

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Modeshift

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Modeshift

Category

T01. Company of the Year - Transportation Technology

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

Modeshift was founded with a clear mission: to provide digital fare collection solutions that could serve cities of all sizes, particularly small and mid-sized communities. It became evident early on that many smart city vendors were focused solely on the needs of large urban areas, leaving a significant gap in addressing the unique challenges faced by smaller and rural communities. Inspired by this, Modeshift set out to fill that gap, aiming to improve the ease of use of public transit in these "everyday-sized" cities around the world.

To meet these needs, the company developed a cloud-based fare collection platform that emphasizes flexibility, scalability, and ease of integration. By focusing on simplicity and affordability, Modeshift enabled transit agencies to modernize without the complexity or high costs of full system overhauls.

Since its inception, Modeshift has successfully deployed its solutions in more than 50 cities, with populations ranging from 50,000 to over 2 million people. Whether in rural towns or larger metropolitan areas, the platform has empowered agencies to offer modern, user-friendly transit options to their communities, all while remaining adaptable to each city's unique infrastructure and needs.

b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since 2023, Modeshift has emerged as a powerful force in the mobility sector, especially among rural and midsize agencies that have long struggled to modernize. The company added more than 40 new transit agency partners and expanded to over 50 systems globally since 2023, with major growth in Pennsylvania, Canada, and Macedonia.

Pennsylvania has become a standout state, with 10 agencies—including Butler Transit Authority, IndiGO, Freedom Transit, and Crawford Area Transit Authority (CATA)—adopting Modeshift. In 2024, CATA transitioned to digital fare payments and saw adoption to the Modeshift system jump to 68% in just eight months (with adoption rates still increasing), improving efficiency, rider satisfaction, and access to grant funding.

A standout deployment includes North Macedonia's capital, Skopje, (2024), a large city-wide rollout of Modeshift technology. This global success illustrates the platform's ability to support large-scale urban systems, while other deployments in Pennsylvania demonstrate Modeshift's continued service in smaller markets.

Modeshift also introduced a modular Ticket Vending Machine (TVM) in 2024 and farebox suite in 2025, both designed to integrate seamlessly with its core platform or into existing agency infrastructure. This reinforces Modeshift's commitment to flexibility—offering agencies choice, not requirements.

Customer support remains a core differentiator: agencies receive hands-on guidance and training throughout the rollout, leading to strong relationships and positive rider experiences. Its customer-first approach, affordable SaaS model, and ability to tailor rollouts to an agency's existing systems continue to set Modeshift apart in a vendor landscape that often forces all-or-nothing upgrades.

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**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required**

What makes Modeshift's achievements stand out is its unique approach to flexibility in a space dominated by rigid, metro-focused vendors. Where competitors often require agencies to overhaul their entire fare collection system—including hardware—Modeshift offers an account-based platform that integrates with what agencies already own, making modernization accessible even to small operators.

This model has enabled rural and regional agencies to leapfrog from outdated punch cards and token systems directly to mobile ticketing and contactless payments, without breaking budgets. CATA's digital fare adoption rose from 15% in the first month to 68% by month eight, demonstrating how transformational this approach is in communities often left behind.

Greg Downing, Executive Director at SCTA, highlights this advantage, stating, "Modeshift has been a godsend to work with...being very responsive, able to understand the needs we explained, and able to provide a product that answered those needs..."

Compared to prior years, Modeshift has accelerated deployments, onboarded more agencies, and expanded internationally—all while preserving its hands-on service model. New features like fare capping, unbanked rider tools, and offline ticketing help ensure equity for all users, not just those with smartphones or credit cards.

In contrast, larger fare technology vendors focus on high-dollar contracts with major metros and often lock agencies into inflexible systems with steep onboarding costs. Modeshift's ability to support 88+ million trips annually while serving both small towns and dense cities proves scalability and inclusion aren't mutually exclusive. Modeshift isn't just growing, it's redefining what digital transit transformation looks like, and who it's for.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Article in Route Fifty (see link)

-The article in Route Fifty (published February 2025) provides an in-depth look at Modeshift's impact on smaller transit agencies, highlighting CATA's success deploying new digital fare collection.

-It details how the platform has facilitated smooth transitions for agencies previously struggling with outdated systems, noting CATA's adoption rate of 15% in the first month and 40% by the fifth month of deployment. While this article captures the early adoption phase, our newest internal data (collected after the article's publication) shows that CATA's digital fare adoption continued to grow, reaching 68% by April 2025.

Customer Testimonials: We have linked customer feedback from various transit agencies, such as Greg Downing, Executive Director at SCTA, who praised Modeshift's ability to understand and meet the needs of smaller transit systems. These testimonials showcase the strong relationships Modeshift has built through its customer-first approach and hands-on support.

Growth Metrics: Supporting data showing the number of new transit agency partners since 2023, the significant increase in adoption rates in case studies (e.g., CATA's growth to 68% adoption), and the continued expansion into global markets further back up the claims of Modeshift's rapid growth and the impact it's having on the public transit landscape.

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**Would you like to add an additional supporting document?**

No

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