



NEWS RELEASE

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Township launches mobile ticketing for The Woodlands Express Park and Ride

THE WOODLANDS, TEXAS (August 9, 2018) – Effective August 13, 2018, The Woodlands Township has launched a mobile ticketing app for riders of The Woodlands Express Park and Ride bus service, thus removing the need for paper tickets. Tickets can now be bought anytime, anywhere, using the new app.

The Woodlands Express Park and Ride service provides a comfortable, convenient and economical way to commute from The Woodlands to Houston, and new this year, offers reverse commute. Destinations include the Texas Medical Center, Greenway Plaza, as well as the Central Business District of Houston. Scheduled service is provided Monday through Friday, excluding holidays. Full details, including routes, schedules and ticketing are all available at www.woodlandstransit.com.

The new mobile ticketing app is available for free download (beginning August 13, 2018) in the Google Play Store and Apple App Store. Riders may purchase tickets on their smartphones anytime, anywhere and display them when boarding the bus. Riders using the app can pay for tickets using a credit or debit card, or via digital payment services such as Masterpass and Apple Pay. Both round-trip tickets and ticket books, which give riders 20 round-trip tickets, are available. Once purchased, the tickets work offline and are stored in the app.

“This new service will significantly simplify and improve the overall transit experience for our riders,” said The Woodlands Township Chairman of the Board Gordy Bunch. “We are excited to be deploying this new mobile ticketing app in partnership with Masabi, the app developer, and look forward to the response from our riders.”

“Masabi is committed to making public transit journeys as simple as possible,” said Brian Zanghi, CEO of Masabi. “We’re delighted to be working with such an innovative organization as the Township to help improve the experience for park and ride customers in The Woodlands.”

The Woodlands Township is using the market-leading Justride Platform from Masabi to power the new app. With clients across four continents, the Justride Mobility Platform is the most widely deployed end-to-end mobile and account-based ticketing solution in operation and the first of its kind in the region. As part of the deployment, Justride will be using Mastercard Payment Gateway Services to enable simple, safe and secure in-app digital payments.

For more information about The Woodlands Express Park and Ride, please visit www.thewoodlandstransit.com or www.thewoodlandstowship-tx.gov/transportation. You can



also get updates on The Woodlands Express Park and Ride by signing up for Woodlands Transit Alerts at www.thewoodlandstownship-tx.gov/notifyme and via @TownshipTransit on Twitter.

For more information about Masabi and its mobile ticketing solutions, please visit www.masabi.com.

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Mobile Ticketing App**

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August 13th!

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