



Moovit partners with GO bg Transit and Token Transit to make trip planning and paying easier and safer for Bowling Green riders

Public transit riders can plan, pay, and navigate journeys - all from within the Moovit app

Bowling Green - March 2021 - GO bg Transit is announcing its partnership with [Moovit](#), an Intel company, a leading Mobility as a Service (MaaS) solutions provider and creator of the world's #1 urban mobility app, and Token Transit, a mobile ticketing platform for public transit. Starting today, GO bg Transit riders in Bowling Green and the surrounding areas, can seamlessly and safely purchase and validate transit tickets - all from within the Moovit app.

Mobile ticketing offers a significant benefit in keeping both passengers and transit agency employees safe. By providing contactless fare payment that can be visually inspected or scanned at validation units, public transportation riders, and transit agency employees, no longer need to handle cash, cards, or interact with ticketing infrastructure, enabling them to maintain social distancing regulations.

That's why GO bg Transit is encouraging Bowling Green's estimated 70,000 (U.S. Census Bureau) citizens to plan their transit trips, and pay for them too, using the free Moovit app, which has helped 950 million users conveniently and confidently get around 3,400 cities across 112 countries since its launch in 2012. Purchasing and validating transit tickets, via Moovit, has been enabled using Token Transit's integrated and robust mobile ticketing platform.

Once a user launches the Moovit app, inputs their destination and selects their transportation route, Moovit will:

- **Display the total cost of the trip:** Whether it's a single bus trip, or transferring lines, Moovit will calculate and display the total, and breakdown, fare of the trip
- **Enable in-app ticket purchasing:** Moovit users will be able to purchase transit tickets directly in the app, which means they no longer need to fumble for change or stand in line to purchase tickets or top-up passes
- **Provide a unique QR code for ticket validation:** Moovit will display a digital ticket and QR code that can be visually inspected or scanned at validation machines

Moovit's free iOS, Android, and Web app combines official information from transit agencies as well as crowdsourced information to calculate the best route for each journey. Moovit's multimodal journey planning engine, coupled with mobile ticketing, will enable riders to easily plan, pay, and ride.

Moovit also provides users real-time arrival information so they know exactly when their bus or train is arriving, a Live Directions feature with Get Off Alerts to provide step-by-step guidance for the entire journey, and Service Alerts so they can avoid disruptions on usual lines and plan their



journey accordingly. Moovit also incorporates accessibility features, empowering people across the disability spectrum to use public transportation with more assurance. The app is optimized with screen reading features for low vision users, including TalkBack/VoiceOver capabilities, identifies wheelchair-accessible routes and stations, and calculates step-free routes. Moovit's app is also designed with optimized menus and buttons for those with hand-motor disabilities.

"Our vision for a MaaS experience is to give riders the ability to plan, pay, and ride with any public transit, shared mobility, and micro-mobility option - via one app," said Yovav Meydad, Moovit's Chief Growth and Marketing Officer. "With seamless integration of mobile ticketing and payment providers, users no longer need to search pockets for change or stand in line to top up monthly transit passes. We are excited to partner with Token Transit and GO bg Transit to offer Bowling Green riders a convenient, efficient, and safer way to pay for transit."

"GO bg Transit is committed to providing the community with safe, friendly, and reliable public transportation services," said Robert Gil, GO bg's General Manager. "It is our commitment to continue the search for new, safe, and innovative ways to improve transportation productivity and provide great customer service. Therefore, we are proud to introduce this new partnership with Moovit and Token Transit and technologically advanced features to the community as an approach to our commitment of safe, friendly, and reliable public transportation services."

"Mobility services need to become universally accessible and useful to all," said Pomi Tefera, Token Transit's Director of Operations. "Token Transit's innovative transit payment platform for over 100 cities across North America, lets users plan and pay for their trip in any app. We do that by providing an open platform for transit payment integration. We're excited to grow a partnership that will let riders seamlessly purchase and use transit passes in Moovit."

Moovit can be downloaded on [Android](#) and [iOS](#).
Today marks the gradual roll out of this ticketing feature.

About GO bg Transit

After the 2000 U.S. Census, the City of Bowling Green became designated as an Urbanized Area. This designation made the City eligible to receive annual public transit funding from the Federal Transit Administration. Since 2003, the City has contracted with Community Action of Southern Kentucky dba GO bg Transit to provide fixed route transit service in the community. As of July 2020, the City has contracted RATP-Dev to provide the management of GO bg Transit and Community Action of Southern Kentucky as the operations contractor. Fixed route bus services are open to the general public. More Information is available at www.bgky.org/transit

About Moovit

Moovit (www.moovit.com), an Intel company, is a leading Mobility as a Service (MaaS) solutions provider and the creator of the #1 urban mobility app. Moovit was acquired by Intel in 2020 to



join forces with Mobileye and advance its MaaS strategy. Together, Moovit and Mobileye will accelerate the global adoption of autonomous transportation.

Moovit's iOS, Android, and Web apps guide people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2012 it now serves over 930 million users in more than 3,400 cities across 112 countries.

Moovit amasses up to six billion anonymous data points a day to add to the world's largest repository of transit and urban mobility data. For governments, cities, transit agencies, and private companies, Moovit offers AI-powered [MaaS solutions](#) covering planning, operations, and optimization with proven value in reducing congestion, growing ridership, and increasing efficiency and asset utilization. Industry leaders such as Microsoft, Uber, and Cubic have partnered with Moovit to power their mobility offerings.

About Token Transit

Transit agencies are choosing Token Transit as a rapidly deployable alternative to smartcards in order to boost ridership, decrease costs, and improve service. Founded in San Francisco with the mission to increase access to public transportation across the United States, the company is helping transit agencies of all sizes provide an easy and convenient rider experience. For more information visit: www.tokentransit.com or download 'Token Transit' on your iPhone or Android.

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