



Item # 7

January 4, 2017

TO: Gold Coast Transit District
Board of Directors

From: Steve L. Rosenberg 
Director of Finance and Administration

RE: Receive and File Report on GCTD Implementing Acceptance of Credit Cards
for Payment of Retail Fare Media Purchases at the Customer Service Center

I. EXECUTIVE SUMMARY

For many years GCTD (as well as its predecessors GCT and SCAT) has maintained a policy of accepting only cash or checks for payment of retail fare media purchases at the Customer Service Center (CSC). As a transit agency with limited revenue sources we chose to accept some inconvenience in order to avoid adding credit card fees as an additional recurring cost of doing business. This has proven increasingly challenging over time not only for GCTD, but for our customers as well.

For the convenience of our customers GCTD will begin accepting credit cards at the CSC commencing early in 2017. GCTD has reached an agreement with Heartland Payment Systems, Inc. to implement its merchant credit card processing services at the CSC, with services expected to commence in late January. Heartland submitted a competitive proposal including all requested services and on-site training, and combines being the 5th largest processor in the United States with having strong local representation in Ventura County.

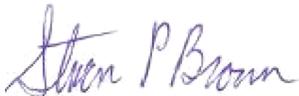
GCTD will accept Visa, Mastercard, American Express and Discover cards for retail fare media purchases, and to minimize fees the District will establish a minimum transaction amount of \$10.00. We will not be accepting P-Card or other credit card payments for bulk orders from government agencies or other entities at this time. It is anticipated that eventually GCTD will use credit card payment processing to sell retail fare media at ticket vending machines (TVMs) as well as on-line retail purchases. The cost of implementing this program in its present form (at CSC only) is estimated to be \$6,000 - \$10,000 annually.

GOLD COAST TRANSIT DISTRICT

II. SUMMARY AND RECOMMENDATIONS

IT IS RECOMMENDED that the Board receive and file this report on GCTD implementing acceptance of credit cards for payment of retail fare media purchases at the Customer Service Center.

GENERAL MANAGER'S CONCURRENCE



Steven P. Brown
General Manager