

MODERNIZE WITHOUT COMPROMISE

Future-proof fare collection solutions
from the industry leader

GENFARE 
Simplify. Empower. Connect.

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Genfare is the leading provider of fare collection solutions in the U.S. and Canada

More than **80%** of TVMs installed in the last 19 years are still in service

50,000+ pieces of equipment in service

In **400** transit agencies

> 80% of the validating fareboxes currently in use

Annually process over **3 billion** transactions, amounting to more than **\$5 billion**

ABOUT GENFARE

For more than 45 years, Genfare has proudly set the pace as the fare collection industry leader. Today, we continue to innovate, driving the evolution of mobility with high-quality, modern, modular solutions.

Our mission

Genfare elevates public transit by building mobility solutions that simplify the rider experience, empower equity, and connect communities.

Our promise

Genfare has earned our reputation as the premier supplier of American-made fareboxes, but today we’re on a new journey. We’re driving the industry forward with fare collection and equitable mobility solutions that let the rider pay with whatever form of payment is in their pocket.

Our history

Genfare, originally founded as General Farebox, Inc. in 1980, has a longstanding reputation for pioneering innovative solutions that leverage the latest technology. In 1998, Genfare was acquired by SPX, further strengthening its position as a leader in the transportation sector.

Our transformation

Genfare has transformed from a manufacturer of fare collection hardware to a trusted partner to transit agencies. Today, we build full-scale, modernized mobility solutions featuring Internet of Things-enabled smart hardware and cloud-based, SaaS software.

Our commitment

Quality, safety, compliance, and accessibility



MADE IN AMERICA

All Genfare systems are proudly Buy America compliant, with every system built in our Illinois facility.



ISO CERTIFIED

Genfare maintains ISO 9001 certification, ensuring that international quality standards are met in every aspect of our business.



ADA COMPLIANT

Genfare products are designed to prioritize accessibility and compliance.



PAYMENT PROTECTED

Genfare is a valued service provider on the Visa Global Registry for its commitment to PCI compliance.

FARE COLLECTION SOFTWARE

GENFARE LINK®

Cloud-based, all-in-one fare collection platform accessible anywhere, anytime, from any web-enabled device

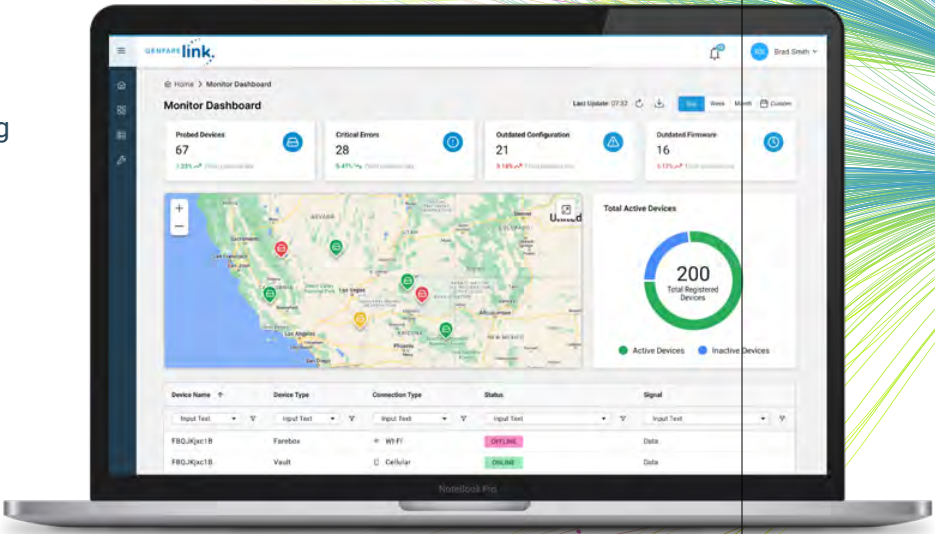
Genfare Link future-proofs your back-office solution by simplifying fare collection management, empowering data-driven decision making, and connecting the fare collection solution. More than 70 transit agencies are already experiencing Genfare Link's scalable and centralized platform that:

- Performs all back office, customer service, enterprise management, and reporting functions.
- Connects to all smart devices and third-party software.
- Supports all point of sale devices and product types for a simplified administrative experience.
- Acts as a single source of truth across all agency departments, making it the only fare collection software a transit agencies needs.

Benefits

	Seamless	Genfare Link's cloud-based, open design makes it a seamless solution for your fare collection operations.
	Adaptive	Open architecture ensures compatibility with third-party smart devices, software, and applications, plus supports all types of fare media.
	Accurate	Consolidating data into a single source of truth empowers data-driven decision making to help transit agencies adapt more quickly and deeply understand rider needs.
	Optimized	Genfare Link streamlines processes to reduce inefficiencies and optimize resources, freeing agency staff to focus on higher impact tasks.
	Modular	Genfare Link can be all things to any agency because it's built on a cloud-based, modular platform that is configurable for your agency's needs, today and tomorrow.
	Streamlined	Whether you're looking at the big picture or drilling down to granular data, Genfare Link supports every role across the agency.
	Affordable	Subscription pricing is based on a simple formula scaled to the size of your transit agency and comes bundled with support to keep the cost within reach.

CONFIGURATIONS



Cash Link

The core configuration

The cash management system. Collect, track, and reconcile cash, coin, and magnetics across the system. Includes reporting and configuration of fareboxes and vaults.



Smart Link

Add-on

The expanded sales management system. Sell and manage smart cards at point of sale devices and online.



Mobile Link

Add-on or standalone

The mobile app system. Supports mobile ticketing, trip planning, and rider management applications.



Open Link

Add-on

The open payment system. Enables open payment and device management.

Advantages of the cloud

Moving to a cloud-based Software as a Service (SaaS) platform has advantages beyond fare collection. Genfare Link will help your agency:

➔ **Simplify operations** with a central hub where all departments can access the same data.

📊 **Make more informed decisions** by consolidating all data into one location and making reporting easy.

🕒 **Save time** by optimizing resource allocation and reducing inefficiencies.

💰 **Reduce costs** by minimizing the time spent solving issues, updating software, and monitoring hardware.

🏆 **Provide greater customer satisfaction** by enabling better service and a greater understanding of rider preferences.

FARE COLLECTION SOFTWARE

MOBILE LINK™

Full-featured mobile ticketing application

Mobile Link allows riders to conveniently plan trips and purchase tickets on their smartphones. It reflects the agency's branding, is free to download for Apple, Android, and Samsung devices, and offers tight integration with other elements of the Genfare solution, including:

- **Genfare Link** for reporting and easy administration
- **GenPay** for PCI-compliant payment processing and settlement
- **e-Fare** for rider account management

Mobile Link is built on open APIs for broad third-party integration with micromobility providers and neighboring transit agencies. It can also be configured to consume GTFS and GTFS-RT feeds to show bus arrival times or include deep links to third-party trip planning apps.



E-FARE®

Integrated online customer ticketing and account management portal

e-Fare shares many of Mobile Link's capabilities from a rider's preferred web browser. It empowers riders to securely view, manage, and fund electronic ticketing media anytime, anywhere, using any web-enabled device.

e-Fare reflects the agency's branding and seamlessly integrates with the agency's existing website. It is intuitive, secure, and easy to maintain. By making fare media purchases fast and convenient, e-Fare enables the agency to build ridership while reducing costs.

Mobile Link and e-Fare capabilities



Family purse

Supports a shared stored-value purse in which all members of a household have access to a common pool of funds.



Fare capping

Supports fare capping for both individual and shared purses.



Cash digitization

Enables funding a rider's account with cash at any ticket vending machine, point of sale terminal, or InComm location.



Auto-replenishment

Riders who create accounts can set up automatic replenishment using a bank card or mobile wallet to ensure they are always funded to ride.



Rider communication

Agencies can send notifications of service changes or special offers to registered riders.



Immediate availability

Fare products are available on riders' cards or mobile app as soon as they are purchased or reloaded.

CASE STUDY

SFRTA rides the interoperability wave

Four transit agencies – Broward County Transit, Miami-Dade County Department of Transportation, Palm Tran, and South Florida Regional Transportation Authority (SFRTA) – serve Southeast Florida's six million residents and 50 million annual visitors.

Giving travelers the ability to seamlessly plan, pay for, and navigate through the 120-mile region using one platform has been a goal for decades. In 2025, Genfare, in partnership with Moovit, created the SoFloGO app, connecting all four transit systems in one mobile platform for the very first time.

Products



Results

In the first three months, there were:



Read the case study



FARE COLLECTION SOFTWARE

GENPAY

Secure, turnkey bank card processing solution

GenPay allows transit agencies to simply, securely, and cost-effectively accept bank card payments on the bus, as well as on any online or retail sales channel, with a single-vendor bank card processing solution.

GenPay processes both open payment and open loop transactions – two different payment methods with one very important difference – real-time authorization.

- **Open payment is built for transit.**
It supports microtransactions without real-time authorization.
- **Open loop is built for retail and e-commerce.**
It supports transactions of all sizes with real-time authorization.



Benefits

	Secure	GenPay is Level 3 and PCI certified. Its tokenization process anonymizes sensitive card information, reducing the risk of data breaches and building trust with riders.
	Simplified	Genfare partners with leading merchant services providers to process Discover, Visa, and MasterCard payments, but remains the agency's single point of contact.
	Cost-effective	GenPay has a simple fee model with no tiers to reach, no minimums, and no additional fees to use purchased products.
	Fast	Because Genfare has already done the legwork, GenPay can be implemented in just weeks. Access to funds is also quick – batched payments are directly deposited into the agency's account for immediate availability.
	Comprehensive	GenPay works with all Genfare sales channels and devices and is powered by cloud-based Genfare Link to put reporting, customer service, and other functions right at the agency's fingertips.

FARE COLLECTION HARDWARE

VENDSTAR® TICKET VENDING MACHINE

IoT-enabled unmanned ticket sales and reloading kiosk

The Vendstar ticket vending machine (TVM) makes it easy for riders to purchase or add value to fare media at an unmanned kiosk, 24/7. The durable and secure TVM accepts and validates cash and coins, plus credit and debit cards, mobile ticketing, and bar codes. It can be configured to issue and reload fare media and manage transfers, as well as add value to a rider's account.

Benefits

-  **Accessible:** ADA complaint with accessibility features including navigation pad, braille labels, headphone jack, and wheelchair-compatible touchscreen positioning.
-  **Durable:** Built to withstand demanding indoor and outdoor environments and reduce maintenance needs, with a waterproof design and integrated climate control.
-  **Connected:** True IoT device with remote monitoring, predictive maintenance, real-time data transfer, and over-the-air configuration.
-  **Secure:** Security measures including PCI and EMV compliance plus physical features including a fisheye security camera and real-time alarms and alerts.



CASE STUDY

When fully launched, Miami-Dade's Metro Express BRT is expected to reduce peak travel times by 40 percent.

BRTs need accessible, secure ticketing systems with a range of payment methods. Miami-Dade placed Vendstar 5 TVMs at every station to minimize dwell times and maintain schedule reliability.

The TVMs provide a cloud-connected, IoT-enabled solution that accepts multiple payment types, digitizes cash for unbanked riders, and ensures fast, secure transactions to keep buses moving on time. Real-time data also keeps its BRT running smoothly.



Watch the video 

FARE COLLECTION HARDWARE

FAST FARE® FAREBOX

All-in-one, modular farebox that quickly and securely accepts, validates, and processes whatever form of payment is in the rider's pocket

The Fast Fare farebox modernizes onboard fare collection by combining proven farebox reliability with cloud-connected intelligence, operational visibility, and future-ready flexibility. Integrated with Genfare Link, Fast Fare provides secure revenue collection, real-time monitoring, and remote updates to help agencies improve efficiency, preserve equity, and expand payment options.

As the foundation of the fare collection solution, Fast Fare empowers agencies to evolve toward a unified, data-driven fare collection ecosystem. Fast Fare implementation minimizes disruption and preserves the workflows, infrastructure, cash handling operations, and rider accessibility transit agencies depend on every day.

Genfare has built 4 out of 5 fareboxes in service across the U.S. today.



Benefits

	Future-proof	Modular design means agencies can implement only the capabilities and features they need today and add functions later.
	Easy to use	Easy for riders to use with a full-color passenger display, pictograms, multilingual instructions, and audible signals that require minimal driver interaction.
	Connected	Integrates with Genfare Link to record transactions and facilitate system monitoring, software and fare structure updates, and reporting.
	Accessible	Accessible for people with disabilities, including riders with limited manual dexterity or vision impairment.
	Compatible	Can be gradually added to any fleet because it works with legacy Genfare fareboxes and vaulting equipment.
	Reliable	Designed to enable maintenance and restocking of media while in use and fabricated for long-term durability to remain in service for decades.
	Secure	EMV Level 3 certified to protect data and equipped with heavy-duty physical locks and doors to prevent theft of cash.

OPTIONS

Fare media

The Fast Fare can be configured to accept all currently available fare media, including:

- U.S. and Canadian cash and coin, plus tokens
- Card- and account-based smart fare media
- Printed or digital barcodes, including mobile apps
- Open payment including contactless credit and debit cards and mobile wallets
- Magnetic stripe tickets
- Physical or digital ID issued by organizational partners

Printers

The Fast Fare farebox comes equipped with the transit agency's choice of a ticket reader/issue machine or a barcode printer. Both options are fully integrated with the farebox and quickly print transfers and passes.



Exterior

The Fast Fare is available in three heights for a good fit on any bus and even some paratransit vans: 32 inches, 36 inches, and 41 inches. A low-cost mechanical version is also available for cash-only applications.



The case for the farebox

A modern farebox isn't a legacy device – it's an Internet of Things-enabled critical access point within an interoperable system. When integrated into a cloud-based platform, fareboxes become data-generating, connected assets. By adding to rather than replacing what's proven, transit agencies can deliver on a long list of features and benefits like:

- Strategically integrating new payment methods while continuing to accept cash
- Giving riders more choices while removing barriers to choosing transit
- Fully connecting all aspects of fare collection systems
- Embracing reliable, efficient, and equitable technology



FARE COLLECTION HARDWARE

OPEN LINK VALIDATOR

Compact, contactless electronic fare media validator

The Open Link validator (OLV) accepts contactless credit or debit cards, smart cards, mobile wallets, or barcodes, expanding payment options while speeding boarding. It's ideal for several use cases, including accepting digital fare media in buses with older fareboxes, validating fares in microtransit and paratransit vehicles, and rear-door boarding on buses.



HANDHELD INSPECTION/VALIDATION DEVICE

Pocket-sized, portable device with an optional belt-mounted printer

Genfare's Handheld inspection device is an easy-to-use device that pairs with an Apple iPhone to inspect and/or validate and sell fare media to ensure collection of the correct fare and reduce fare evasion. It's ideal for use on on-demand and microtransit vehicles, open platform bus rapid transit and rail systems, and pre-boarding at events.



FAREGATES

Flexible pre-boarding fare media validator with entry control barriers

Faregates are a new addition to Genfare's fare collection solution. Faregates can be configured to validate multiple types of fare media and are modular so they can be adapted to new fare media in the future. They speed up boarding, resist passbacks, and prevent fare evasion at bus rapid transit and rail stations.



DUALPORT VAULTS

Secure, reliable garage revenue collection system

The Genfare DualPort vault system keeps currency untouched and safe from theft from the farebox to the armored truck to the counting room with a hands-free interlock system that requires a secure sequence of events and conditions to open. Stationary, audit, and mobile vault models are available and compatible with current and legacy Genfare fareboxes.



POINT OF SALE OPTIONS

Manned points of sale and service that work with card- and account-based fare media and integrate with Genfare Link

Administrative point of sale terminal

The administrative point of sale (APOS) terminal is a comprehensive sales and customer service system that functions as a front office sales and service channel, back-office inventory management and fulfillment device, or off-site service center.

The APOS uses a flexible, modular design approach. The base configuration includes a desktop computer with monitor, keyboard, mouse, and power. Optional components include a ticket reader/issue machine, credit card terminal, camera, badge encoder, cash drawer, and more.



Retail point of sale terminal

The retail point of sale terminal (RPOS) is a compact tablet-based device that enables transit agencies to cost-effectively expand the number of locations where riders can purchase and reload fare media using the host's staff and payment processing system.

The RPOS is ideal for placement in community locations such as libraries, retail stores, and civic buildings. It comes preloaded with software for quick setup and has a simple interface that requires little training.



InComm network

Genfare has a partnership with InComm for distribution and recharge of reloadable fare media through area retailers. InComm is a leading distributor of prepaid cards to U.S. retailers and has more than 525,000 points of retail distribution, including independent retailers and chains.

Agencies can use this network to greatly expand opportunities for riders to digitize cash to smart cards and Mobile Link™, giving unbanked and underbanked riders access to equitable benefits such as fare capping.



FARE COLLECTION SOLUTIONS

CAPABILITIES

Opportunities for transit agencies to expand the breadth of their capabilities

Fare capping

Fare capping sets pre-determined fare payment maximums equivalent to select period passes without the need to pay upfront for passes. Riders can qualify for the best fare based on their usage of the transit system by using a closed-loop stored value card, a contactless EMV card, or a mobile wallet to pay when they ride and avoid stranding unused funds.

Open payment

Open payment allows riders to contactlessly pay their fares using a bank-issued cEMV debit or credit card or a mobile wallet such as Apple Pay, Google Pay, or Samsung Pay. Combined with capabilities such as fare capping and GenPay payment processing, open payment provides one of the easiest and most cost-effective way for riders to access transit.

Organizational ticketing

Organizational ticketing creates partnerships with organizations such as employers, schools, social service agencies, and community programs to manage transit benefits or programs for their employees, students, or other beneficiaries. Participating organizations can use a variety of physical and digital fare media, and even encode transit benefits onto their own physical or digital ID cards.

Card + account based fare media

Genfare is unique in that it offers card-based media and account-based media simultaneously across all systems and devices. In addition, riders can choose to remain anonymous while still gaining some benefits of account-based media, although there are additional advantages to fully registering accounts.

ALL ABOUT OPEN PAYMENT

Genfare's turnkey open payment solution is simple; all necessary compliance has already been obtained and hardware and software are purpose-built.

Open payment benefits



Decreases the amount of cash collected, resulting in:

- Lower hardware maintenance requirements
- Fewer trips through the vault lane
- Higher security
- Faster access to revenue



Reduces dwell time, which increases ridership and revenue by:

- Shortening the time it takes a bus to complete its route
- Enabling more frequent runs of a route
- Creating more capacity for riders and more motivation to choose transit



Improves interoperability by simplifying connections between:

- Micromobility providers like bike and scooter share
- Parking at transit centers
- Adjacent and overlapping or regional transit agencies

Open payment customer results

Mid Mon Valley Transit Authority (MMVTA)

MMVTA shifted from **100 percent cash and coin** to **85 percent cash and coin** in the first 6 months after introducing open payment.

VIA Metropolitan Transit

In the first month after open payment was introduced, over **6,000 open payment transactions** were processed and **year-over-year on-time performance improved by 5.4 percent**.

Central New York Regional Transit Authority (CENTRO)

Within three months of implementing open payment, it accounted for **7.5 percent of urban rides** and **6.5 percent of rural rides**. Cash collected at the farebox dropped from 47 percent to 35 percent year-over-year.

Central Florida Regional Transportation Authority (Lynx)

Unlinked passenger trips rose from **19.6 million** to **21.5 million** in the fiscal year following the introduction of open payment, an increase of nearly **10 percent**.



Read the case study

FARE COLLECTION SOLUTIONS

MODERNIZATION

Strategic integration of new technologies in a connected fare collection ecosystem

Future-proofing

Future-proofing is made possible by the modular nature of Genfare hardware and software, which can be upgraded or have features “turned on” months or years later as your agency’s needs change. Genfare’s scheduled update rubric ensures that the applications remain current with technology updates, and new features are regularly released.

Device management

Device management empowers proactive maintenance, monitors inventory, predicts service needs, and provides early warning about hardware issues before they become critical. The device manager sends daily emails and/or SMS notifications about the status of smart hardware, including currency levels. It also simplifies remote firmware updates and troubleshooting.

Cloud-based

Genfare Link is now in the cloud to heighten scalability, performance, and long-term sustainability. As a software-as-a-service (SaaS) fare collection platform at the heart of Genfare’s solution, Genfare Link optimizes operations and simplifies reporting by providing a central hub available anywhere, anytime.

Internet of Things

With the Internet of Things (IoT), every aspect of a transit system and every user can be connected by compatible smart hardware and cloud-based software. Genfare solutions enable real-time data exchange across smart devices, services and software applications, and intuitive graphical user interfaces.

Integrations

Integrations with other mobility modalities and transit technology vendors are available thanks to open APIs inherent in Genfare’s software and smart hardware. Genfare has integrated with third-party mobile applications, onboard systems, and back-end systems. Genfare has also implemented solutions in cooperation with first and last mile micromobility vendors and across neighboring or overlapping transit agencies.

ALL ABOUT THE INTERNET OF THINGS

The Internet of Things refers to the collective network of connected devices and the technology that makes communication between devices and the cloud – or between devices themselves – possible. The ways the IoT can be used in transit are limitless.

The benefits of IoT in transit

Some of the many benefits that IoT empowers in public transit include:

- More informed **data-driven decision making** such as route optimization and ridership outreach
- Prediction of outcomes for proactive service such as **maintenance of hardware** or vaulting scheduling
- **Distributed and controlled access** to cloud-based data across users and devices
- **Future-proofing** to embrace new technologies without disrupting the current systems

Operational advantages



Interoperability

The IoT provides the opportunity for a rider to plan their trip and pay for it across modalities and systems.



Flexible fare structures

The IoT makes it easy to push new fare structures to all devices across the system, enable fare capping and organizational partnerships, and offer short-term promotions.



Dispatch and tracking

When the CAD/AVL system is connected with other systems, real-time communication and robust data integration provide valuable real-time and aggregated information to riders and administrators.



Device management

The IoT can monitor hardware remotely to notify staff of maintenance issues and identify/troubleshoot potential problems – often before anyone realizes there’s an issue.



Reporting

The IoT assists Genfare Link in gathering, integrating, and organizing data from across devices and systems to give transit agencies clear insights into the system.



Read the white paper

FARE COLLECTION SERVICES

As your partner, we get to know you, your transit agency, and the community you serve. The result is a lasting partnership that ensures your agency’s objectives are met at every phase of the relationship.

IMPLEMENTATION

Your advocates from proposal through go-live

The moment your agency considers a Genfare fare collection solution, dedicated staff starts working for you behind the scenes. Your program manager is your liaison to Genfare, keeping communication flowing to ensure everyone is on the same page, on budget, and on schedule.

-  **Program management**
-  **Testing**
-  **Installation**
-  **Training**



AFTERMARKET SUPPORT

Wrap-around support after launch

Our partnership doesn’t stop when your fare collection solution goes live. Together, the aftermarket support teams, coordinated by your dedicated customer care partner, are devoted to supporting each transit agency throughout the life of its fare collection solution.

-  **Customer care**
-  **Technical support**
-  **Maintenance and repair**
-  **Ongoing training**

SOFTWARE SUPPORT AGREEMENTS

Genfare software support agreements (SSA) come bundled with Genfare Link subscriptions. The SSA is available at up to three levels and provides benefits such as rapid-response technical support for level 1 priority issues (24/7 for Genfare Link customers) and software updates.

Also included with SSAs is access to the Customer Portal – a comprehensive self-service support, training, and documentation platform. The Customer Portal makes it easy for multiple users at your agency to:

- **Submit and track** customer care requests, technical support cases, and repair material authorizations
- **Watch** how-to videos
- **Place orders** for fare media and spare parts
- **Review documentation** including product manuals, how-to articles, and release notes
- **Review fare collection** hardware and software in one place

MANAGED SERVICES

Specialized, scalable, and proven support delivered by highly trained technicians through localized managed services centers



Preventive maintenance tailored to specific needs to ensure equipment longevity and meet agency KPIs



Equipment performance management providing comprehensive onsite technical support and reporting



On-bus technology support including third-party fare collection, passenger counters, CAD/AVL, and other systems



Repairs and installations delivered quickly by local experts with tools, parts, and equipment on hand

Benefits

	Expertise	Deep fare collection specialization with the knowledge and tools needed
	Efficiency	Reduces downtime and extends equipment life
	Predictability	Transparent, stable, budget-friendly pricing
	Scalability	Services expand responsively as needs grow
	Experience	Backed by proven service centers and processes

Managed service centers



Genfare makes modernization work

Whether you need a rapid, full-solution fare collection implementation or a phased approach spread out over multiple years, Genfare can make it happen. Contact your business development partner to learn more about how Genfare can support your transit agency's needs within your budget and timeframe.

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ONLINE RESOURCES



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Case Studies

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Whitepapers

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