

RIDING TRANSIT JUST GOT EASIER!

PLAN. PAY. RIDE.

PARTNERS



APP PROVIDED BY  moovit  GENFARE

Broward MPO: Regional Leader, Strategic 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



SFRTA / Tri-Rail

Commuter rail service linking three counties



Palm Tran

Transit services in Palm Beach County



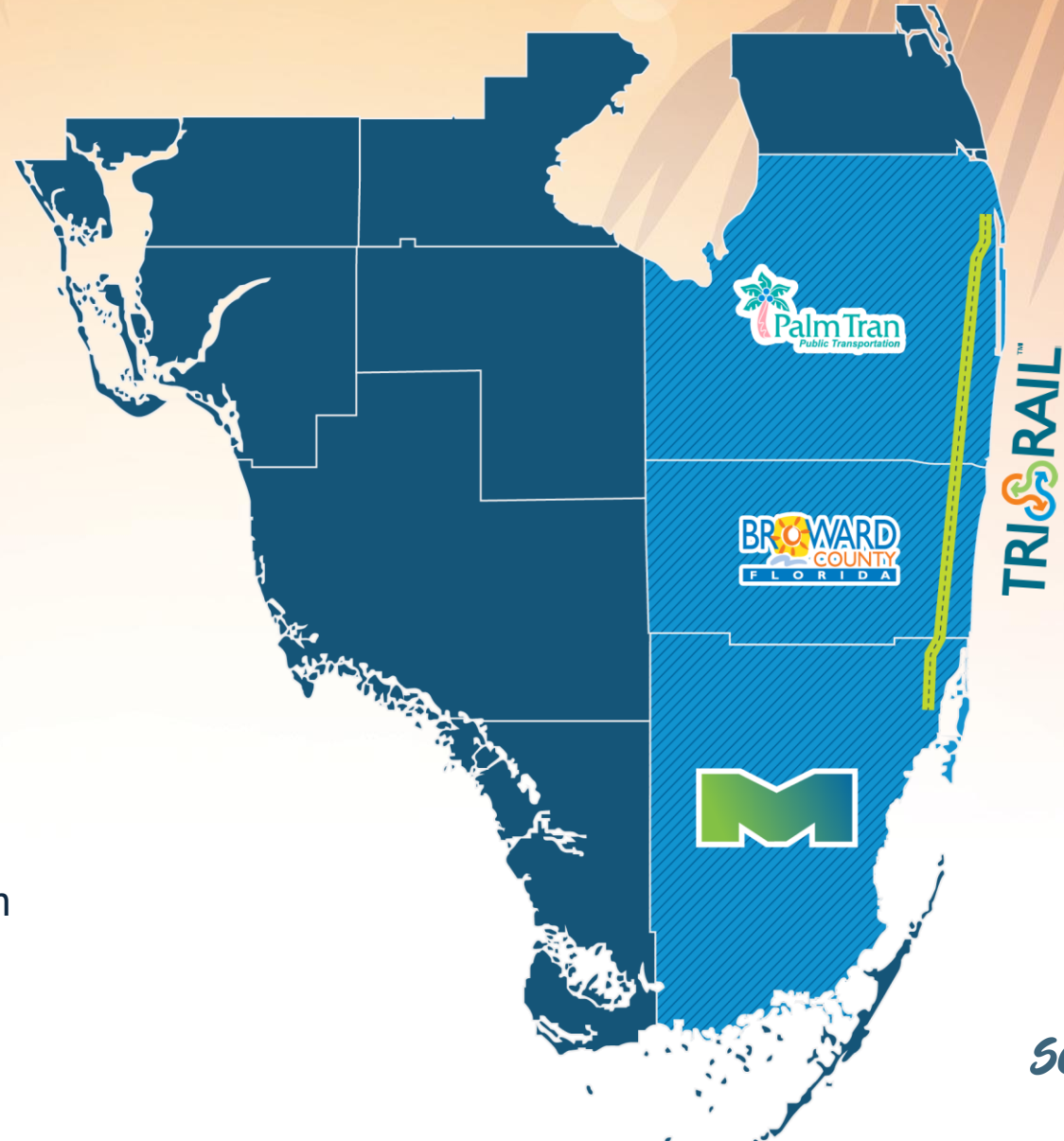
Broward County Transit

Fixed-route bus, paratransit
Mobile ticketing leader



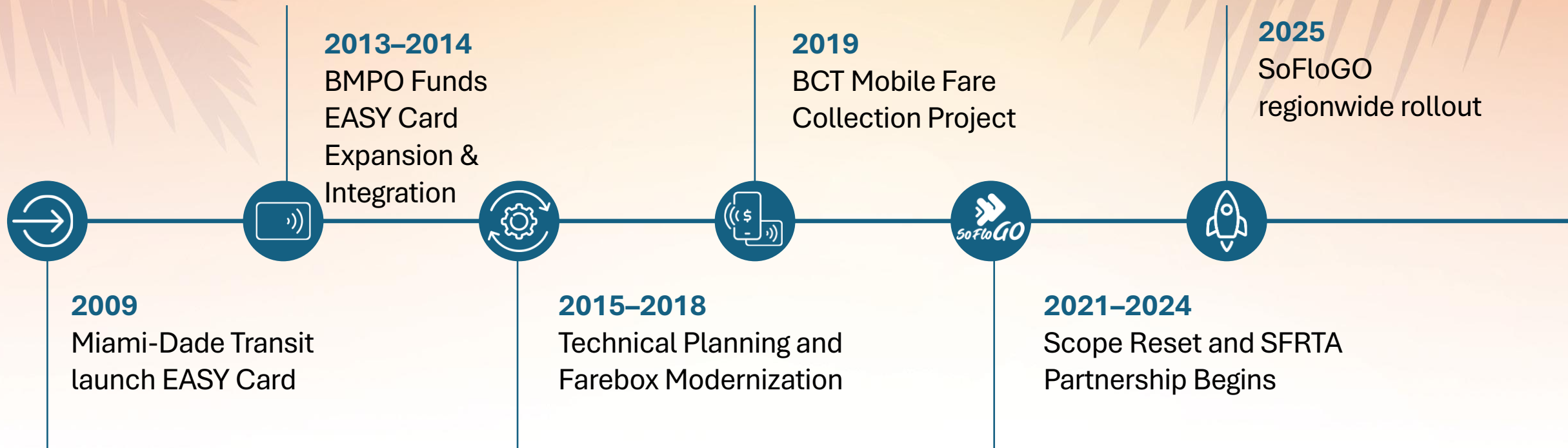
Miami Dade Transit

Metrorail, Metrobus, Metromover
First smart card transit 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 more \$\$ to connect bike share, Uber/Lyft, parking, etc. under a unified MaaS ecosystem.



MOBILE APPLICATION N



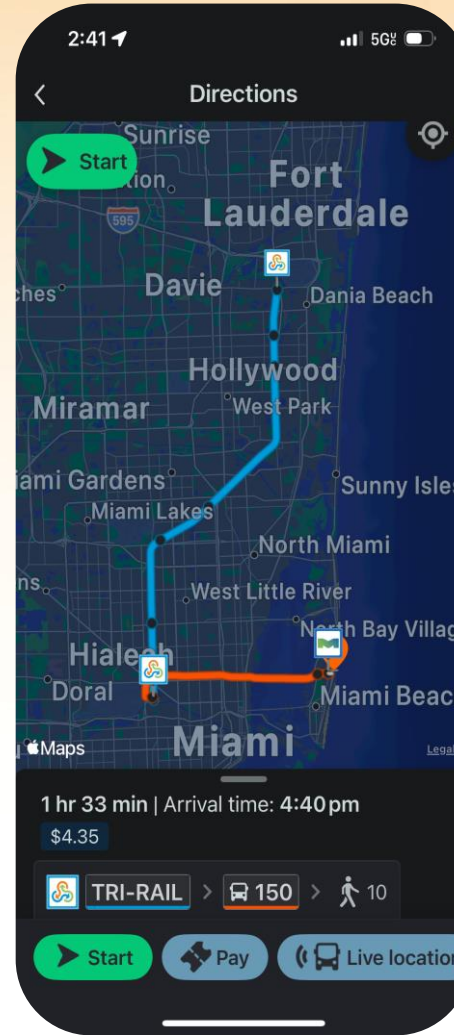
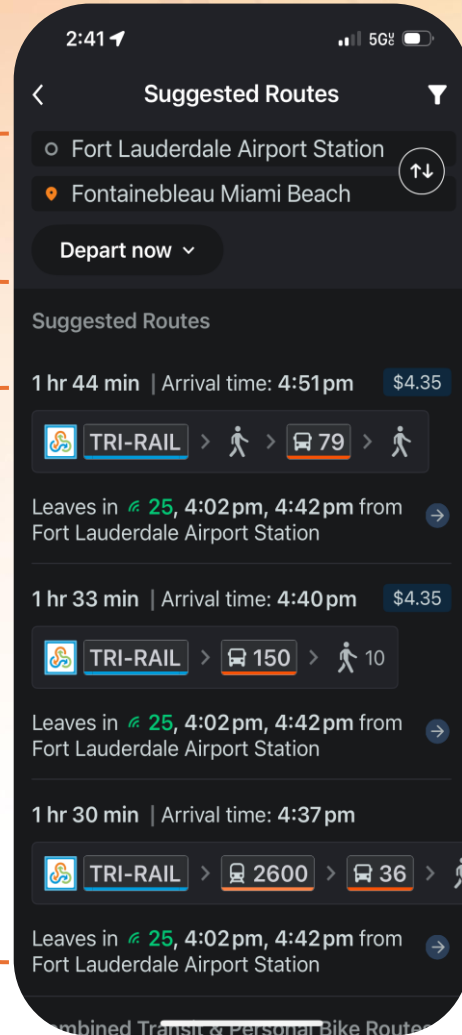
TRIP PLANNING

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

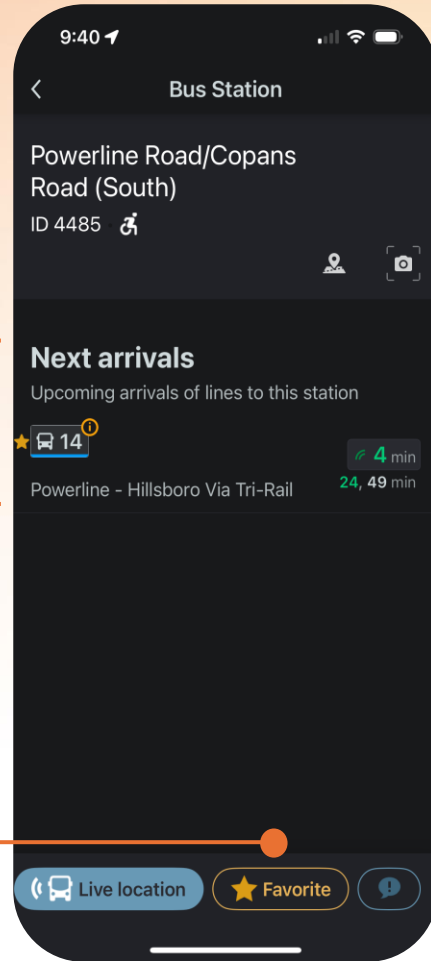
Route details

Real-time tracking



SERVICE ALERTS

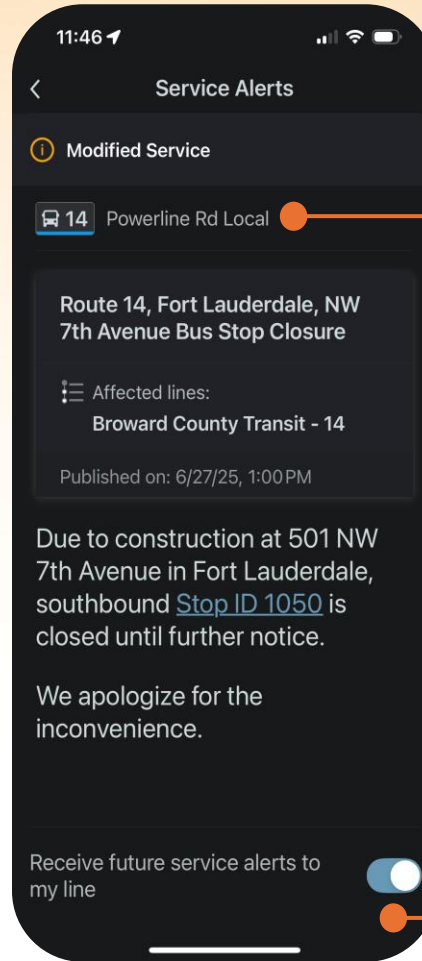
Lines serving this stop/station



Favorite stops/stations

Affected route

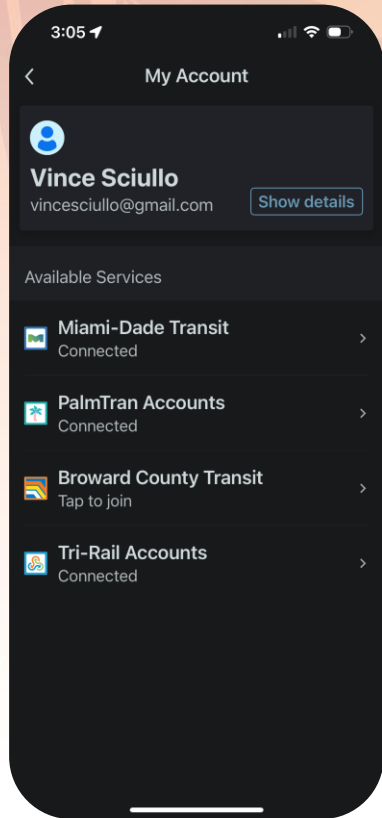
Alert details



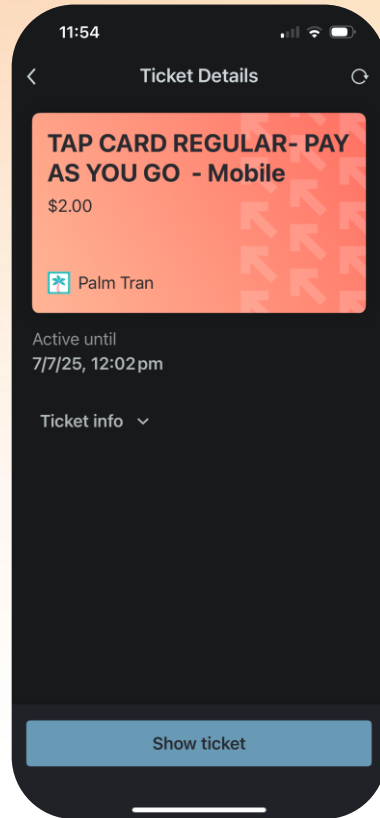
Receive push notifications



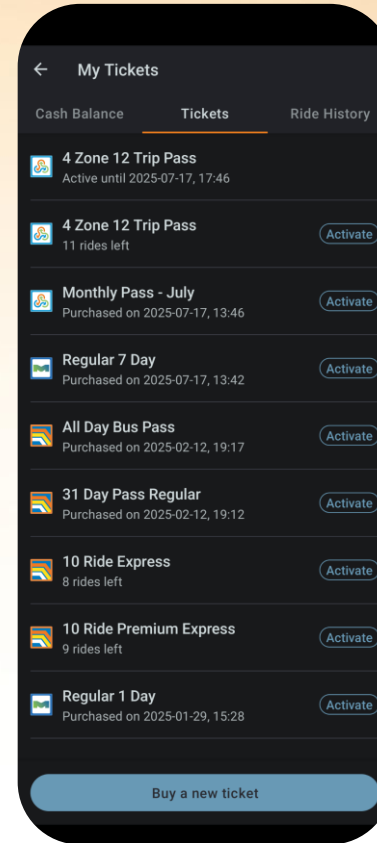
MOBILE TICKETING



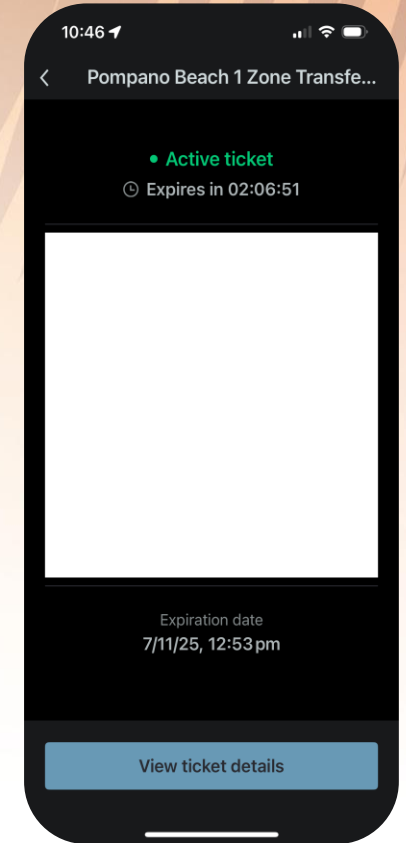
Create one or more agency ticketing accounts



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.

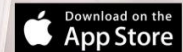
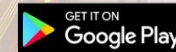


Tri-Rail, Palm Tran, Miami-Dade & Broward Transit Systems, as well as the Broward Metropolitan Planning Organization, have come together to provide you with an easier way to play, pay, and ride on bus or train throughout South Florida's transit systems.



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/>