

10M+

Barcode Validations
in 2024

850K+

Monthly
Barcode Scans Across
the Network

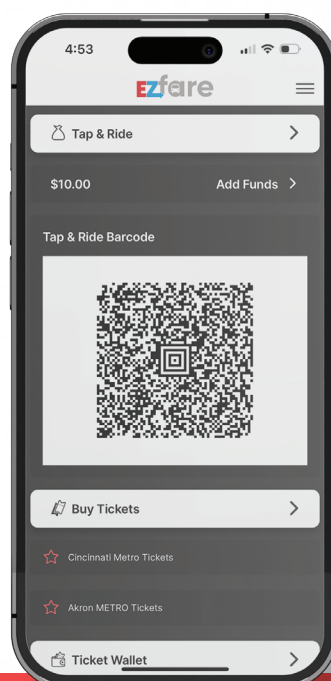
16

Transport Operators
and Authorities Using
EZfare

NEORide's EZfare & Masabi - Advancing Transport Accessibility Across Ohio, Michigan, Kentucky, and West Virginia

Introduction

NEORide's EZfare platform, in partnership with Masabi, has revolutionised fare payments, making transport more accessible, equitable, and seamless across multiple states. Since its launch in 2019, EZfare has expanded to serve 16 transport operators and authorities across Ohio, Michigan, Kentucky, and West Virginia, providing passengers with modern and convenient ticketing options. EZfare is now integrated across mobile apps, retail locations, and Ticket Vending Machines (TVMs), ensuring passengers can access fare products however they prefer.



In 2024, this partnership reached new heights as multiple transport operators and authorities, including Butler County Regional Transit Authority (BCRTA), Laketrans, and Toledo Area Regional Transit Authority (TARTA), launched Account-Based Ticketing (ABT) systems powered by Masabi's Justride platform. These efforts introduced new cash digitisation options, ensuring unbanked passengers can conveniently top up and access public transport without financial barriers. Building on this momentum, 2025 saw the introduction of loyalty rewards within EZfare, launched by TANK (Transit Authority of Northern Kentucky) and Cincinnati Metro, powered by Masabi and Velocia. The initiative allows passengers using the Transit app to earn points and rewards simply by riding, supporting greater adoption and sustained engagement.

Challenge

Historically, passengers faced multiple challenges in accessing and paying for public transport, including limited fare payment options and barriers for unbanked populations. NEORide sought to unify transport payment systems across the region, offering seamless multimodal travel while ensuring equitable access for all passengers.

Solution

NEORide's commitment to equitable and accessible transport took a major leap forward in 2024 through the rollout of Account-Based Ticketing (ABT) across multiple transport operators and authorities—including BCRTA, Laketrans, and TARTA—powered by Masabi's Justride platform. This allowed passengers to tap and travel with smart cards or the EZfare mobile app, benefiting from automatic fare calculations and flexible top-up options. Recognising that not all passengers have access to bank cards, the platform also introduced a vital cash digitisation feature, enabling unbanked individuals to add credit using cash at participating retail stores. The system is now live across mobile, retail, and TVM channels, broadening access to fare products and increasing ease of use. With NEORide now representing 38 transport operators and authorities across 11 states, and EZfare becoming the go-to platform for 16

transport operators and authorities, the partnership continues to drive regional fare integration and equity at scale. In parallel, Masabi partnered with Velocia to introduce a rewards system within the Transit app, with TANK and Cincinnati Metro as the first to launch. This new feature allows passengers to earn loyalty rewards when they ride, incentivising regular use and enhancing the overall passenger experience.

Results

The implementation of the EZfare ABT system has significantly transformed fare accessibility and convenience across the region. By allowing passengers to travel seamlessly between participating operators, the system has supported over 10 million barcode validations in 2024 alone, with close to 900,000 scans taking place every month. Adoption of digital and contactless payments has steadily increased, particularly among previously unbanked passengers who now have access to cash top-up locations. The integration into TVMs and retail networks has expanded the EZfare ecosystem beyond mobile apps, creating a more inclusive and user-friendly fare experience. With the added Velocia rewards programme, participating transport operators and authorities have also introduced a new way to engage with passengers, offering tangible incentives that encourage repeat journeys and reinforce the value of public transport.

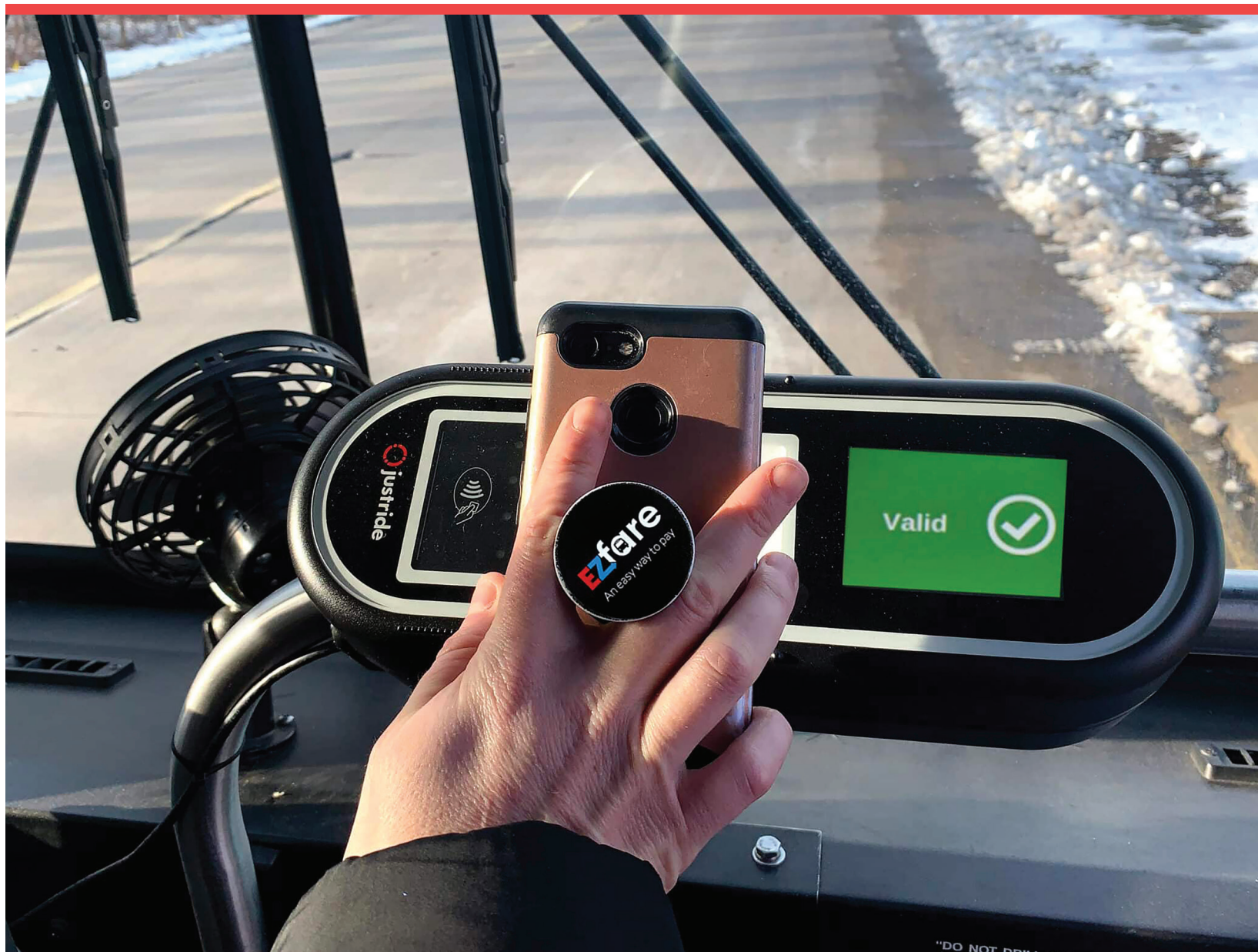
Future Plans

NEORide and Masabi plan to further expand the reach of EZfare, integrating additional transport operators and authorities and enhancing fare payment technology. Future developments include additional cash top-up locations, expanded digital wallet options, and further integration with MaaS platforms to enhance multimodal travel.

Through this long-standing partnership, Masabi and NEORide continue to drive innovation, accessibility, and seamless transport experiences across the region, ensuring public transportation remains equitable and efficient for all passengers.

Key Takeaways

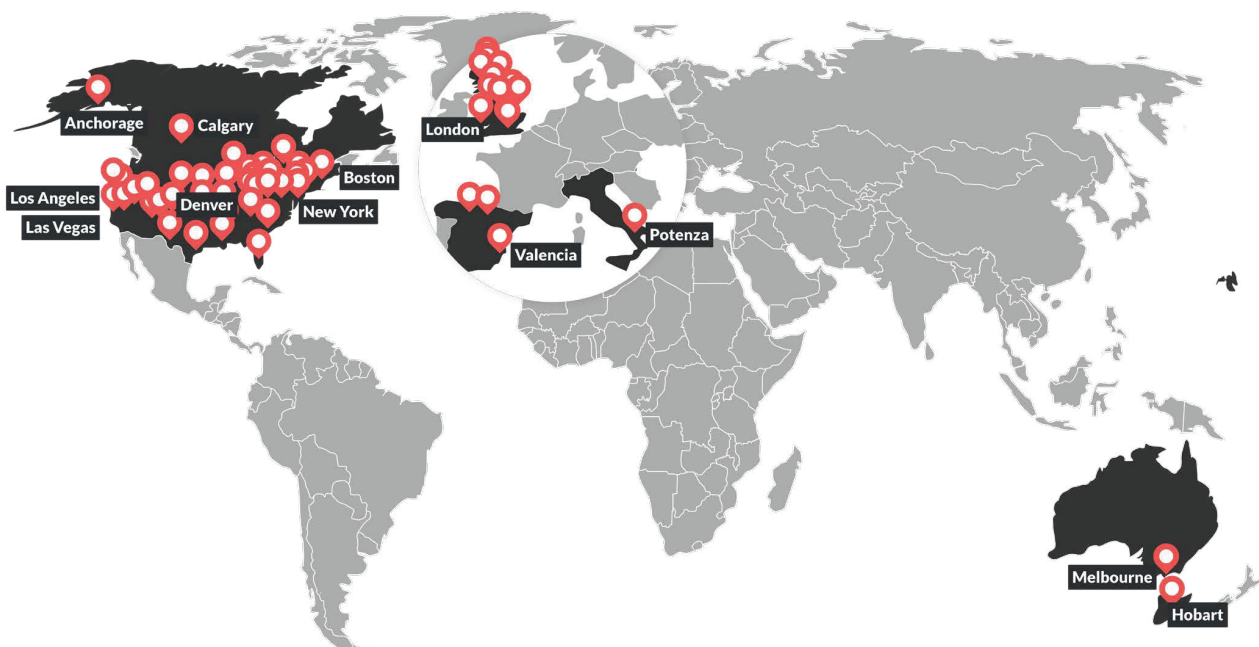
- 10+ million barcode validations processed in 2024
- 850,000+ barcode scans per month across the network
- 16 transport operators and authorities using EZfare across 4 U.S. states
- Integrated across mobile, retail, and Ticket Vending Machine (TVM) channels
- Account-Based Ticketing launched with BCRTA, Laketrans, and TARTA in 2024
- Cash digitisation enabled for unbanked passengers





Powering —
— Journeys

Justride Customers



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