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Press Release

August 15, 2007

LIRR

IMMEDIATE

LIRR Now Accepts Credit and Debit Cards at Ticket Windows

The question "paper or plastic?" is now being heard at MTA Long Island Rail Road ticket windows. Starting today, Ticket Agents and Clerks at the LIRR's 51 staffed Ticket Offices began accepting credit and debit cards for ticket purchases.

All major credit cards - American Express, MasterCard, Visa, Discover (Novus) and Diners Club - will be accepted, along with Transit Benefit Cards and bank-issued debit cards. Transit Benefit Cards and Vouchers are available through employer-sponsored transit fare programs that allow employees to set aside pre-tax dollars for commuting costs. Customers who participate in a Transit Benefit program should be especially pleased by this initiative. For the first time, LIRR ticket sellers will be able to process "split payments" that involve a credit or debit card. This added flexibility enables customers to combine a Transit Benefit Card with a personal check or cash to complete their transaction.

Research indicates that approximately 1 in 5 public transit riders participate in a cost-saving Transit Benefit program. We anticipate that our new Ticket Window convenience will increase Transit Benefit Card use among LIRR customers.

LIRR President Helena E. Williams said, "It is important for our customers to have choices when it comes to buying LIRR tickets. The acceptance of credit and debit cards at our Ticket Windows provides a convenient alternative for Railroad customers. I appreciate the co-operation and support of the Transportation Communications International Union (TCU) in this important endeavor."

Hicksville Ticket Clerk Donna Armine remarked: "Can I use my credit or debit card?' is a question I've been asked again and again. I'm glad I can now answer 'Yes!' and make it easier for my customers."

The introduction of the debit and credit card option at Ticket Windows resulted in part from an analysis of sales transaction data from the LIRR's Ticket Machines and feedback from Ticket Clerks. When it comes to customer purchasing preferences, the majority of the LIRR's tickets are sold through credit cards. For 2006, nearly 78% of Ticket Machine sales were credit/debit card-based, with cash accounting for the remaining 22%. Making this service available to customers who choose to buy their tickets at a Ticket Window was the next logical step.

The LIRR has provided Ticket Machines for customer convenience since 1983. There are 144 gray Full Service and 112 red Daily Ticket Machines in use at most of the LIRR's 124 stations. These machines accept cash, credit cards and ATM debit cards. Fifteen new blue credit/debit card-only Ticket Machines are currently being installed to supplement cash-accepting Ticket Machines at the LIRR's busiest stations, including Penn Station, Babylon, Bayside, Flatbush Avenue, Freeport, Great Neck, Manhasset, Mineola, Rockville Centre, Valley Stream, and Woodside.