



**Moovit partners with EZfare and Masabi to make trip planning and paying easier and safer for riders across Ohio and Kentucky**

*Transit riders can now plan, pay, and ride multimodal journeys with 13 transit agencies, all within the Moovit app*

**Ohio and Kentucky - September 9, 2020** - [Moovit](#), an Intel company, a leading Mobility as a Service (MaaS) solutions provider and the creator of the #1 urban mobility app, is announcing its partnership with [NEORide](#), a council of governments dedicated to the development and promotion of regional public transportation services and the creator of EZfare, and [Masabi](#), the company bringing Fare Payments-as-a-Service to public transit. The three organizations have come together to enable Ohio and Kentucky riders to seamlessly and safely purchase and validate [EZfare](#) transit tickets, all within the Moovit app to facilitate a frictionless public transit journey with 13 local transit agencies.

Mobile ticketing offers a significant benefit in keeping both passengers and transit agency employees safe. By providing contactless fare payment that can be visually inspected or scanned at validation units, public transportation riders, and transit agency employees, no longer need to handle cash, cards, or interact with ticketing infrastructure, enabling them to maintain social distancing regulations.

That's why Moovit, which has helped 865 million users conveniently and confidently get around 3,200 cities across 106 countries, is partnering with Masabi and EZfare in Ohio and Northern Kentucky. Local riders will be able to use Moovit to easily purchase and validate EZfare tickets via Masabi's integrated and robust fare payments platform, Justride, which operates across 11 countries and for more than 80 agencies of all sizes.

Once a user launches the Moovit app, inputs their destination and selects their transportation route, Moovit will:

- **Display the total cost of the trip:** Whether it's a single bus trip, or transferring lines between multiple EZfare agencies, Moovit will calculate and display the total, and breakdown, fare of the trip
- **Enable in-app ticket purchasing:** Users will have the ability to purchase transit tickets directly in the Moovit app, powered by Masabi's Justride mobile ticketing SDK for public transportation, which means users no longer need to fumble for change or stand in line at transit stations



- **Provide a unique QR code for ticket validation:** Moovit will display a digital ticket and QR code, courtesy of Masabi, that can be visually inspected or scanned at onboard validation units currently being deployed across EZfare agencies.

The participating transit agencies that riders can purchase tickets for in Moovit, or will be added once fare collection resumes, are:

- BCRTA (Butler County)
- Cincinnati Bell Connector (Cincinnati)
- Cincinnati METRO (Hamilton County)
- Laketran (Lake County)
- Lancaster-Fairfield (Fairfield County)
- MCPT (Medina County)
- METRO RTA (Summit County)
- PARTA (Portage County)
- SARTA (Stark County)
- Sandusky Transit (Erie County)
- TANK (Northern Kentucky)
- TARTA (Toledo)
- WRTA (Mahoning County)

In combination with Moovit's multimodal journey planning, riders of these transit agencies will be able to plan, pay, and navigate all in one app.

"Our vision for a MaaS experience is to give riders the ability to plan, pay, and ride for any public transit, shared mobility, and micro-mobility option - via one app," said Yovav Meydad, Moovit's Chief Growth and Marketing Officer. "With seamless integration of mobile ticketing and payment providers, users no longer need to search pockets for change or stand in line to top up monthly transit passes. We are excited to partner with Masabi and NEORide to offer riders a convenient, efficient, and safe way to plan, pay, and ride transit as we continue advancing into our New Normal."

"EZfare is an innovative regional solution which continues to grow and evolve and we are thrilled to see our partner Moovit join the initiative to help further increase the discoverability and accessibility of public transit options for riders across Ohio and Kentucky," said Brian Zanghi, CEO at Masabi. "Now more than ever, we're searching for and selecting options via mobile, and world-renowned services such as Moovit are integral to helping us shape a future where public transit plays a central role in a convenient and Covid-safe way."

When asked about the integration with Moovit, Ben Capelle, Board President of NEORide and CEO of Laketran stated, "We are excited to expand the fare payment options for our EZfare agencies and their transit customers by using the Moovit app."

"Many of the agencies using EZfare would have a difficult time attracting a national partner like Moovit on their own to sell their bus passes, so it's great to see the coordination efforts among our systems paying off. We hope this partnership attracts new transit systems and payment



partners to EZfare as we continue to make it easier and easier for our customers to plan, pay and ride."

Today marks the gradual roll out of this ticketing feature to Moovit's Android and iOS users.

### **About Moovit**

Moovit ([www.moovit.com](http://www.moovit.com)), an Intel company, is a leading Mobility as a Service (MaaS) solutions provider and the creator of the #1 urban mobility app. Moovit was acquired by Intel in 2020 to join forces with Mobileye and advance its MaaS strategy. Together, Moovit and Mobileye will accelerate the global adoption of autonomous transportation.

Moovit's iOS, Android, and Web apps guide people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2012 it now serves over 865 million users in more than 3,200 cities across 106 countries.

Moovit amasses up to six billion anonymous data points a day to add to the world's largest repository of transit and urban mobility data. For governments, cities, transit agencies, and private companies, Moovit offers AI-powered [MaaS solutions](#) covering planning, operations, and optimization with proven value in reducing congestion, growing ridership, and increasing efficiency and asset utilization. Industry leaders such as Microsoft, Uber, and Cubic have partnered with Moovit to power their mobility offerings.

### **About NEORide**

NEORide ([www.neoride.org](http://www.neoride.org)) is a Council of Governments with the goal of breaking down boundaries, streamlining opportunities and making it easier for riders to use public transit across the region. Current members include: Butler County RTA, Cincinnati Bell Connector, Greater Cleveland Regional Transit Authority (GCRTA), Laketran, Lancaster-Fairfield Public Transit, Medina County Public Transit, METRO RTA, Portage Area Regional Transportation Authority (PARTA), Sandusky Transit System, South East Area Transit (SEAT), Stark Area Regional Transit Authority (SARTA), Southwest Ohio Regional Transit Authority (SORTA), Toledo Area Regional Transit Authority (TARTA), Transit Authority of Northern Kentucky (TANK) and Western Reserve Transit Authority (WRTA).



## About Masabi

Masabi is bringing [Fare Payments-as-a-Service](#), a new and better way of delivering fare payments, to public transport authorities and operators of all sizes around the globe. This enables operators to receive the latest fare payment innovations quickly, using a platform which is constantly updating and adding new features. Not only does this improve the journey experience for passengers, but it helps operators keep up with the pace of technology change, while reducing the total cost of fare collection. With over 80 operators of all sizes across 11 countries signed up, Masabi's Justride is the world's leading fare payments platform. Masabi has offices in New York, Denver, London, and Cluj, and investors include Mastercard, Shell, and Keolis. For more information, visit [www.masabi.com](http://www.masabi.com).

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