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Lyft, RTC of Southern Nevada and Masabi create seamless experience with mobile ticketing launch for Southern Nevada transit riders

Lyft riders can now purchase RTC transit passes within the Lyft app

[Click to Tweet:](#) riders can now purchase @rtcsonv #transit passes in Southern Nevada.

Find all details at: <https://cct.ac/51k25+>

LAS VEGAS (June 28, 2021) – Lyft, in partnership with the Regional Transportation Commission (RTC) of Southern Nevada and Fare Payments-as-a-Service provider Masabi, has launched a mobile ticketing option for public transit. The service provides customers in the region the ability to purchase RTC transit passes through the Lyft app, combining ride share and public transit conveniently in one app.

In Las Vegas, [45 percent of Lyft riders](#) have used the ride share service to get to or from public transit. In 2020, Lyft added local public transit information in-app, allowing riders to compare additional transportation options in Southern Nevada in one seamless experience. Now, with mobile ticketing, riders will have one more way — alongside Lyft rideshare and car rentals — to access reliable and efficient transportation and have an all-in-one-app transportation experience. The addition of RTC passes to Lyft, in collaboration with RTC's fare payment provider Masabi, marks another milestone in the move towards a seamless Mobility-as-a-Service (MaaS) experience for the RTC and their riders.

"Across our communities, we've seen how transportation access can unlock economic and social mobility, so strengthening our partnership with local transportation agencies like RTC will support our shared goal to reduce traffic, cut carbon emissions and make transportation more equitable," said Caroline Samponaro, Head of Transit, Bike and Scooter Policy at Lyft. "By adding mobile ticketing alongside Masabi, we can offer riders the flexibility they seek."

RTC transit passes cost the same within the Lyft app as they do using any [existing option](#). To purchase fares within the Lyft app, Southern Nevada customers can look for Transit on the Lyft app home screen, where they can search and compare routes, purchase multiple fares using any credit or debit payment method currently enabled in Lyft, and save unused passes for up to 45 days. When ready to ride and redeem, customers can view all available purchased passes and activate a pass with a single tap.

"The RTC is proud to expand our partnership with Lyft to provide an all-in-one solution for our residents and visitors to plan a trip and purchase their passes - all before boarding," said MJ Maynard, RTC chief executive officer. "We are continually working to broaden access for our community, and providing additional options is another way to make it more convenient and equitable for our

customers to utilize our transit system.”

“By offering a single interface from which riders can plan and pay for journeys, new mobility partners such as Lyft are driving positive change in the way we move around cities,” said Brian Zanghi, Chief Executive Officer at Masabi. “Making public transit tickets available through Masabi’s Justride SDK in the Lyft app will help Las Vegans and tourists alike move seamlessly and safely around the city, and conveniently discover and access public transit services. We are delighted to have worked with RTC to deliver a service that will enhance their riders’ journeys.”

For more information, visit the [RTC online newsroom](#).

About Lyft

Lyft was founded in 2012 and is one of the largest transportation networks in the United States and Canada. As the world shifts away from car ownership to transportation-as-a-service, Lyft is at the forefront of this massive societal change. Our transportation network brings together rideshare, bikes, scooters, car rentals and transit all in one app. We are singularly driven by our mission: to improve people’s lives with the world’s best transportation.

About RTC

The RTC is the transit authority, designated metropolitan planning organization, regional traffic management agency and administrator of the Southern Nevada Strong comprehensive regional plan for the Las Vegas valley. The RTC’s vision is to provide a safe, convenient and effective regional transportation system that enhances mobility and air quality for citizens and visitors. The RTC encourages residents and visitors to use a variety of transportation choices to help reduce traffic congestion, clean the air and improve the quality of life in Southern Nevada. For more information about the RTC and its major initiatives or to download its transit app rideRTC, visit rtcsnv.com and stay informed by [subscribing](#) to our [blog](#).

About Masabi

Masabi is bringing Fare Payments-as-a-Service — a better way of delivering fare payments — to public transit agencies and authorities of all sizes around the globe. This enables the delivery of the latest fare payment innovations quickly, using a platform which is constantly updating and adding new features. Not only does this improve the journey experience for passengers, but it helps agencies keep up with the pace of technology change, while reducing the total cost of fare collection. Justride, named Ticketing Technology of the Year 2019 and 2020, is used by more than 100 public transit agencies and operators of all sizes across 10 countries. Masabi has offices in New York, Denver, London, and Cluj, and investors include Mastercard, Shell, and Keolis. For more information, visit www.masabi.com.

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