Next generation fare collection in 1 hour

Token Transit

February 2020
Company Experience

Founded by a team of former Google and Apple engineers, we have decades of experience building secure and scalable software. None of us own cars.
100 Agencies Across North America
30 Agencies in CA
1. Launch in 1 hour
2. Transit passes in Google Maps
3. Medi-Cal Passes like TNCs
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Token Transit is ready for everyone in room

All we need to launch is:

1. Agency logo
2. Bank information
3. YouTube training video
4. Ridership reporting needs
Customer can buy passes on their phones

- **Blind riders** - buy passes with “Siri”
- **Late workers** - open 24/7, no “special trips”
- **Commuter Benefits** - no special MCC
- **Social Services** - $ on postage/delays
- **All Riders** - faster boardings
Fare Capping

- Customer don’t need to “Finance” monthly pass
- ~500 customers capped in first month in Reno
Send a pass

- Send bus passes remotely
- tokentransit.com/send
- Omnitrans Facebook community
Interagency fares

- Interagency fares and revenue splitting
Token Transit Users

- 45% of tickets use Pre-Paid Debit Cards in Gary, IN (~23% across all Token Transit cities)
- Average Token Transit user income is $13,000 annually in Tallahassee, FL
- Lots of Paratransit, visually impaired users
Validation Method Agnostic

- Integrate with existing QR Code/system
- Add on to any fare system
- “Tap to board”, Battery powered
3d Printed Validators (Optional)

- Add on to any fare system
- “Tap to board”
- Battery powered
Sample work in California

- Inland Empire and San Luis Obispo, CA - Regional system via Token Transit
- Modesto, CA - Distributing “Medical” passes via Token Transit
- Stockton, CA - Launching transit passes directly in Google Maps
- Bakersfield, CA - Integrating microtransit payments with fixed route payments
- Santa Monica, CA - Launching transit passes in Transit, multi-modal “glue”
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Transit Passes in Other Apps

- Buy Transit Passes in Apps you already have
Audience Question: Most popular website to book Airline tickets?
1. KAYAK
2. TripAdvisor
3. Expedia

AVIATION

Sabre is in Southwest's long-term plans

By Robert Silk  |  Oct 03, 2019
Example from Airline Industry

- American Airlines
- United Airlines
- Delta Airlines
- Frontier Airlines
- Alaska Airlines
- Expedia
- Priceline
- Kayak
- TripAdvisor
Microtransit fares

- Transfer from fixed route to microtransit?
Bikeshare fares

- Joint bike share and bus monthly pass?
KCATA as the “Mobility Manager”

- Powered by Token Transit
- RideKC Bus
- BCycle
- TransLōc®
- Scooters (free)
Audience Question: Where are riders planning their transportation trip?
Where are the riders?

Currently, 80 percent of millennials consult with either Google or Apple Maps for transportation planning.

APTA - The transformation of the American Commuter

Source:
Google Maps
1. Launch in 1 hour
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Medi-Cal Passes in Modesto

- Medi-Cal text passes to clients
- MAX bills them on the backend
Can demo this now

- tokentransit.com/app
- Send sample text message
Token Transit code: 784 011

Zack sent you a bus pass. To use it, download Token Transit at https://tokentransit.com/app. Zack says: "Enjoy your bus pass, Sam! "

My Passes

SolTrans

ADULT LOCAL DAY PASS

Time Left 11 hours
Example of the power of a platform

- Medi-Cal passes in Modesto, since September
- Live in Inland Empire across 7 agencies
- IEHP distributes $7M of transportation a month
IEHP is now assigning Members seeking care at Federally Qualified Health Centers (FQHCs), Rural Health Clinics (RHCs), and Indian and Tribal Clinics (ITCs) to the clinic instead of the individual PCP within the clinic. Members wishing to see a PCP within one of these clinics will be able to request assignment to the clinic where the PCP practices.
University Passes in Lincoln, NE

- Digitally sign up students
- transit passes
Oklahoma City Downtown Businesses

- Partners send out passes
To Summarize
1. Launch in 1 hour
2. Transit passes in Google Maps
3. Medi-Cal Passes like TNCs
Thank you!