



# **Building Value Together: One Brick at a Time**

The RTD Story

A large, dense pile of various colorful LEGO bricks and pieces, including red, blue, yellow, orange, pink, and white. The pieces are scattered and overlapping, creating a vibrant, textured background. A white rectangular box is overlaid on the top center of the image, containing the text "Look Familiar?".

**Look Familiar?**





**“Building dreams, one brick at a time.”**

# The RTD Journey



# A Brick-by-Brick Journey



2023

Value added through launch of **Partner Portal**



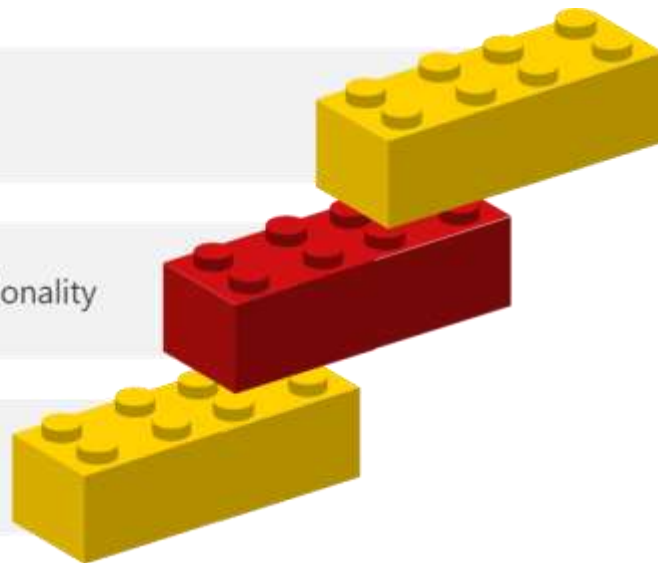
2022

Implemented **ABT (Account Based Ticketing)** Functionality

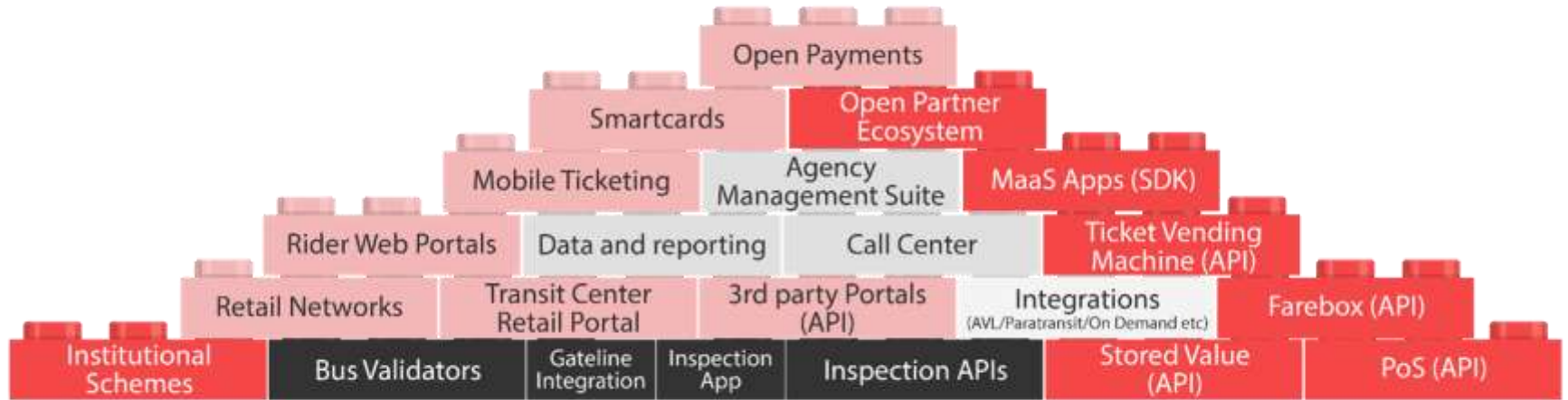


2017

Partnership begins with launch of **Mobile Ticketing**



# Masabi's Justride Platform - Building Fare Collection One Brick at a Time



A detailed LEGO city street scene is shown. In the foreground, a red double-decker bus with a yellow stripe and a '216' license plate is driving on a tan road. The bus has a 'SUCK & CHUG' advertisement on its side. In the background, there are several colorful LEGO buildings. One is blue with white windows, another is grey with white columns, and a third is brown with a red sign that says 'POOL'. A sign for 'AL'S' is also visible. The scene is set on a wooden surface.

**What you do well**

**...combined  
with what we  
do well**

**Is how we build  
incredible  
experiences for you  
and your riders.**



# Any Questions?

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**Ticketing for Smarter Cities**