

FOR IMMEDIATE RELEASE

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Roaring Fork Transportation Authority

www.rfta.com



Roaring Fork Transportation Authority (RFTA) Launches Contactless Fare Payments System with Masabi's Justride Platform

RFTA's new mobile payment app, RFTA Tickets, will launch on November 21 and give riders quick and convenient access, making transit more accessible for all

November 8, 2022 – Roaring Fork Transportation Authority (RFTA) and Masabi are excited to announce the launch of RFTA Tickets on November 21, 2022, a mobile fare payment system powered by Masabi's Justride platform that will make purchasing fares easier and increase access to RFTA services.

The RFTA Tickets mobile app will enable riders to purchase tickets anytime, anywhere, and have them available at the click of a button - making it more convenient for riders and speeding up the boarding process. Riders can purchase single one-way and round-trip tickets at a discounted rate of 25% off across all RFTA regional routes, 30-day zone passes for routes to and from the City of Aspen and Seasonal Zone Passes.

Upon passengers' first download and creation of an account with the RFTA Tickets app, they will receive a FREE 1-Day bus pass to use on any of RFTA's regional services. When activated, the free pass can be used until 4:00am the next day. The free 1-Day pass will be available for activation for 30-days in the account holders ticket wallet.

RFTA riders can also use the mobile app to add funds to their accounts using their bank cards either through the app or a web portal or by using cash at RFTA's Rubey Park Transit Center, ensuring cash riders have access to the new service.

Passengers can pre-purchase tickets for future use and activate as they ride, or they can purchase a ticket on the day of travel. When waiting to board the bus, riders should activate their tickets or passes and then scan their activated tickets on the ticket validation machines aboard the buses. When the light turns green on the validator, it's time to find a seat!

*"RFTA is the connection between the Roaring Fork and Colorado River Valleys, serving not just the great number of visitors we welcome year-round but also residents who use our service daily to commute to work, school, and as they go about their daily lives. Introducing this new mobile fare payment system makes using our services safer, easier and more efficient for everyone," said **Dan Blankenship, Chief Executive Officer at RFTA.** "We're delighted to be going mobile and working with Masabi, not just to make RFTA a better service for our locals, but a more efficient way of connecting our region."*

*"Modern public transit systems need to have accessibility and equity at their heart, and we are delighted to see cities and towns across the world recognizing this and entrusting Masabi with the job of delivering solutions to help make that a reality for their residents and visitors alike," said **Brian Zanghi, CEO of Masabi.** "Building on Masabi's presence in Colorado with RTD Denver, ECO Transit, Bustang, CDoT and Mountain Metro, our ticketing technology allows RFTA to quickly provide their customers with affordable and equitable fares, no matter how much or little they travel - making transit fairer and faster for all."*

RFTA will continue to accept current Stored Value Cards, 30-day Zone passes and cash aboard all buses. In addition, passengers will still be able to purchase discounted cards at Ticket Vending Machines and current sales outlets throughout its service area.

To learn more about RFTA Tickets visit www.rfta.com. Questions, contact RFTA Communications Manager, Jamie Tatsuno at 970-384-4864 or jtatsuno@rfta.com.

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About RFTA

RFTA is the second-largest transit provider in Colorado and the largest rural transit provider in the United States, with service spanning between Aspen and Rifle, Colorado.

About Masabi

Masabi's Justride is the leading Fare Payments platform for public transport. With over seventy agencies of all sizes across ten countries signed up, Justride is leading the movement away from bespoke and expensive ticket systems to Fare Payments as a Service.