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RTC launches contactless cash payment option for transit customers in smartphone app, rideRTC

Pre-loading cash into their rideRTC accounts enables customers to have a quick, convenient and contactless way to ride

[Click to Tweet:](#) [@RTCSNV](#) customers can now buy bus passes with cash on the rideRTC smartphone app! Quick, convenient and contactless. Plan, buy (with cash!) and go. #RTCSNV

LAS VEGAS – Regional Transportation Commission of Southern Nevada (RTC) transit customers now have another contactless option available at their fingertips to purchase bus passes – by cash, through the RTC smartphone app, [rideRTC](#). This new feature allows for a quick, convenient and contactless way to ride and is another avenue that the agency is pursuing to make the environment safer for public transportation customers.

Those who own a smartphone but choose not to use a credit or debit card may now opt to add funds to their rideRTC account by pre-loading cash at [nearly 350 locations valley-wide](#). Retailers signed onto the InComm Payments' [VanillaDirect cash-in payment platform](#) accept the cash payment and scan a barcode from the user's rideRTC app. Customers then have the cash deposited to buy and store RTC bus passes that they can then use at their convenience.



“More than 60 percent of our riders choose to pay their fare with cash, so this new option is an opportunity for riders to maintain a contactless experience during the pandemic,” said M.J. Maynard, RTC chief executive officer. “Customers can add funds to their rideRTC account while they’re out running errands, and it will be conveniently waiting for them once they’re ready to purchase a pass.”

This new feature is a result of a partnership with rideRTC’s platform provider Masabi and InComm Payments, a leading global payments technology company.

Since its launch in September 2016, rideRTC has been downloaded more than 360,000 times, and customers have purchased more than 1.8 million passes on the app. rideRTC is available in the App Store and Google Play. Find more information about rideRTC by visiting rtcsonv.com/rideRTC.

About the RTC

The RTC is the transit authority, transportation planning organization, regional traffic management agency and administrator of Southern Nevada Strong, the regional planning effort for the Las Vegas valley. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that

enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit rtcsonv.com and stay informed by [subscribing](#) to our [blog](#).

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