

(Title screen with music)

Paying Your Fare on Light Rail Using Charm Card

Narration Script

(video of Light Rail station and customer using TVM)

Light Rail’s “barrier free” system requires you to either purchase a single-trip fare from a Light Rail ticket vending machine or have an active pass on your CharmCard before you board.

(video of fare inspector checking patron’s CharmCard fare)

CharmCard stores a record of your fare purchase or pass product, and the CharmCard itself is your electronic ticket to ride. There is no paper ticket dispensed when you use your CharmCard, and you must have your card available for verification by the Fare Inspector.

(Graphic Screen: How to Purchase a Single-Trip Fare)

How to Purchase a Single-Trip Fare

If the screen is not active when you approach the ticket vending machine, press any button to begin.

(video of customer following steps, interspersed with close up shots of the ticket vending machine)

Press: “Purchase single-trip fare or activate pass for first ride”.

(video of touching card to round target on ticket vending machine)

Touch your card to the target.

Now press “Purchase Single-Trip Fare from stored value.”

(video of touching card to round target on ticket vending machine)

Touch your card to the target again, and your single trip fare is valid for 90 minutes.

(Graphic Screen: How to Activate Your Pass Product)

How to Activate Your Pass Product

(video of customer following steps, interspersed with close up shots of the ticket vending machine)

Again, if the screen is dark, press any button to activate it.

First, press “Purchase single-trip fare or activate pass for first ride.”

(video of touching card to round target on ticket vending machine)

Touch your card to the target

Now, press “Activate previously purchased pass for first ride.”

(video of touching card to round target on ticket vending machine)

Touch your card to the target again and your pass is now active!

(video of fare inspector checking patron’s CharmCard fare)

Remember, no paper ticket is dispensed and you *must* have your card available for verification by the Fare Inspector.

(End Graphic Screen: shot of light rail train and CharmCard)

CharmCard – the fast and easy way to pay your fare on Light Rail!

(music out)

Program End.