



Engineering and Public Works Department  
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DATE: March 17, 2025

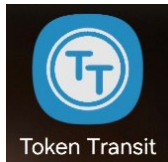
TO: Alicia Hughes-Skandijs, Chair  
Public Works and Facilities Committee

THROUGH: Denise Koch, Engineering and Public Works Director

FROM: Rich Ross, Capital Transit Superintendent

SUBJECT: Token Transit Promotional Launch

Capital Transit is excited to announce the upcoming April 2025 launch of Token Transit, a convenient mobile fare payment application. This application, approved by the Public Works and Facilities Committee on July 15, 2024, will allow our riders to purchase bus fares directly on their smartphones, offering a seamless and efficient payment experience



Token Transit is a user-friendly mobile application that enables riders to:

- Purchase single-ride fares, Youth fares, and monthly passes directly from their mobile devices.
- Activate and display their digital fares for easy validation upon boarding.
- Access fare purchasing options anytime, anywhere.
- The app will be compatible with Apple and Android devices. Riders will be able to download the app from their respective app stores (Apple App Store and Google Play Store).

**Promotional Launch Offer:**

To encourage adoption and generate excitement for Token Transit, staff suggest implementing a promotional offer:

- For the first week following the launch, all fares purchased through the Token Transit app will be offered at a 50% discount off the regular fare price. Staff estimate that there would be a \$5k loss in fare revenue due to the promotional fare.
- We will be promoting this offer through various channels, including:
  - Website announcements
  - In-bus signs
  - Public Service Announcements

**Action Requested**

Staff recommends that PWFC authorize the 50% discount off the regular fare price for one week and forward to the full Assembly for approval.