

## NJ TRANSIT ANNOUNCES EXPANSION OF MOBILE TICKETING TO SOUTHERN NEW JERSEY BUS ROUTES

*Convenient, easy monthly pass purchases now available through MyTix app on 59 bus routes*

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**NJT-14-044**

**NEWARK, NJ** — As part of an ongoing effort to improve the overall customer experience, NJ TRANSIT today announced the expansion of its *MyTix* mobile ticketing app to 59 South Jersey and Philadelphia-area bus routes. Previously available only to rail customers, *MyTix* will now enable bus customers in southern New Jersey to purchase and display monthly passes using their smart phones.

“Following the completion of our *MyTix* rollout to rail customers last year, we have been working to bring this technology to our bus customers as well to make traveling on the NJ TRANSIT system even more convenient for them,” said NJ TRANSIT Executive Director Veronique “Ronnie” Hakim. “The expansion of the mobile ticketing app to southern New Jersey bus routes is the first step toward giving all of our bus customers the ability to treat their smart phones as both a ticket vending machine and monthly bus pass all in one.”

*MyTix* is available for free download on any web-enabled iOS or Android device, via the App Store and Google Play. To purchase monthly bus passes via *MyTix*, customers must first install the app and then create an account, which will securely save customers’ profile information and purchase history for ease of use. Bus monthly passes self-activate at midnight on the first day of the calendar month for which they are valid and remain active throughout the entire month. Customers then simply display the monthly pass on their mobile device to the bus operator when boarding the bus.

**Starting September 25**, customers of bus routes that operate out of NJ TRANSIT’s Egg Harbor, Washington Township, Newton Avenue and Hamilton garages will be able to use *MyTix* to purchase monthly passes from their smart phones. The 59 bus routes, which serve communities throughout South Jersey, as well as Philadelphia, include:

- No. 67 Toms River - Lakewood - Newark
- No. 313 Cape May - Wildwood - Philadelphia
- No. 315 Cape May - Wildwood - Philadelphia
- No. 316 Cape May - Wildwood - Philadelphia Express

- No. 317 Asbury Park - Fort Dix - Philadelphia
- No. 319 New York - Atlantic City - Cape May
- No. 400 Sicklerville - Philadelphia
- No. 401 Salem - Philadelphia
- No. 402 Pennsville - Philadelphia
- No. 403 Camden - Lindenwold PATCO - Turnersville
- No. 404 Cherry Hill Mall - Pennsauken - Philadelphia
- No. 405 Camden - Merchantville - Cherry Hill Mall
- No. 406 Berlin - Marlton - Philadelphia
- No. 407 Camden - Merchantville - Moorestown Mall
- No. 408 Millville - Philadelphia
- No. 409 Trenton - Willingboro - Philadelphia
- No. 410 Bridgeton - Philadelphia
- No. 412 Sewell - Glassboro - Philadelphia
- No. 413 Camden - Mount Holly - Burlington
- No. 414 Philadelphia - Moorestown
- No. 417 Mt. Holly - Willingboro - Philadelphia
- No. 418 Trenton Express
- No. 419 Camden - Rt. 73/Pennsauken Station - Burlington
- No. 450 Cherry Hill Mall - Audubon -Camden
- No. 451 Camden - Voorhees Town Center
- No. 452 Camden - 36th St. Station
- No. 453 Ferry Avenue PATCO – Camden
- No. 455 Cherry Hill Mall - Woodbury - Paulsboro
- No. 457 Moorestown Mall - Camden
- No. 459 Voorhees Town Center - Camden County College - Avandale P/R
- No. 463 Woodbury - Avandale Park/Ride
- No. 468 Penns Grove - Salem - Woodstown
- No. 501 Atlantic City - Brigantine Beach
- No. 502 Atlantic City - Hamilton Mall - Atlantic/Cape C. C.
- No. 504 Bungalow Park - Chelsea Heights - Ventnor Plaza
- No. 505 Atlantic City - Margate - Longport
- No. 507 Atlantic City - Ocean City
- No. 508 Atlantic City - Stockton College - Hamilton Mall
- No. 509 Atlantic City - Somers Point - Ocean City via New Road
- No. 510 Cape May - Wildwood Shuttle
- No. 551 Philadelphia - Atlantic City
- No. 552 Cape May - Atlantic City
- No. 553 Upper Deerfield - Atlantic City
- No. 554 Lindenwold - PATCO - Atlantic City
- No. 559 Lakewood - Atlantic City
- No. 600 Trenton-Plainsboro (U.S. 1 Corridor)
- No. 601 The College of New Jersey-Trenton-Hamilton Marketplace
- No. 602 Pennington-Trenton
- No. 603 Mercer Mall-Hamilton Square-Yardville-Hamilton Marketplace
- No. 604 East Trenton-Trenton Transit Center

- No. 605 Montgomery Township-Princeton-Quaker Bridge Mall
- No. 606 Princeton-Mercerville-Hamilton Marketplace
- No. 607 Ewing-Trenton-Independence Plaza
- No. 608 Hamilton-West Trenton
- No. 609 Ewing-Quaker Bridge Mall
- No. 611 Trenton-River View Plaza Circulator
- No. 613 Mercer Mall-Hamilton Square-Yardville-Hamilton Marketplace
- No. 619 Ewing-Quaker Bridge Mall-Mercer County College
- No. 655 Princeton - Plainsboro

NJ TRANSIT first introduced *MyTix* in April 2013 as a pilot program for rail customers on the Pascack Valley Line, as well as between Penn Station New York and the Meadowlands Rail Station for special events, to test the functionality of the app and determine the feasibility of expanding it to other rail lines. In September 2013, NJ TRANSIT expanded *MyTix* to the Main/Bergen County and Port Jervis lines, followed in October by the Montclair-Boonton and Morris & Essex lines, and in November to the North Jersey Coast and Raritan Valley lines. The rail systemwide rollout was completed in December 2013 with the inclusion of the Northeast Corridor and Atlantic City Rail Line.

Many improvements made to the agency's *MyTix* app were the direct result of valuable feedback from customers using the app during the gradual rollout.

In the past year, *MyTix* has already become very popular among NJ TRANSIT rail customers. To date, customers have established approximately 250,000 accounts through *MyTix* and purchased a total of two million rail tickets—representing nearly 25 percent of credit card sales. Over the past six months, the program has grown by more than 200 percent.

For more information on *MyTix*, visit [njtransit.com](http://njtransit.com) and go to “Ticket Options,” then click on “*MyTix*” from the drop-down menu.

### **About NJ TRANSIT**

NJ TRANSIT is the nation's largest statewide public transportation system providing more than 895,000 weekday trips on 262 bus routes, three light rail lines, 12 commuter rail lines and through *Access Link* paratransit service. It is the third largest transit system in the country with 165 rail stations, 62 light rail stations and more than 19,000 bus stops linking major points in New Jersey, New York and Philadelphia.