us

Do you have feedback to share? Starting in March 2021, the MBTA will be launching a public outreach process on the proposed sales network for Fare Transformation project. Please visit [www.mbta.com/fares/fare-transformation/get-involved](http://www.mbta.com/fares/fare-transformation/get-involved) for more information. If you'd like to schedule a meeting with us to discuss this project please email us at: [publicengagement@mbta.com](mailto:publicengagement@mbta.com).

## Accessibility

For more information or to request a reasonable accommodation and/or language services, please email [publicengagement@mbta.com](mailto:publicengagement@mbta.com).

Para más información o para pedir arreglos razonables y/o servicios lingüísticos, por favor envíe un e-mail [publicengagement@mbta.com](mailto:publicengagement@mbta.com).

如需進一步瞭解或要求合理的便利設備和/或語言服務，請電郵 [publicengagement@mbta.com](mailto:publicengagement@mbta.com)。

如需进一步了解或要求合理的便利设备和/或语言服务，请电邮 [publicengagement@mbta.com](mailto:publicengagement@mbta.com)。

Para mais informações, ou para solicitar serviços de acesso e/ou linguísticos em termos razoáveis, contactar por email [publicengagement@mbta.com](mailto:publicengagement@mbta.com).

Pour plus d'informations ou pour obtenir un accommodement raisonnable et/ou des services linguistiques, veuillez envoyer un [publicengagement@mbta.com](mailto:publicengagement@mbta.com).