



You're On Your Way



PROUDLY SERVING THE RTA

Transdev Introduces Mobile Ticketing App in New Orleans

Transdev will roll out its “**GoMobile**” mobile ticketing app for the Regional Transit Authority in New Orleans. The app enables passengers to purchase, store and use passes with a smartphone app, which greatly increases their convenience. Upon boarding a bus or streetcar, riders will display a secure, visually verifiable ticket on their smartphone. Transdev partnered with Masabi, a leader in mobile ticketing and electronic payments for transit, to bring smartphone ticketing to RTA passengers.

“Mobile ticketing has really taken off in the U.S. and we are excited to offer this option to RTA riders. In the coming months, we look forward to rolling out additional technology initiatives that will help transform transit in New Orleans,” said Justin T. Augustine, III, Vice President of Transdev Transportation. Augustine added, “Our client, the RTA Board of Commissioners, is committed to increasing access and equity for all riders. The additional availability of transit passes takes us one step further in our journey to bring world-class transit services to the city and the region.”

With the introduction of **GoMobile**, RTA riders will have an expanded offering of payment options including purchasing tokens or Jazzy passes from vendors around the city, ordering passes online or paying with cash. Mobile ticketing will introduce another fare option for riders who like the convenience and ease of having their passes available on their smartphone. Passes purchased on the app will allow passengers to select the pass that best suits their lifestyle. Riders will be able to select a standard pass that allows them to take unlimited rides on bus or streetcar for the valid time period. The app will be available for both iPhone and Android.

Along with the introduction of **GoMobile**, RTA is also expanding the suite of passes that will only be available via the app. For the first time since Transdev took over the operation of the historic ferry system in New Orleans, passengers will have the ability to purchase integrated passes. Integrated passes are a completely new offering which will be valid on all RTA buses, streetcars and ferries. These passes will extend the offerings currently available while expanding access to areas unreached within the current transit system. This is another major step toward accomplishing fully integrated multi-modal transportation in the region.

Mobile ticketing is one of the many steps that Transdev is making on behalf of RTA to better serve customers. In future technology advancements, Transdev and RTA will introduce multi-format readers system-wide. The readers will be capable of reading barcodes, smartcards, and credit/debit cards in addition to the traditional methods of payment.



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Transdev manages all aspects of the New Orleans transit system under contract to the RTA Board of Commissioners, effectively serving as the transit agency. The transportation system provides nearly 19 million trips per year via its bus, paratransit and streetcar services.

About RTA: Regional Transit Authority of New Orleans, or RTA, is the bus, streetcar and paratransit system that operates in New Orleans, Louisiana. At present, the RTA system includes five streetcar lines and 35 bus routes, and offers special paratransit services to the disabled. The system covers 14,000 miles each day, and passengers take almost 19 million rides every year. www.norta.com

About Transdev: Transdev is the largest private-sector operator of multiple modes of transit in North America, including bus, rail, streetcar, paratransit, shuttle, and sedan and taxi services. Globally, Transdev operates public transportation in 20 countries. The company is committed to being the trusted partner of cities, transit authorities and airports through quality execution and innovations in mobility. The company is based in Lombard, Illinois near Chicago. www.transdevna.com and www.transdev.com

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