FOR IMMEDIATE RELEASE

December 12, 2018

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Harford County Launches "Token Transit" Option for Bus Fare Payments

BEL AIR, Md., (Dec. 12, 2018) - Harford Transit LINK is making commutes easier with Token Transit, a free smartphone app for bus riders that eliminates the need to carry exact fare or a bus pass. After downloading the app, users can buy single or 12-ride passes on their smartphones and then activate the online passes to show the driver before boarding the bus. Discounts for seniors and those with disabilities will still apply and the app can also be used for on-demand mobility services, which require advanced reservations.

Cash and paper bus passes will remain available options on Harford Transit LINK buses; however, rider feedback surveys consistently show that improving trip times is a high priority.

"Nearly 75% of Harford Transit LINK's customers still deposit cash into the fare box, which takes 22 seconds per rider versus four or five seconds for an option like Token Transit," said Gary Blazinsky, administrator of Harford Transit LINK. "Those time savings will add up and help reduce trip time for all riders."

Developed by Token Transit, Inc. of San Francisco, CA, the Token Transit app is used by transportation systems nationwide as a payment option to speed transactions.

"Token Transit is the latest app offered under my administration to improve efficiencies and customer service," Harford County Executive Barry Glassman said. "I encourage riders to give it a try, and remember our RouteShout 2.0 app that lets users track our buses in real time. Together these technologies make it more convenient than ever before to travel with our award-winning Harford Transit LINK bus system."

Token Transit is available for free download on Google Play or the App Store. To get started, customers can also text the word "Token" to 41411 or visit www.tokentransit.com/app and choose Harford Transit LINK from the menu.

The RouteShout 2.0 app is also available for free download. Choose "Harford County Transportation Services" from the menu to view Harford Transit LINK routes.

Harford County Transit LINK operates 40 vehicles Monday through Friday with eight routes countywide and into Cecil County. The LINK also connects with MARC and Amtrak trains, MTA commuter buses, and regional Greyhound, which then connect with main terminals in Baltimore and interstate travel. Key service areas include Harford Community College, the Mary E. Risteau State Office Building, Upper Chesapeake Health and Harford Memorial hospitals, Perryman Peninsula and Riverside business communities, Aberdeen Train Station, Harford Mall, the Constant Friendship shopping area, Edgewater Village Shopping Center, and Beard's Hill Shopping Plaza.

For more information about Harford Transit LINK schedules and routes, call 410-612-1620 or visit www.harfordtransitlink.org.

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