

GoPass[®]

Reinventing your rider's journey



All-in-one
MaaS



Riders can plan,
book, and pay for trips



Customized
branding available



Native integrations
available





One Platform to Move Your Agency Forward

The GoPass® app gives your riders a new way to get moving – empowering them with flexible payment options, trip planning, and much more. The platform promotes the mobility-as-a-service model of transit delivery, with integrated travel options that create a seamless travel experience. This positions your agency as first in mind for travel needs.

GoPass is complemented by robust reporting and back-office utilities. The product has steadily evolved for more than a decade. This constant focus on improvement has led several transit agencies to adopt GoPass, due to its powerful array of features and benefits offered out of the box.

When your organization chooses GoPass, expect:

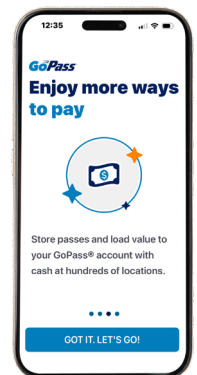
- Training and onboarding managed by experienced DART team members
- Quarterly app releases
- Monthly agency support meetings with DART
- Quarterly operational and marketing meetings with all GoPass agencies
- White label offerings where your agency can be set up with its own branded GoPass platform



A Seamless Experience for Your Riders

The app is an all-in-one mobility platform, giving your riders the power to:

- Set up an account
- Purchase transit passes for themselves or others
- Plan and start a live journey in real time
- Personalize their experience
- Receive rider alerts, trip notifications and pop-up messages and learn and see real-time detours
- Report concerns and comments
- Benefit from fare capping
- Add funds to their account using cash
- Book microtransit, paratransit or discovering a shared bicycle or scooter with vehicle and deep-linking
- Learn about events and points of interest





Benefits to Your Organization



Procurement as a sole source contract with DART



Support and guidance from the expert staff at Dallas Area Rapid Transit (DART) and Kuba



Collaboration and sharing of development ideas and costs among GoPass agencies



Robust back-office reporting on sales trends, user statistics, and more



Smooth onboarding process: 2-4 weeks for GoPass tenants or 3-4 months for white label clients



A platform to communicate updates, alerts, and promotions to your riders



Native user experience



Ability to source feedback from riders to help your organization improve



Competitive pricing and scalability to suit agencies of all sizes and scopes



Quarterly app releases, added features, and increased functionality



Open API platform making it easy to integrate new applications

GoPass By the Numbers



over 3 million downloads



50% adoption rate at DART and Trinity Metro



4.8 star app rating



over 8 million daily active users per year



JOIN
GoPass[®]



Agencies Using GoPass



Ready to get on board?

To offer your riders a smooth, seamless transit experience, contact the GoPass team or visit our website:

GoPass@DART.org | GoPass.org/enterprise

jbraddick@DART.org | w: 214.749.3481 | c: 469.798.9526

