



<b>TITLE/DESCRIPTION:</b> <b>CONTRACT:</b> EZFARE MOBILE TICKET SERVICES  <b>VENDOR:</b> MASABI LLC  <b>AMOUNT:</b> NTE \$3,342,740 FOR A PERIOD OF TWO YEARS AND TEN MONTHS	<b>Resolution No.:</b> 2026-32
	<b>Date:</b> May 14, 2026
	<b>Initiator:</b> Management Information Services
<b>ACTION REQUEST:</b> <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

1.0 **PURPOSE/SCOPE:** This action will allow the Greater Cleveland Regional Transit Authority ("Authority") to participate in an intergovernmental cooperative purchasing agreement to continue utilizing EZFare, the mobile ticketing solution made available through the NEORide Regional Council of Governments ("NEORide").

2.0 **DESCRIPTION/JUSTIFICATION:** The Authority began utilizing a mobile ticketing solution in 2016. The original vendor ceased its mobile ticketing business at the end of 2022. The Authority then began participating in an intergovernmental cooperative purchasing agreement made available through NEORide which provided a comprehensive mobile fare collection solution to replace the Authority's previously expiring mobile ticketing platform.

NEORide issued a competitive solicitation in March 2018 for a joint mobile ticketing solution and entered into an agreement with Masabi LLC. Masabi LLC offers backend, cloud-based software, a cloud-based customer portal, and a mobile application that provides both visual and electronic validation on Authority vehicles and at stations located throughout the service footprint. NEORide's current cooperative purchasing agreement with Masabi LLC will expire March 12, 2029.

The use of EZFare has resulted in a positive experience for Authority customers since its implementation, and the Authority deems it favorable to renew the services provided by Masabi LLC through the intergovernmental cooperative purchasing agreement established by NEORide.

3.0 **PROCUREMENT BACKGROUND:** R.C. Section 306.43(J) authorizes the Authority to enter into intergovernmental cooperative purchasing agreements, including those entered into by a council of governments such as NEORide. The Authority's Board of Trustees authorized membership in NEORide on September 24, 2019 by Resolution No. 2019-099. Pursuant to the Authority's membership in NEORide, the Authority has negotiated the proposed EZFare mobile ticketing solution renewal with Masabi LLC. The term of the renewal is limited by the term of the contract between NEORide and Masabi LLC, which expires on March 12, 2029. The offer from Masabi LLC to continue providing the EZFare mobile ticketing solution for a total contract amount not to exceed \$3,342,740 for a period of two years and ten months was determined to be fair and reasonable to the Authority.

4.0 **DBE BACKGROUND:** As a result of the USDOT Interim Final Rule published in the Federal Register and made effective October 3, 2025, DBE goal setting has been suspended on Authority projects until further notice.

5.0 **POLICY IMPACT:** Does not apply.

- 6.0 **ECONOMIC IMPACT:** This procurement shall be payable through the General Fund, Management Information Services Department budget, in an amount not to exceed \$3,342,740 for a period of two years and ten months.
- 7.0 **ALTERNATIVES:** Reject this offer. Rejection of this offer would prevent the Authority from offering a mobile ticketing option to customers, which could negatively affect ridership.
- 8.0 **RECOMMENDATION:** This renewal agreement was discussed by the Board of Trustees at the May 5, 2026 Organizational, Services & Performance Monitoring Committee meeting. It is recommended that the offer of Masabi LLC be accepted and the resolution adopted authorizing the General Manager, Chief Executive Officer to enter into a contract.
- 9.0 **ATTACHMENTS:** None

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



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General Manager, Chief Executive Officer

RESOLUTION NO. 2026-32

**AUTHORIZING CONTRACT NO. 2026-063 WITH MASABI LLC TO PROVIDE EZFARE MOBILE TICKETING SERVICES IN A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$3,342,740 FOR A PERIOD OF TWO YEARS AND TEN MONTHS (GENERAL FUND, MANAGEMENT INFORMATION SERVICES DEPARTMENT BUDGET)**

WHEREAS, the Greater Cleveland Regional Transit Authority ("Authority") requires a renewal for its current mobile ticketing platform that will be ending May 31, 2026; and

WHEREAS, R.C. 306.43(J) authorizes the Authority to enter into intergovernmental purchasing agreements; and

WHEREAS, the Authority entered into an intergovernmental cooperative purchasing agreement with NEORide Council of Governments ("NEORide"), as authorized by the Board of Trustees in Resolution No. 2019-099; and

WHEREAS, NEORide has renewed its existing cooperative purchasing agreement with Masabi LLC, located at 1330 Avenue of the Americas, Suite 23A, New York, NY 10019, to offer NEORide's member transit agencies the EZFare mobile ticketing solution until March 12, 2029, the date the agreement with NEORide and Masabi LLC will expire; and

WHEREAS, the offer from Masabi LLC is made available through NEORide in an amount not to exceed \$3,342,740 for a period of two years and ten months; and

WHEREAS, the General Manager, Chief Executive Officer deems the negotiated offer from Masabi LLC to continue to provide the EZFare mobile ticketing solution through NEORide's agreement with Masabi LLC to be in the best interest of the Authority and recommends acceptance thereof by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the offer from Masabi LLC to continue providing the EZFare mobile ticketing solution to the Authority be and the same is hereby accepted.

Section 2. The General Manager, Chief Executive Officer of the Authority be and she is hereby authorized to enter into a contract renewal with Masabi LLC to continue providing mobile ticketing services.


Section 3. That said contract renewal shall be funded through the General Fund, Management Information Services Department budget, in an amount not to exceed \$3,342,740 for a period of two years and ten months.

Section 4. That said contract renewal shall be binding upon and an obligation of the Authority contingent upon future funding, compliance by the contractor with the specifications and addenda, if any; bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.

Section 5. That this resolution shall become effective immediately upon its adoption.

Adopted: May 19, 2026

  
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President

Attest:   
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Secretary-Treasurer