



SOUTH FLORIDA
REGIONAL
TRANSPORTATION
AUTHORITY



SFRTA rides the interoperability wave

4 transit agencies
2 partners
1 mobile app

Case Study



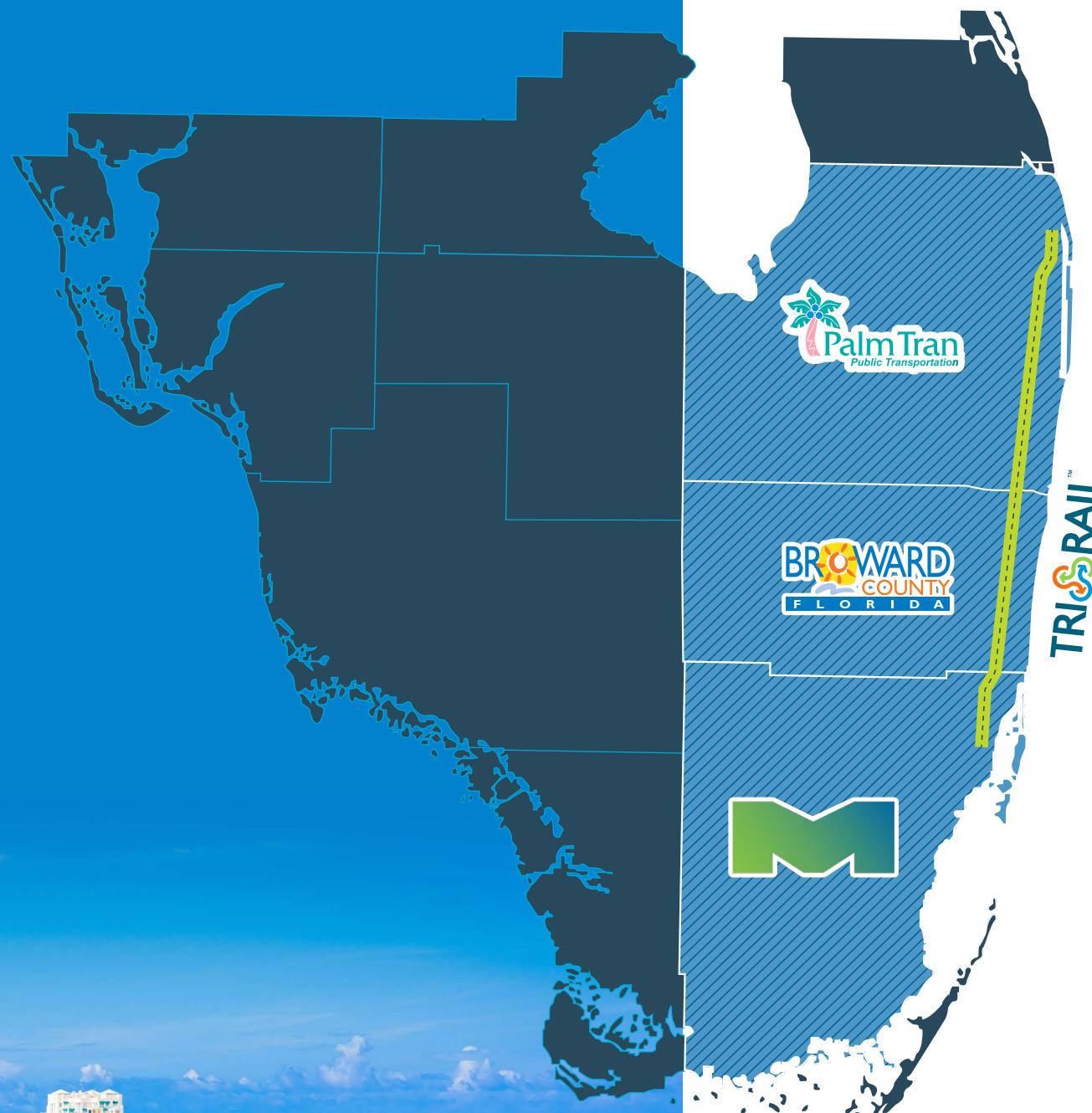
GENFARE

moovit

Overview

Known for year-round sunshine, international flavor, and a mix of urban energy and coastal relaxation, the Southeast Florida region stretches 120 miles through Palm Beach, Broward, and Miami-Dade Counties along the Atlantic coast. About 50 million people visited the area in 2024 to bask in its vibrant beaches, explore its extensive network of waterways, and discover its historical charm and rich culture.

With six million residents, Southeast Florida boasts a robust local economy. As one of the largest regional economies in the United States, the region has been growing at a much faster rate than the overall U.S. economy. The three-county area hosts two major ports, three international airports, and many regional airports, making it a major hub for healthcare, real estate, finance, and technology.



One region ... four transit agencies

Each of the three counties has its own transit agencies – Broward County Transit, Miami-Dade Transit, and Palm Tran – offering fixed route, on-demand, and paratransit services. Miami-Dade Transit also runs elevated light rail systems and free elevated people mover systems. A fourth transit agency, South Florida Regional Transportation Authority (SFRTA), runs Tri-Rail, a commuter rail system that connects the three counties.

South Florida Regional Transportation Authority (SFRTA)

SFRTA runs Tri-Rail, South Florida's premier commuter rail system. It serves Broward, Miami-Dade, and Palm Beach Counties with 19 conveniently located train stations, buses, and rail connections.

Palm Tran

Palm Tran is Palm Beach County's transit agency that has served Palm Beach County since 1971. Palm Tran travels from Jupiter to Boca Raton, from West Palm Beach to the Glades, and offers five convenient services to meet the needs of the community.

Broward County Transit

Broward County Transit (BCT) provides safe, reliable, and economical bus transportation services through fixed routes, express lines, community shuttles, and paratransit options. BCT operates across a 410 square mile area.

Miami-Dade County Department of Transportation

Miami-Dade County Department of Transportation is the primary public transportation agency serving Miami-Dade County, providing a comprehensive network of bus, rail, and paratransit services to residents and visitors. The Metrobus, Metrorail, and Metromover help to connect the community with essential destinations.

BY THE NUMBERS SOUTHEAST FLORIDA

Estimated
1.1 billion people took mass transit in the region in 2024

84.8 million	Miami-Dade County Transit
9.6 million	Palm Tran
2.4 million	Broward County
4.4 million	Tri-Rail

The four transit systems have:	
236 fixed routes	1,400 buses
15,786 stop and stations	210 railway cars

Goals

All four agencies already had transit apps, yet because each of the agencies is run independently, the apps were not connected, further adding to disjointed intermodal travel.

For example, if a rider wanted to travel from West Palm Beach International Airport to Miami using Tri-Rail and Miami-Dade Transit, they would have to buy two separate tickets on two different systems at two locations. And that's assuming they know where to make a connection from the Tri-Rail to the Metrobus.

Giving travelers the ability to seamlessly plan, pay for, and navigate through South Florida using one platform has been a goal for decades. As South Florida's population and visitor counts continued to rise, the demand for efficient, interconnected transit solutions became critical.

The municipalities made investments in the mass transit systems throughout the years to help improve mobility, but the region's sprawling layout made it difficult to adopt a more practical and unified system, so people continued to rely on cars rather than mass transit.

A 16-YEAR EVOLUTION

In 2007, Miami-Dade Transit issued a request for proposal for a new fare payment system with the eventual goal of creating a seamless regional payment system shared with Broward County Transit, Palm Tran, and Tri-Rail.

In 2009, Miami-Dade introduced a contactless smartcard, called the EASY Card, for Metrorail and Metrorail. Tri-Rail implemented the EASY Card in 2011, enabling transfers between the agencies for the first time. Several efforts were made to continue integrating EASY Card with the other agencies, but they ran out of traction.



In 2014, the Broward County Metropolitan Planning Organization (MPO), which plans, coordinates, and funds transportation in Broward County, received a federal grant of approximately \$3 million to upgrade Broward County Transit's fare collection system. This procurement included plans to adopt the EASY Card so it could connect to Miami-Dade and SFRTA. The MPO continued working to integrate with the other agencies, yet also faced challenges that prevented success.

In 2021, a new opportunity to advance regional interoperability in South Florida surfaced. SFRTA needed to update its outdated back-office software, paving the way to developing an integrated fare payment app across all the transit agencies. The Broward County MPO reset the scope of the project funded by the 2014 grant to include SFRTA's upgrade.

At this point, Broward County Transit, Miami-Dade Transit, and Palm Tran were either already or about to begin using Genfare fare collection products, so SFRTA followed suit and chose Genfare to build their new payment solution. SFRTA became the project lead to keep the mission moving forward.

Because the grant funding was set to expire in June 2025, time was of the essence! SFRTA put out an invitation to negotiate (ITN) to create a mobile app on behalf of all the transit agencies. An ITN allowed for a negotiation process and more flexibility to refine the scope of work up front before the project was awarded, which was key since the agencies knew they wanted to develop an app, but did not know what the exact solution entailed.

Representatives from each of the transit agencies worked together to review the ITNs and select the best vendor. Due to Genfare's innovative technology, expertise, and price, the committee selected Genfare in March 2024.

Together with Moovit, a global Mobility as a Service solutions provider, Genfare, Broward County Transit, Miami-Dade Transit, Palm Tran, and Tri-Rail created the SoFloGO app, connecting all four South Florida transit systems in one platform for the very first time.



Tri-Rail launches EASY Card

2009



Miami-Dade Transit launches EASY Card

2011

2014



BMPO receives grant to improve interoperability



Scope reset to include SFRTA fare collection system upgrade

2021



Genfare is awarded contract

2024 | 497 days | 2025



SoFloGO rolls out regionwide



Solution

Genfare's flexible, cloud-based platform enables integrated communication and connectivity between smart hardware and software – even technology from other vendors. This made it possible to build a single mobile application that riders across all four transit agencies could use to buy, activate, and validate tickets securely.

To add trip planning and other functionality on top of fare collection, Genfare partnered with Moovit, a global Mobility as a Service (MaaS) solutions provider known for its award-winning app. Moovit and Genfare already had a working relationship, and had previously collaborated on solutions for other transit agencies, such as the Capital District Transportation Authority.

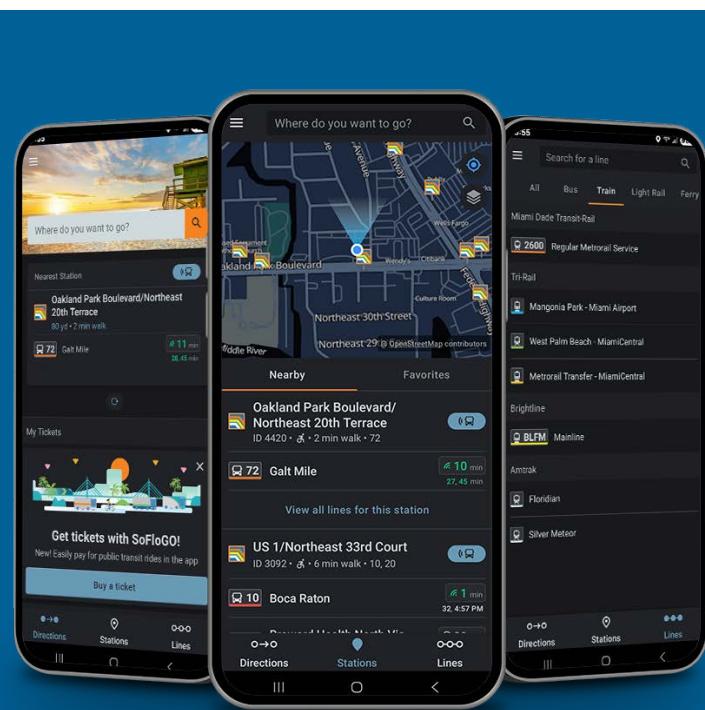
Payment processing was also part of the scope. While the SoFloGO mobile application processes payments from all four agencies and directs revenue back to the correct agency, from the riders' perspective they are still paying their fares through a single mobile application.

	SFRTA	Palm Tran	BCT	MDT
GENFARE LINK MODULES				
Cash Link	+	✗	✗	✗
Mobile Link	✗	✗	✗	
Open Link		✗		
Smart Link		✗		
HARDWARE				
Farebox		✗	✗	✗
TVM	+	✗		✗
Validator	+	✗		
Faregates				✗
APOS/RPOS	+	✗		

⊕ new fare collection products
✗ existing fare collection products

SoFloGO also offers many new features that weren't available on all the existing, individual South Florida transit system apps, such as:

- Mobile ticketing on the same platform as other features, giving riders one place to plan and pay for transit
- A multimodal trip planner that shows all the transit options available, allowing riders to choose the journey that best fits their needs
- Live navigation that gives users step-by-step directions from A to B
- Augmented reality to help users better visualize and locate correct buses and train stops
- Ability to view transit maps in the app or as a PDF to download for offline access
- Option to receive automatic notifications on when to get off the bus or train
- Targeted messaging that can be sent to specific rider profiles or at certain places in the app



Moshe Hanan, senior MaaS program manager at Moovit, believes the trip planning aspect is an important feature of the SoFloGO app. "Each of these agencies has its own trip planning, but they don't include the other agencies. So, you have these little blobs of transit routes, but they don't connect. We don't have that issue anymore because people are no longer siloed. It's reasonable for us to talk about this area as a transit region now because we have a regional mobility tool that is different from the interstate highway system."



Moshe Hanan
Program Manager, Moovit

Another benefit of SoFloGO is that it is based on Genfare Link, which is cloud based, future-proofed, and always up-to-date. The four participating transit agencies don't need to update physical servers or computers housing the back-office to keep ahead of tech advancements – Genfare and Moovit release regular automated updates to add new features, fix bugs, and optimize performance of the system.



Vince Sciullo
Project Manager, SFRTA

"In the proprietary app SFRTA built, we didn't have a maintenance agreement, so sometimes random or even just basic operating system updates could cause our app to have a bug," says Vince Sciullo, SFRTA's project manager. "So, the app started to degrade over time because we didn't have support. Genfare and Moovit's Software as a Service (SaaS) model works great for a smaller agency like ours."

Project implementation and process

"This project required a strong technical foundation, and Genfare had the infrastructure to support what each of these agencies wanted to do in its own way. Moovit already has the tracking infrastructure and can provide an app quickly," says Moshe. "Because we've worked with Genfare before, we already have direct channels between our developers and their developers established, which makes it easier to test new features or make changes on a large project like this."

“

People have wanted to create interoperability in the South Florida transit system for many, many years.

The SoFloGO app enabled us to take that concept and make it a reality. It was a true partnership between Genfare, Moovit, and the four agencies in South Florida to make the app a reality, and it was done with lightning speed!"



— Jennile Logan,
Business Development Director, Genfare



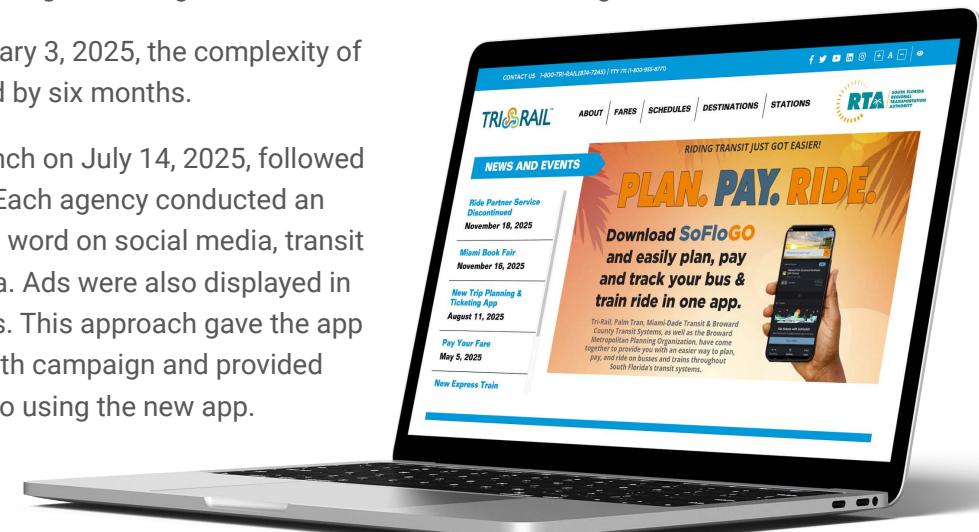
Rolling SoFloGO out in the Sunshine State

A committee made up of representatives from each transit agency, along with Genfare and Moovit, met weekly to coordinate the project implementation efforts.

"Having a dedicated liaison from each agency was beneficial to this project due to time constraints. This approach streamlined decision making at each phase of the project," said Kiran Chaudhari, program manager at Genfare. "This helped keep all four agencies aligned and focused on their shared goal."

While the initial deadline was February 3, 2025, the complexity of the project caused it to be extended by six months.

The rollout plan included a soft launch on July 14, 2025, followed by an official rollout on August 11. Each agency conducted an advertising campaign to spread the word on social media, transit agency websites, and in local media. Ads were also displayed in and on rail cars, buses, and stations. This approach gave the app great exposure during the four-month campaign and provided riders a chance to slowly get used to using the new app.



Meet the SoFloGO app

The new SoFloGO app gives riders a seamless way to plan, pay, and ride on buses and trains throughout Broward County Transit, Miami-Dade Transit, Palm Tran, and Tri-Rail systems in one single, user-friendly platform for the first time!



Many of the SoFloGO's app features make traveling through Southeast Florida more convenient, including:



Multimodal trip planning

suggests optimized routes across buses and trains



Real-time information

provides live tracking of buses and trains to minimize waiting times



Mobile ticketing

enables seamless fare payment from each transit agency directly within the app



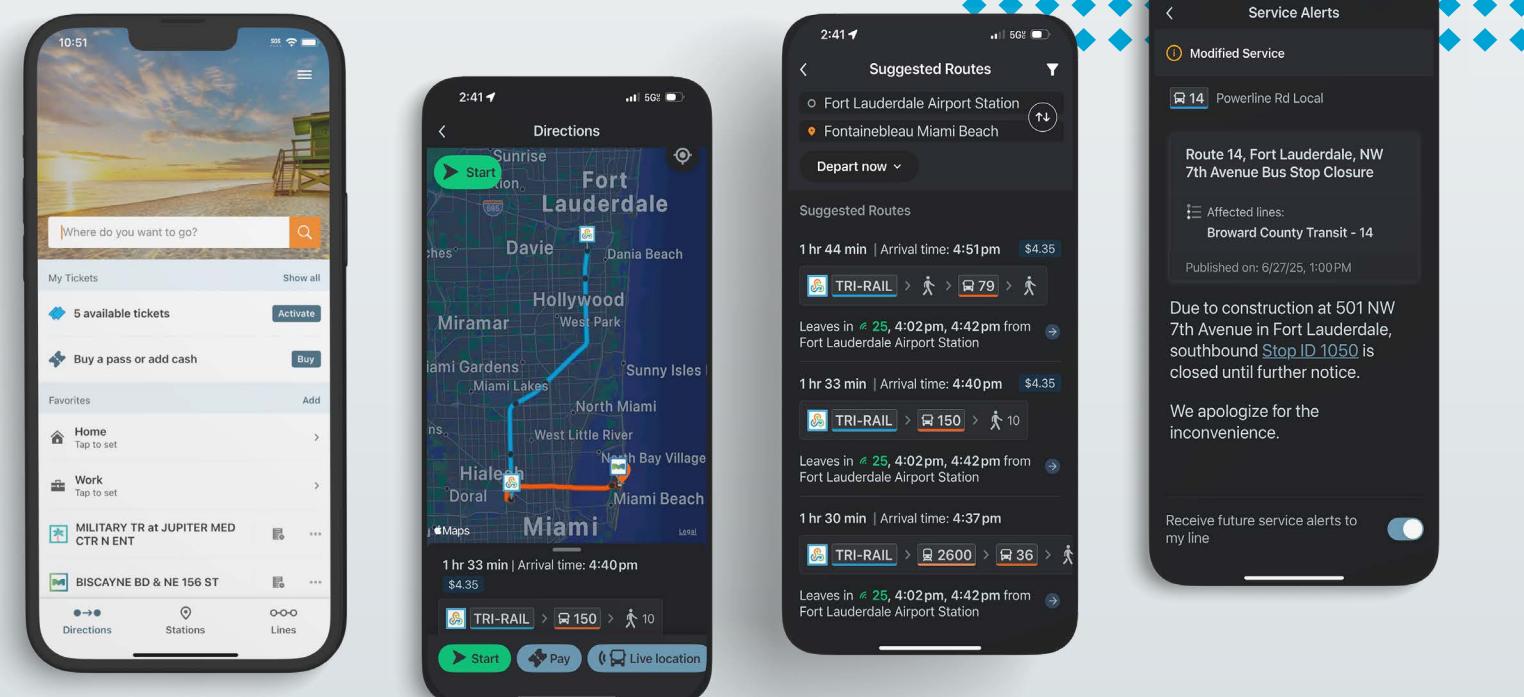
Live directions and alerts

offer step-by-step guidance, including service alerts to avoid disruptions



Accessibility features

ensure inclusivity with screen readers, step-free route options, and ergonomic menus



Challenges

While two partners developing one app for four transit systems in record time was already a major undertaking, several unique challenges raised the bar even higher. Fortunately, Genfare Link's limitless scalability and flexibility meant the agencies were able to capitalize on vertical integration.

"Genfare was a pivotal piece of the SoFloGO puzzle. There's no question. We had a limited scope, we had a limited budget, and we had very limited time. They were so good at interpreting our wants and desires for the app," says Amanda Christon, transit manager, Broward Metropolitan Planning Organization (MPO).

Some of the challenges Genfare and Moovit helped SoFloGO overcome included:



Mixed fare product offerings

Each agency has different product offerings and fare types (e.g., flat-rate fares, fares based on zones, transfers), and their back-end systems process differently. Because of this, four different sets of rules and processing flows were designed and executed in the Genfare Link back office and in the mobile application.

For example, Tri-Rail calculates fares by zones of travel, so riders need to know where they're getting on and off the train and how many zones they will be crossing to find the ticket price. A specific Tri-Rail ticketing flow was created so riders just need to choose their origin and destination to see only the applicable fares.

On the other hand, Broward County Transit's custom flow lets users see all the tickets available for purchase, and Palm Tran uses a digital wallet where customers load money into their account to pay for rides.



Payment processing security

Data security was one of the highest priorities, so rider and payment data needed to be kept private and not shared between agencies. This ruled out having one centralized payment system. Instead, credit card transactions for each agency must be managed separately in their own back offices.

As a result, the SoFloGO app requires users to create an account with each transit agency as opposed to making one SoFloGO user account that can be used for all four agencies in one app. If a rider already has an account on one of the local agencies' apps, they can use the same account username and password in the SoFloGO app, so they don't have to manage two different accounts for one agency.



Various validation options

Another hurdle was that purchased tickets had to be capable of activation for current or future use. In addition, they needed to be validated in multiple ways, including electronically at fareboxes, faregates, and validators, or visually by transit employees. These variations were accommodated in SoFloGO.



Scaling back to allow a fast implementation

Due to the tight development schedule, some of the features in the original scope did not get added into the app at launch. Because Genfare Link is modular, features like accepting Apple Pay and Google Pay can easily be added in the future.

How MaaS helps riders move it

Mobility-as-a-Service (MaaS) is a new way to use public transportation that combines different modes of travel – like buses, trains, bikes, and ride-sharing – into one app. With MaaS, users can plan, book, and pay for all their trips in a single place. This makes getting around easier and more convenient and encourages more people to use public transit.

As a global provider of MaaS solutions, Moovit is known for its award-winning urban mobility app, with more than 1 billion users connected in 112 countries using 45 languages.

The platform combines information from public transit operators and authorities with live information from the user community to offer travelers a real-time picture, including the best route for their journey.



Genfare is also committed to MaaS with its mission of equitable mobility, a concept that champions giving all riders – including unbanked and underbanked riders – access to safe, frequent, and affordable transit. Adopting streamlined and effective solutions that meet riders where they are while being adaptable to whatever the future brings is a winning strategy to providing equity for all.

The three pillars of equitable mobility

1

Understanding and meeting community needs

2

Building multi-modal end-to-end solutions

3

Realizing value and being cost effective



We are thrilled to introduce the SoFloGO app – a dream come true for South Florida public transportation.

Every day, people use our transit services to cross city and county lines interchangeably. This app integrates all the services they need in one place, making regional travel more convenient than ever before."



— David Dech,
Executive Director, SFRTA



Results

The feedback on the launch of the new SoFloGO app has been highly encouraging. In the first three months, the app was downloaded more than 25,200 times, and over 16,000 people registered with a transit agency to purchase tickets. More than 50 percent of those who downloaded the app registered for Tri-Rail ticketing.

Also in the first months, about 1,200 riders used the app every day during the week, and 800 used it on the weekend, with many people using the app to travel multiple times a day. Growth is expected to continue with word of mouth between residents and as tourists visit the region.

South Florida mass transit users are also taking advantage of the new trip planning feature by mapping

their routes through all three counties on the app every day. The top trip planning destination is Miami International Airport with West Palm Beach, Fort Lauderdale, Boca Raton, and Cypress Creek Tri-Rail stations being nearly as popular.

"The reaction has been so incredible. It's really easy to use. People love the trip planning capability and being able to get real-time arrival information for all the modes," says Amanda.

The app has received much media attention in both local and trade news. The SoFloGO app is even the subject of the Palm Beach County Library's "Life Hacks" educational series, where attendees can learn about South Florida's new public transit app.

News coverage of SoFloGO



New transit app for commuters launches in South Florida



New App Aims to Simplify Public Transport Use in South Florida



South Florida Transit Agencies Launch Unified Mobile App



South Florida transit agencies partner to release unified app for regional transit



SoFloGO app unites major transit systems for smooth rides across South Florida

SoFloGO App Unites Four South Florida Transit Systems



South Florida transit agencies launch SoFloGO: A unified mobile app for regional transit



SoFloGO app unites major transit systems for smooth rides across South Florida



Seeing thousands of users download the app and sign up for an account when SoFloGO first launched tells me that there was demand for this, so I think this is validation for how important and necessary this project was."

— Moshe Hanan, Senior MaaS Program Manager at Moovit



Kiran, shown with Amanda Christon, says, **"Mobile phone users are forced to download many applications that do a single task. Having a single mobile application that streamlines transit rider's purchases simplifies planning, especially for visitors in South Florida who want to travel on the local transit systems."**

SoFloGO's debut at APTAtech

Just days before its official rollout, the SoFloGO app debuted at the American Public Transportation Association's (APTA) 2025 APTAtech conference. The SoFloGO team conducted a panel on how its innovative solutions are transforming public transit by enhancing both accessibility and operational efficiency.

Together, Kiran Chaudhari, Genfare's project manager, Amanda Christon, transit manager at Broward County MPO, and Vince Sciullo, SFRTA's project manager, presented "Driving Accessibility & Efficiency: SoFloGO and Automated Reduced Fares."

They discussed how South Florida's need for transit interoperability was met through the regional transit agencies' pivotal partnership and commitment to develop a cutting-edge mobile ticketing solution that eases fare collection and enhances rider convenience.

"It was an honor to present at APTAtech," said Kiran. "It means APTA saw a value in our work and that all the folks who attended are part of the larger APTA community should know about it."



Vince Sciullo also joined the APTAtech panel.

Takeaways

Outside of finding the right technology solutions, those involved in this project appreciated the patience and collaboration that everyone showed. The combination of open technology and everyone's spirit of collaboration were instrumental in bringing the SoFloGO app to life.

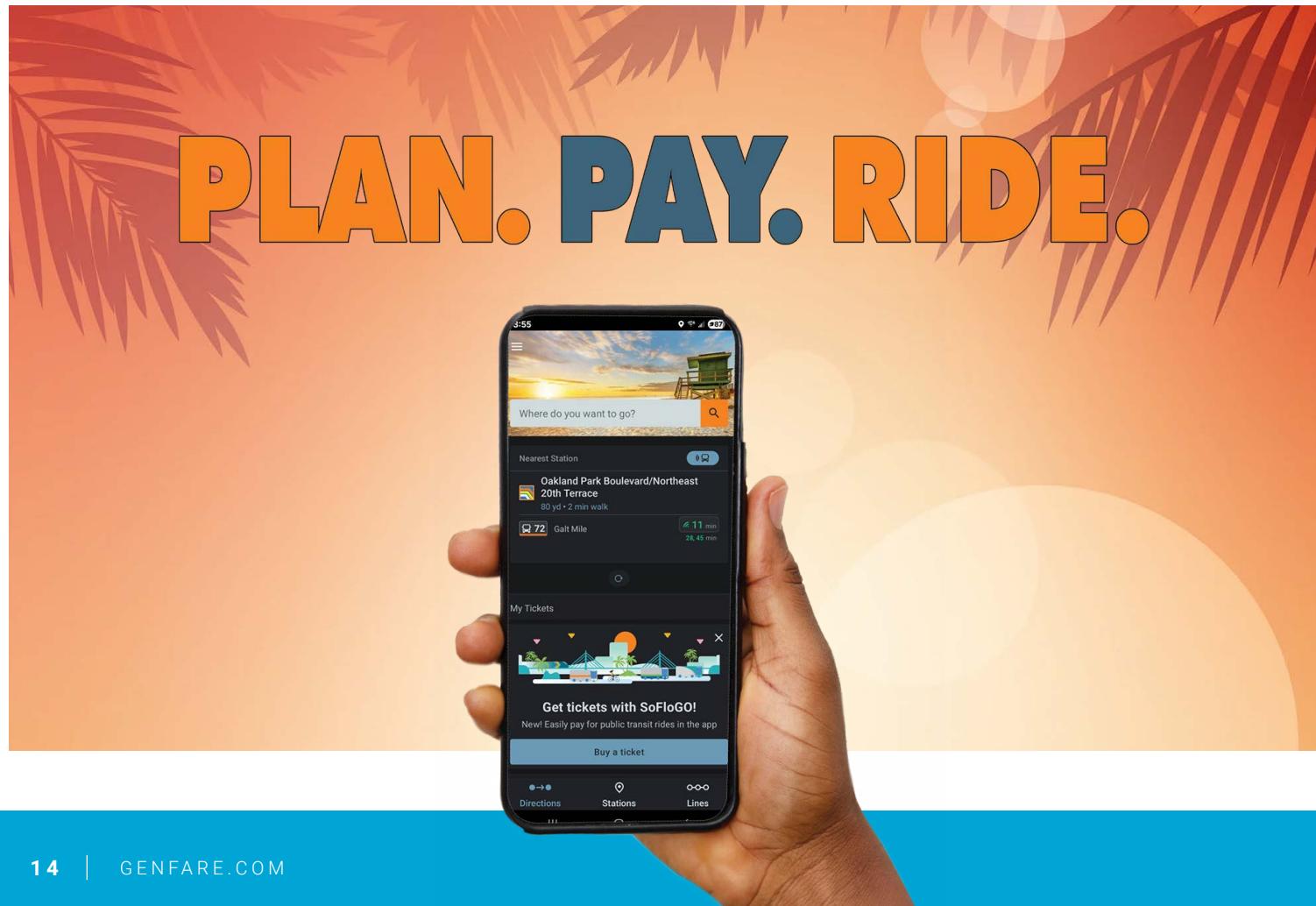
"If you're going to work across multiple agencies, get the right people in the room to figure out what business rules, agreements, or policies you'll need to modify up front to deliver what you want before you spend any money on technology," says Vince.

Kiran and Moshe agree that collaboration is an important piece of a successful project implementation. SoFloGO's success proved that a regional collaboration is possible with the right partners and approach.

The future is as bright as the South Florida sun

Broward County Transit, Miami-Dade Transit, Palm Tran, and Tri-Rail all agree that the SoFloGO app customers are using today is just the first iteration. They are looking forward to having more time and funding available to add features they first envisioned. Plus, Genfare and Moovit are always making advancements in their technology.

Vince adds, "This isn't like the end of the story here. We want to be able to develop and grow, and scale over time. So more to come."



Products



Genfare Link®

Genfare's cloud-based, open-design fare collection back office platform was the perfect modern solution to meet Southeast Florida's unique regional interoperability challenge due to its powerful capabilities that provide:

- Independence and empowerment
- Regional interoperability
- Hardware-agnostic flexibility
- Modular and scalable software
- Enhanced customer experience
- Proven expertise and support



Mobile Link

Genfare's full-featured mobile ticketing application allows riders to plan trips and buy instant tickets on their smartphones, reducing the need for cash fares. The interface reflects the agency's branding and includes secure payment processing, rider account management, and offline ticket validation. SoFloGO's instance of Mobile Link uses open APIs to integrate Moovit's trip planning features and help bring together the four agencies.



e-Fare®

Genfare's online ticketing portal empowers riders to securely view, manage, and fund electronic ticketing media such as mobile tickets, limited use contactless cards, and smart cards using any web-enabled device. e-Fare reflects the riders' Mobile Link account and makes it easy for families to share a purse and manage their account from a larger screen.



GenPay

GenPay payment processing allows transit agencies to simply, securely and cost-effectively accept bank card payments on the bus, as well as at any online or retail sales channel, with a single-vendor bank card processing solution. The SoFloGO app processes payments using GenPay's PCI Level 3 certified platform.

We'll make it work for you

We understand the funding and timing constraints transit agencies face. Whether you need a rapid, full-solution fare collection implementation or a phased approach spread out over multiple years, Genfare can make it happen.

Contact your Business Development Director to learn more about how Genfare can support your transit agency's needs within your budget and timeframe.



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