

INTRODUCING THE NEW CHARM CARD

An Introductory Video

Running Time: 3 minutes

(Title screen with music)

(Voice over Script)
Narrator

(video of customer entering bus with Charm Card in hand and touch reader)

The Charm Card is an exciting new fare card system for the MTA. It's easy to use, convenient, and should make your rides on MTA's local bus and Metro subway easier.

(Image of Charm Card w/slow push followed by image of back of card)

It's designed with a very distinct and recognizable logo on the front and has instructions and information on the back of the card.

(New Image of Charm Card w/ money denominations added opposite of card then hold through "when riding the bus")

The Charm Card can hold up to two hundred dollars for your future rides. The money you put on the Charm Card will always be there for you to use – there's no expiration date.

Now, let's see how to use the Charm Card when riding the bus.

(Wide shot of fare box)

Here's what the fare box looks like.

(Close up of Touch card Reader and pan to each feature mentioned)

You'll see the "Touch Card Reader" and above it a small back-lit LCD screen to assist you with your transaction. To the left of that screen is an "Add Value Button" and to the right of the screen a "Check Value Button."

At the far right of the fare box is the slot where paper money in one, five, ten and twenty dollar denominations is accepted. No two dollar bills, fifty dollar bills or one hundred dollar bills are accepted in the fare box.

(B-roll footage of customer entering bus with Charm Card and video only of Q & A)

As you enter the bus, please have your Charm Card visible. The driver will ask you if you would like to purchase a Day Pass or a Single Ride.

(B-roll of operator keying in Day Pass Code and Charm Card scan by customer)

If you are buying a Day Pass, please wait for the Operator to key in the correct code. Then, touch your Charm Card against the reader. The screen will indicate that your bus fare has been paid.

(Close up of card being touched against card reader then slightly wider shot of customer side of fare box)

If you are buying a Single Ride, you may immediately touch your card to the reader – the system will automatically recognize the purchase as a Single Ride.

(Customer with card in hand walks to seat)

That's it! You're ready to find your seat!

(Cue "But Wait" Freeze customer video w/ dissolve to fare box pan of features)

But wait, there are other features on the fare box that you will need to use from time to time.

(Video of customer adding money to card and maneuvering buttons for card check)

At the fare box, you may add more funds to your Charm Card, or quickly check the current balance of your card.

(Close up of money slot and video of each step)

To add more money to the charm card, you should first press the Add Value Button. Then, touch the Charm Card against the card reader, deposit your paper currency into the proper slot, and close the transaction by touching the Charm Card against the card reader a second time.

If you'd like to check the current balance on your Charm Card, just press the Check Value button on the top right side of the display screen. Then, touch your Charm Card against the card reader. The amount will be seen on the display screen.

(Two shot w/ customer waving before walking to seat)

And that's all there is to using your Charm Card on the MTA local bus system.

(Customer walking into Metro Station then cut to person entering turnstiles w/card tap))

For your ride on MTA Metro, the Charm Card works pretty much the same way. Upon entering the Metro turnstiles, simply touch your card to the card reader and proceed through. Your fare is automatically deducted.

(Customer approaching fare box then cut to close up of instructions)

(Shot of customer inserting card)

To add more money to your Charm Card at a Metro station, just follow the step by step instructions posted on the Metro fare box machines, which are located at all Metro stations.

(B-roll of customer smiling with card in hand on approach to turnstile)

Enjoy using your Charm Card on MTA Bus and Metro.

