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*FOR IMMEDIATE RELEASE*

## **rabbittransit Introduces Mobile Ticketing**

York, PA – rabbittransit will launch a mobile ticketing application pilot in partnership with Token Transit that gives customers a new and cashless fare payment choice. To launch on Earth Day, April 22, the technology platform will allow those riding York fixed route, Freedom Transit fixed route and rabbitEXPRESS commuters to download the Token Transit app and purchase bus passes through a mobile device.

rabbittransit will run a special promotion from April 22 through May 22, in which those who purchase a multi-ride pass will receive 50% off their first-time purchase and those purchasing single rides through the app will receive 50% off single rides (max. 40) throughout the 30-day duration.

Three-fourths of rabbittransit customers own a smartphone and a system for easy mobile payments can provide a new solution to reduce cash fares. “Our goal is to encourage as many riders as possible to shift to the mobile platform,” comments rabbittransit Executive Director, Richard Farr. “Paper passes can be challenging to bus on-time performance as they sometimes jam or are difficult to feed into fareboxes. All of that works to slow the process of boarding,” explains Farr.

The program will be evaluated after a six-month period to determine if the app fare payment is beneficial. Those who are interested in using Token Transit can download the app by visiting Google Play or the App Store and searching “Token Transit”.

### **About rabbittransit**

*rabbittransit, a regional public transportation provider, offers a variety of transportation services to the residents of Adams, Columbia, Cumberland, Franklin, Montour, Northumberland, Perry, Snyder, Union and York Counties. More than 8,000 people depend on rabbittransit each day to get to work, medical facilities, school and other life-sustaining activities. rabbittransit is dedicated to helping all residents in the region get to where they want to go.*

### **About Token Transit**

*Token Transit is a mobile app to pay for public transportation. Using the Token Transit app, riders can purchase transit passes on their smartphones and board the bus by showing the driver a pass on their phone. Transit agencies are choosing Token Transit as a rapidly deployable alternative to smartcards in order to to boost ridership, decrease costs, and improve service. Founded in San Francisco with the mission to increase access to public transportation across the United States, the company is helping transit agencies of all sizes provide an easy and convenient rider experience. For more information visit: [www.tokentransit.com](http://www.tokentransit.com) or download ‘Token Transit’ on your iPhone or Android.*