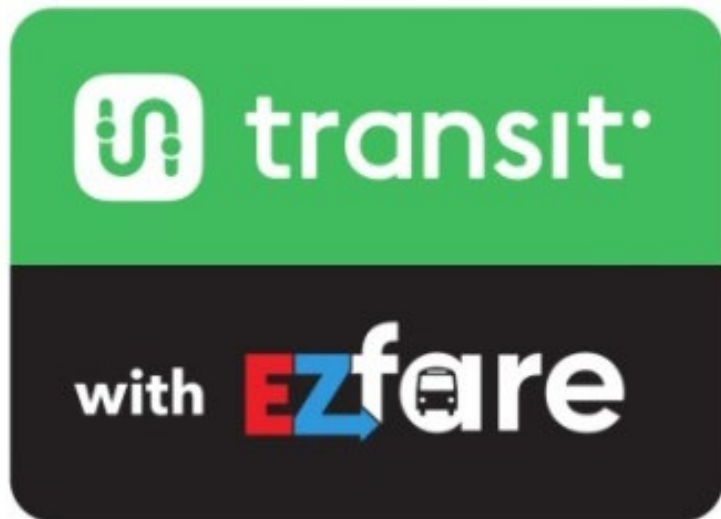


Transit with EZFare:

Region-wide Collaborative to Improve the Passenger Experience



A Brief History of Passenger Tools at TANK



- ✓ Printed Schedules (1892)
- ✓ Public GTFS Feed on Google Maps (2008)
- ✓ Real-Time Tracking (2017)
- ✓ Mobile Ticketing (2019)
- ✓ On-Board Validators/Free WiFi (2021)

NEORide Partnership

- ✓ Council of Governments aimed to foster collaboration and streamline operations
- ✓ Made up of 17 Transit Agencies across 3 states (OH, KY, MI)
- ✓ TANK, Metro, and BCRTA became members in 2019 as part of the Mobile Ticketing procurement



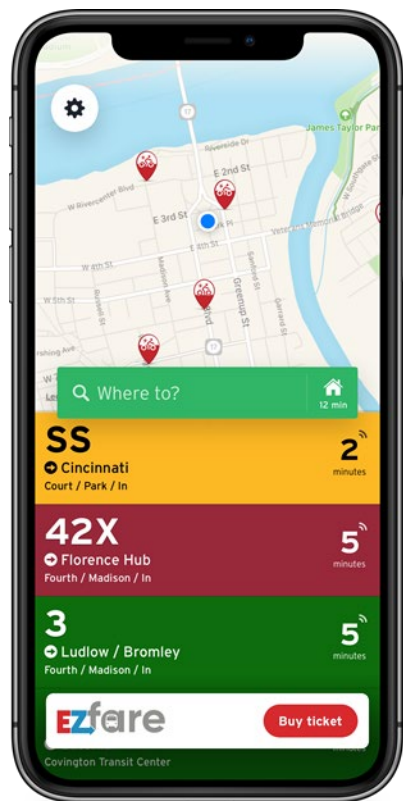
OCTOBER 9, 2019 / [Link](#) by James Gooch / [1](#) / [Share](#)

NEORide, Masabi and Transit Get People Moving with Multi-Agency Mobile Ticketing App

13 transit agencies to go live with EZfare app and Ticketing in Transit



Transit with EZFare



- ✓ Launched in October 2019
- ✓ Plan, Pay, and Track your bus all in one place
- ✓ No need for exact change
- ✓ Store multiple passes in virtual wallet
- ✓ Visual Validation

No sweat.
Find your ride. Pay your fare.
In one simple app.

A smartphone displaying the EZfare app interface, tilted slightly. It shows the same transit options as the previous image, with a red "Buy ticket" button visible. The EZfare logo is also present.

Download Transit

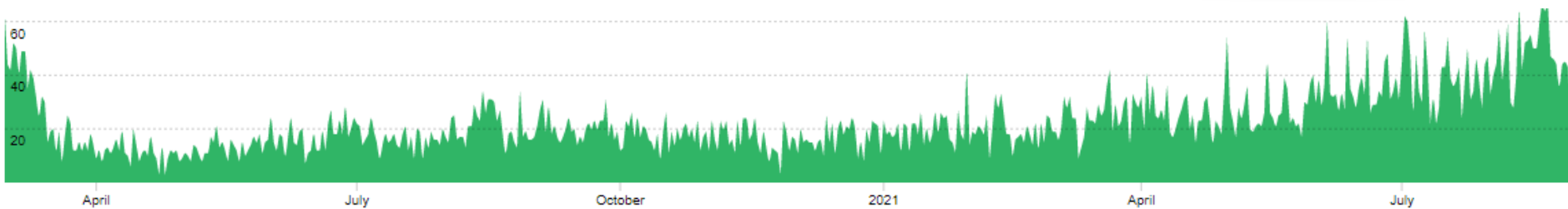
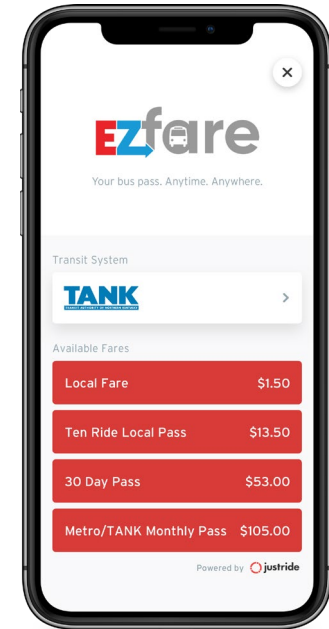
TANK

crta

METRO

Next Steps

- ✓ Stored Value option added in July 2021
- ✓ On-Board Validators go live next month
- ✓ Marketing Push 2021/2022



Questions?

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