

RIDING TRANSIT JUST GOT EASIER!

PLAN. PAY. RIDE.

PARTNERS



APP PROVIDED BY  moovit  GENFARE

Broward MPO: Regional Leader, Strategic Connector

Regional Fare Integration: Broward MPO's Role



Funding

Provided federal funds for BCT fare collection system upgrades, SFRTA mobile backend, and SoFloGO App development.



Coordination

Served as the regional convener for BCT, MDT, Palm Tran, and SFRTA.



Long Range Planning

Frictionless, full MaaS integration (bikeshare, ride-hail, etc.) is the long-term goal, likely phased to due to shifting federal and state priorities.



Who Moves South Florida: Four Agencies, One Network

Regional Transit Providers



SFRTA / Tri-Rail

Commuter rail linking Miami-Dade, Broward, and Palm Beach counties



Palm Tran

Transit services in Palm Beach County



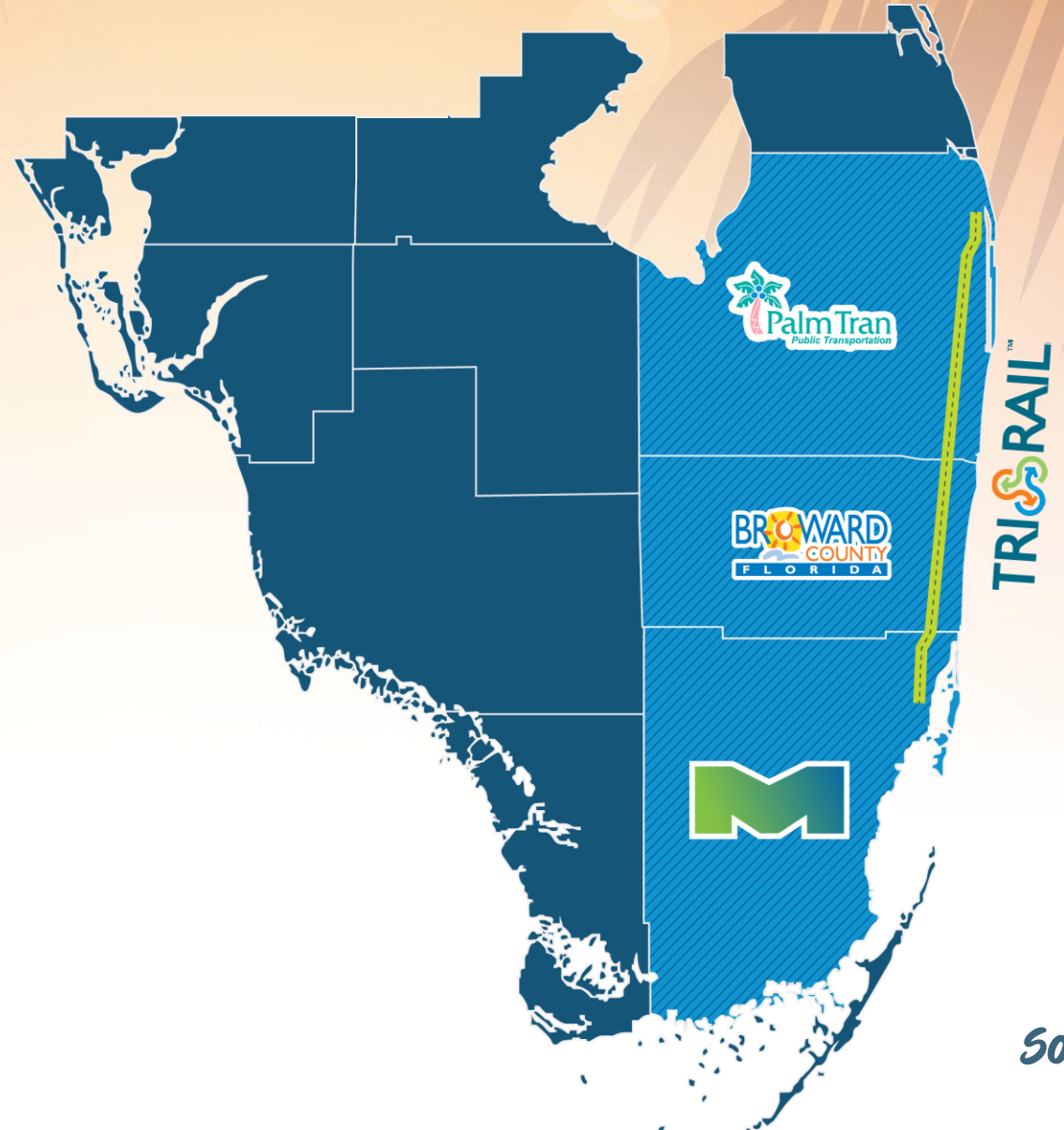
Broward County Transit

Fixed-route bus, paratransit
Mobile ticketing leader



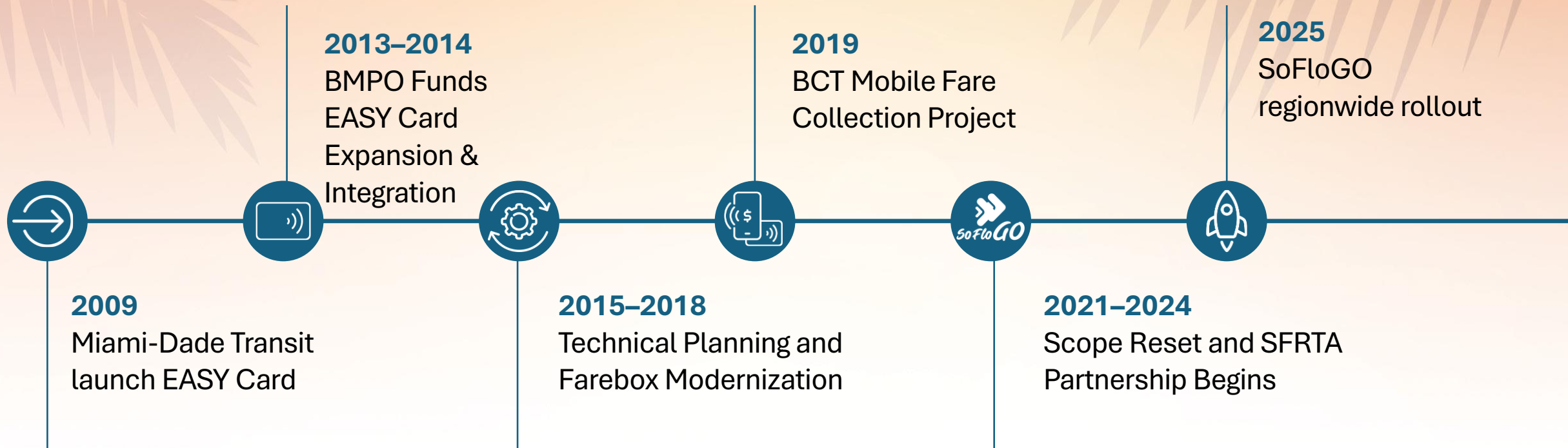
Miami Dade Transit

Metrorail, Metrobus, Metromover
First smart card system in region



A Decade of Progress for Seamless Travel

10-year Integration Timeline



The Power of One: Why This Project Matters

Regional Impact of Fare Integration

Seamless travel within the region using one platform—SoFloGO.

Better experience for occasional and new riders, especially visitors or tourists.

Promote regional goals through reduced congestion, improved air quality, and more accessible economic opportunity.

Future integration with bike share, ride-hail, parking, and other services under a unified MaaS ecosystem is attainable.



TECHNOLOGY



Design Approach

Seamless planning, payment, and navigation for all four agencies

Convenience for Transit Riders

- Rider data is secure
- Real-time arrival and departure information
- Easy access to all purchased tickets
- Single Application

Transactions

- 4 different credit card processors
- 4 different back offices

Validations

- Farebox
- Faregates
- Visual

Fare Product Offerings

- Activation upon purchase
- Activation for future use
- Purchase now, use later
- Zone calculation

Our Solution

CHALLENGES



Safety, Security, and Integrity for each agency



Unique back-office systems with unique products

- **Tri-Rail:**
New account based – Purchase now, activate now and later, with ZONE pricing
- **Palm Tran:**
Existing account based – Pay as you go
- **Broward County Transit:**
Existing card based – Purchase now, activate later
- **Miami-Dade Transit:**
Token w/CUBIC – Purchase now, activate later

SOLUTIONS



Flexible Platform

- Genfare Link
- Moovit Global Mobility



Simplify Systems through API Integration

- 4 different back offices
- 4 different credit card processors
- Unique product offerings



Scalable for Future Proofing

- Different payment processors
- Different transit agencies back offices



Program Management Lessons Learned

WHAT WORKED

- **Open communication with all 6 parties.**
- **Milestone agreed and accepted by all agencies**
- **Stakeholders actively attend weekly status meeting**
- **One point of contact for each agency**
- **Use of an online collaboration tool to capture all action items.**

TAKE AWAYS

- **Engage all agencies from the start of the project.**
- **Review all MOUs & API agreements with all agencies at the same time.**
- **Review Project Scope with everyone early and often.**

4 Agencies, 1 App



MOBILE APPLICATION



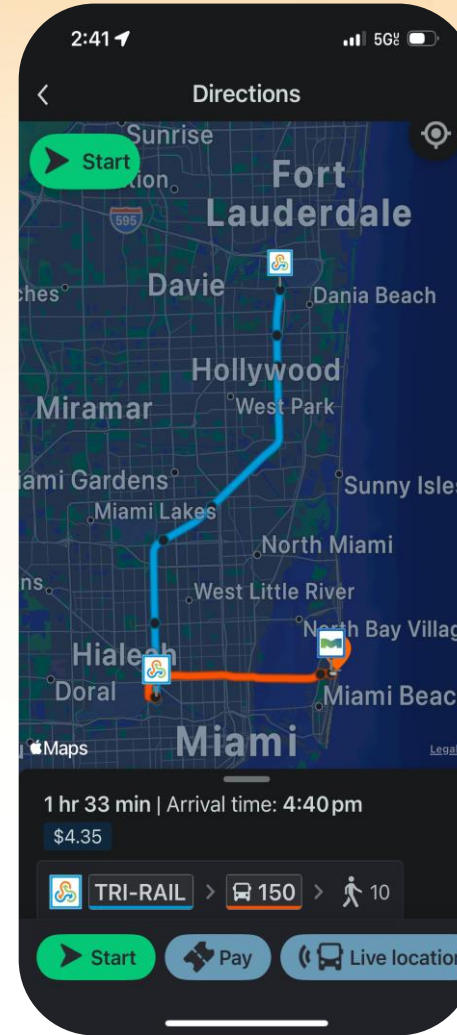
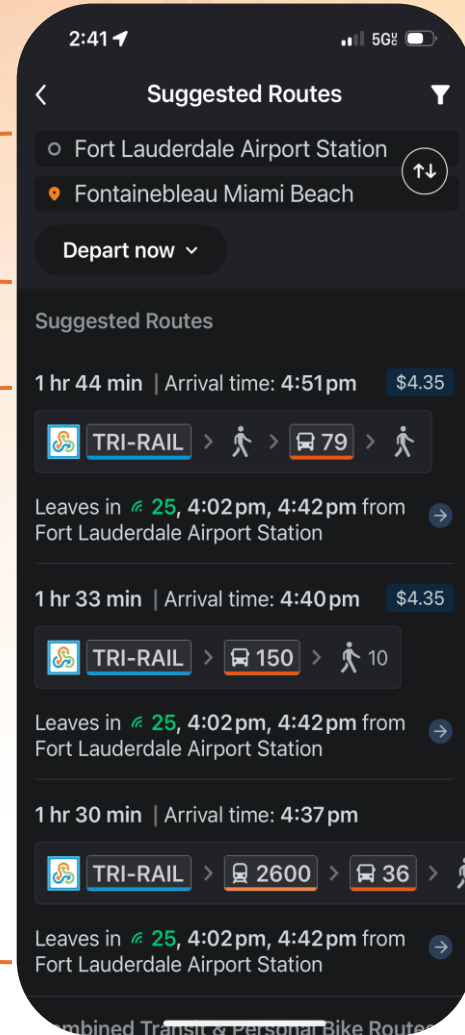
TRIP PLANNING

Search any origin/destination

Select current or future schedules

Pick a suggested route

- Trip time
- Number of transfers
- Price



Multi agency trip with route map

Step-by-step directions

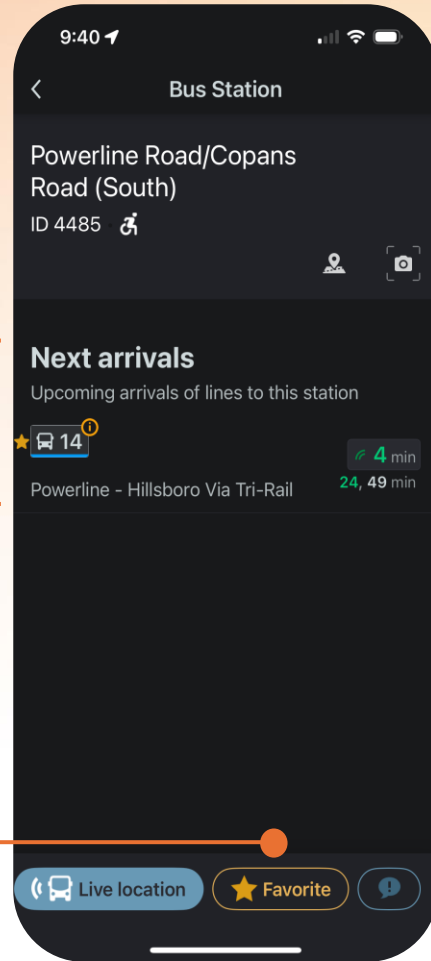
Route details

Real-time tracking



SERVICE ALERTS

Lines serving this stop/station

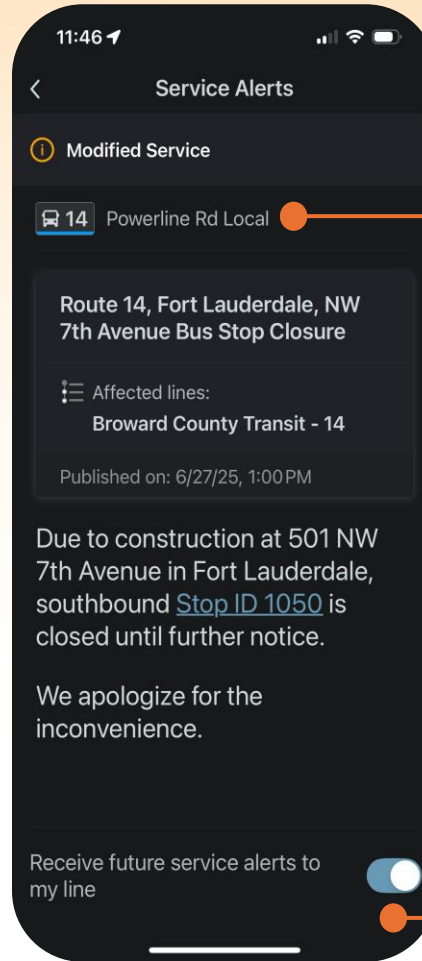


Favorite stops/stations

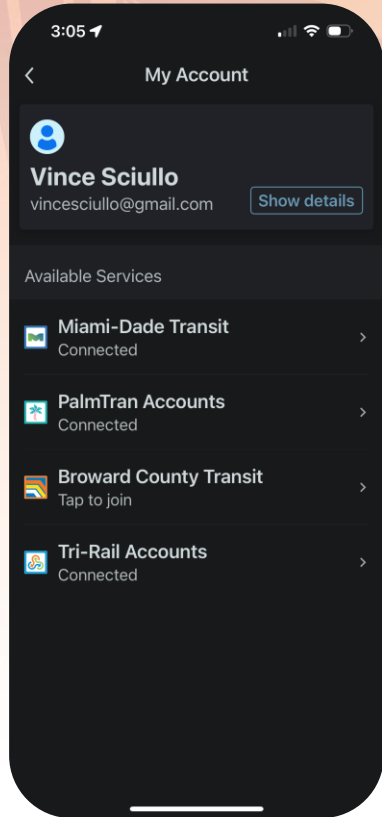
Affected route

Alert details

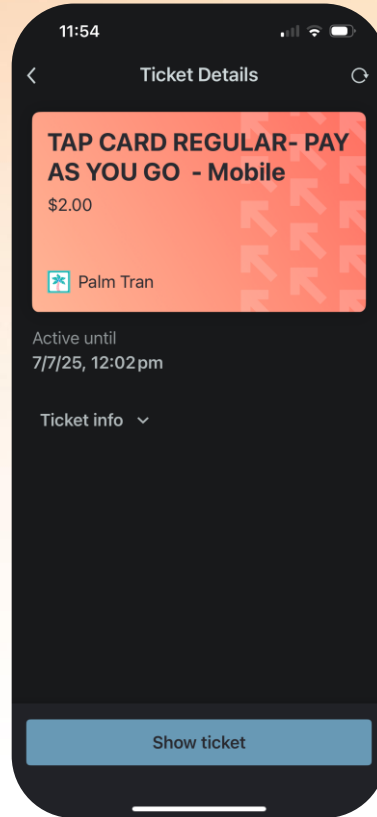
Receive push notifications



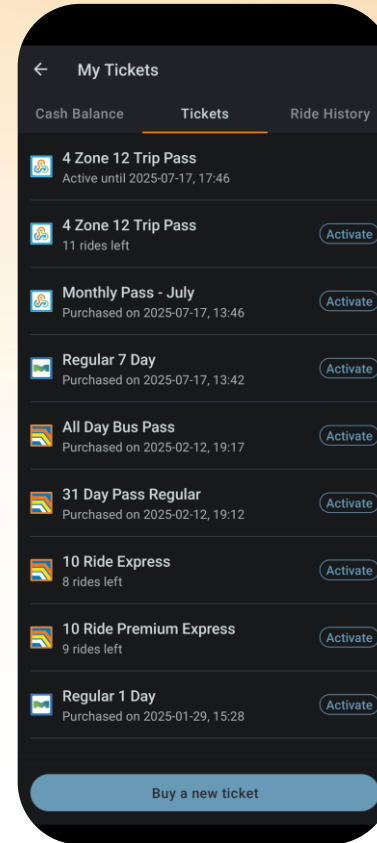
MOBILE TICKETING



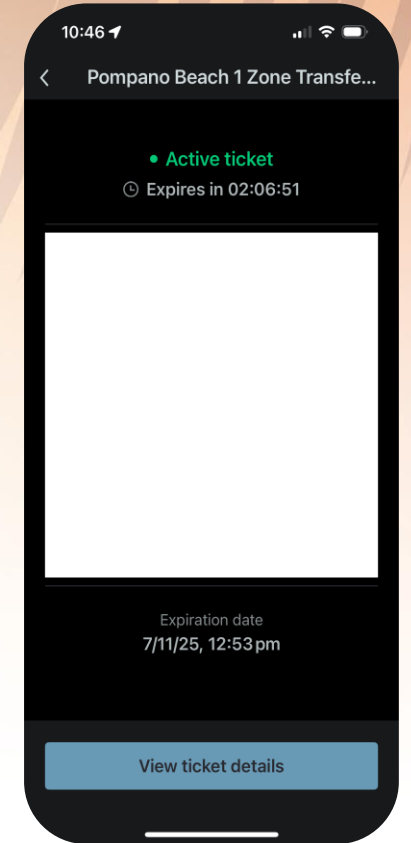
Create one or more agency ticketing accounts



Purchased ticket



Multiple transit system tickets purchased in 'My Tickets'



Fraud protection for screenshot QR-codes



SOFT LAUNCH DEBUT



App soft-launched July 14



Full launch + marketing campaign August 11, 2025



Download today!

Apple



Android



Home

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Download **SoFloGO** and easily plan, pay and track your bus & train ride in one app.

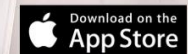
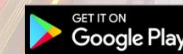


Tri-Rail, Palm Tran, Miami-Dade & Broward Transit Systems, as well as the Broward Metropolitan Planning Organization, have come together to provide you with an easier way to play, pay, and ride on bus or train throughout South Florida's transit systems.



With the SoFloGO app, you'll be able to easily access all your rides in one place!

- Buy Tickets
- Track Trains & Buses
- Plan Your Trip
- And More!



<https://soflogo.com/>