

For immediate release

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Florida Regional Revenue Collection and Inter-Jurisdictional Revenue Mobility Project awarded to INIT

Chesapeake, VA March 7, 2016 Hillsborough Area Regional Transit Authority (HART), the lead procuring agency of the local Regional Working Group (RWG) in Tampa, Florida, has awarded INIT Innovations in Transportation, Inc. the contract for a region-wide electronic fare management system. The RWG consists of eight (8) county transit agencies from Hillsborough, Pinellas, Citrus, Hernando, Manatee, Pasco, Polk, and Sarasota. Additional project partners include the TBARTA and FDOT who have come together to procure the state-of-the-art e-fare system.



The contract between INIT and the RWG will involve the deployment of an integrated fare system using account-based smart cards and mobile ticketing. INIT's passenger terminals, PROXmobil3, will be installed on more than 600 buses for the validation of the new fare media.

“The Regional Working Group is excited to bring this innovative system to our riders,” said Jeff Seward, HART CFO. “It will move our region into the future of transit fare collection and allow our riders an unparalleled, flexible rider experience. The project will provide great value to our region, improve on time performance, and reduce costs.”

INIT will also supply a back-end clearing and processing system (MOBILEvario) to facilitate the management of the RWG's individual customer accounts, setting of fare rules, revenue processing and statistical evaluation reporting. MOBILEvario will benefit the RWG by allowing them to provide a seamless fare structure across eight counties while ensuring the secure administration of each agency's data.

Also included in the project are Interactive voice response (IVR) applications and new enhanced web portals to allow customers to check their balances, register their cards and load values, as well as manage mobile payment applications using their smartphones.

Once completed, this regional fare system will be a major shift on how the RWG provides fare options for their riders. The RWG's partnership with INIT will allow them to provide passengers with a more convenient payment experience and attract new riders who will be able to travel across a wider service area covering approximately 4,100 square miles.

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