

# EZFare Service Renewal 2026 - 2029

Organizational, Services & Performance Monitoring Committee

May 5, 2026

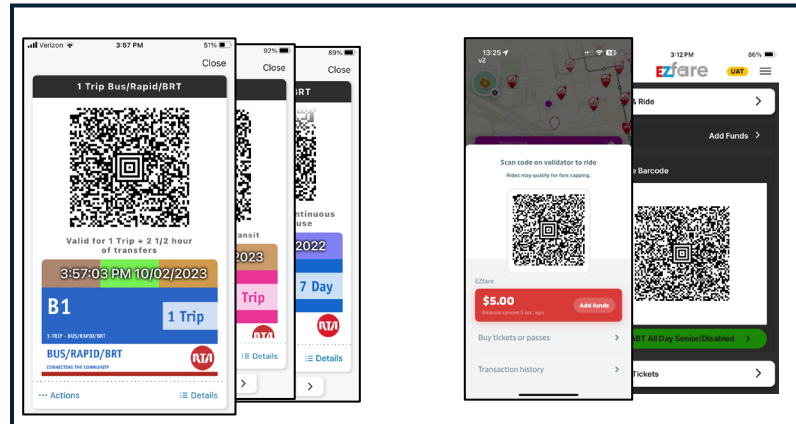
# Fare Media Ticketing Options



Farebox



Ticket Vending  
Machines & Customer  
Service Kiosks



Digital tickets

EZ Fare

ABT

# EZFare Overview

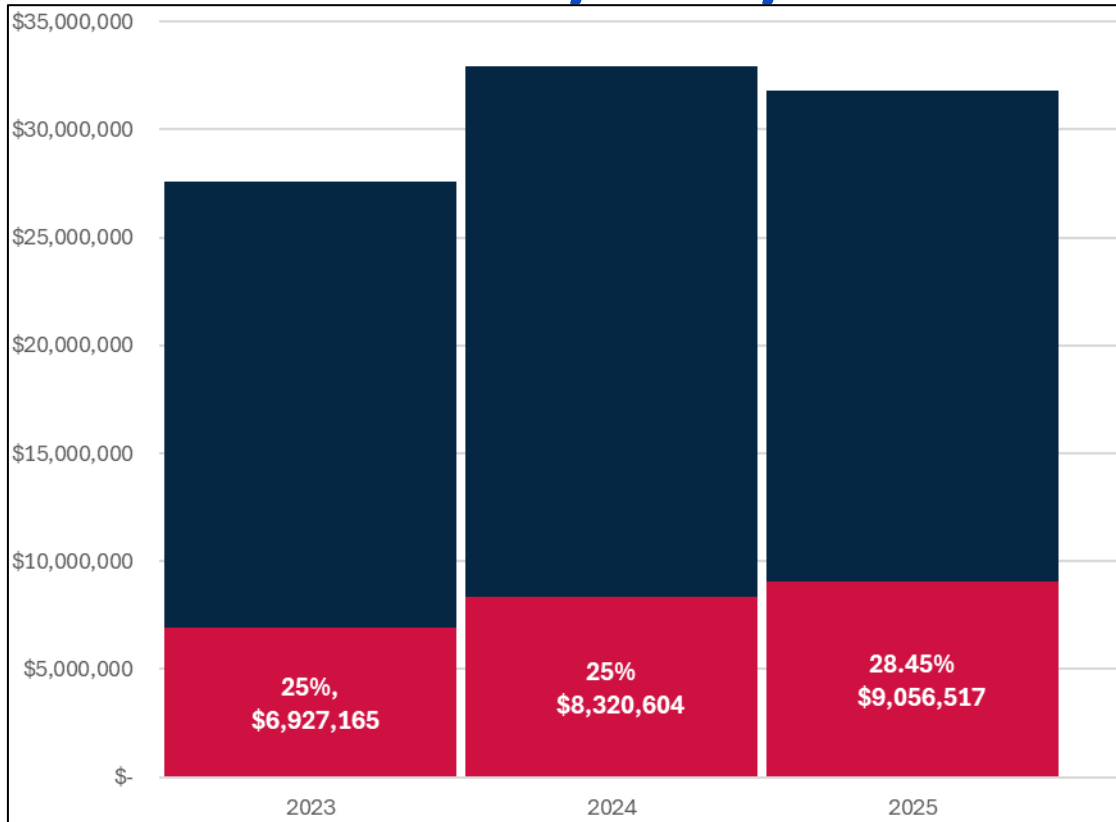
## Total Sales:

- 2022: \$2.7 million (5 months)
- 2023: \$7.19 million
- 2024: \$8.75 million
- 2025: \$9.3 million

## Total Unique Account IDs:

- 615,801 total
- Most popular fare type:
  - 1-trip Bus/Rapid/BRT each year

# Revenue by Payment Collection



■ Total Fare Revenue  
■ Mobile Ticketing

# Transaction Pricing (No Change)

<i>Purchase Type</i>	<i>Masabi 2024-2029</i>
Direct Ticket Purchase	5.9%: credit card fees 1.5% Revenue Sharing
Direct Ticket Purchase over \$700,000 monthly sales	5.9%: credit card fees 1.5% Revenue Sharing
Stored Value / ABT	5.9%: credit card fees 1.5% Revenue Sharing
Stored Value / ABT over \$700,000 monthly sales	5.9%: credit card fees 1.5% Revenue Sharing

# Procurement Overview

## **Cooperative Purchase made available through NEORide who the Authority holds an Intergovernmental Agreement with:**

- R.C. Section 306.43(H)(4) provides that competitive bidding is not required when an expenditure is made from another political subdivision, public agency, public transit system, regional transit authority, the state, or the federal government, or as a beneficiary under a state or federal procurement contract, or as a participant in a Department of Administrative Services contract under section 125.04 (B) of the Ohio Revised Code

# Procurement Overview

- Proposal has not changed since original authorization and execution in April 2024
- This request is to extend GCRTA's commitment to the end of the NEORide/Masabi contract on March 13, 2029

# Procurement Overview

- NEORide Council of Governments
- GCRTA joined in 2019
  - NEORide consists of 43 agencies across six states
  - 19 of those agencies participates in a consortium called Ezfare
  - Other Ohio agencies include Laketrans, SARTA, PARTA, COTA, Medina County and Akron Metro

# Procurement Overview

## Firm's Experience

- Launched first ever UK mobile ticketing application with Chiltern Railways in 2007
- Launched first ever deployment for US transit agency in 2012 with their Fare Payment-as-a-Service platform, Justride
- 80 Mobility as a Service (MaaS) deployments in 5 Countries
- 250+ Agencies
- 4 Continents

# Procurement Overview

## Firm's Experience

- Transit:
  - Laketran, SARTA, SORTA, PARTA, Medina County Public Transit, Akron Metro, MTA, Boston MBTA, Los Angeles' Metrolink, Southern Nevada's RTC, Colorado RTD, among many others.

# Procurement Overview

## Recommendation:

Staff requests that the Organizational, Services & Performance Monitoring Committee recommend an award to Masabi LLC to provide EZFare Mobile Ticketing Solution services in a total contract amount not to exceed \$3,342,740.00 for a two-year and ten-month (May 2026 – March 2029) term.

Questions?