Hernando County Transit Fare Collection

The Regional Working Group (RWG) and Fare Collection System known as Flamingo has proven to be unbeneficial for Hernando's riding public. We will discontinue using Flamingo due to following limitations of the system.

➢ Connection – No longer connected to other counties as originally intended

➢ Use – Flamingo is not received accounting for only 14% of ridership revenue

➢ Costs – Flamingo's 14% ridership revenue does not support the cost of equipment, admin fees, and merchant fees

We have found an option more suited for our riders in Hernando County

Beginning September 1, 2023, our riders will have multiple choices to pay their fare on TheBus:

⭐ Cash ⭐ Paper Passes ⭐ Token Transit ⭐

No Change - Cash Payment

Customer puts cash in the fare box for their ride one way.

Return - Paper Passes

In the past paper passes have proven to be very beneficial to our customers. They allow another option for those who may not be as comfortable with technology.

**The county receives 100% of the revenue generated for Cash or Paper Passes.

Token Transit

A downloadable app that allows our customers to buy and use digital passes at their leisure. There is no requirement to purchase equipment, its 100% app based, and the costs to the County are minimal.

Customers will be able to purchase the same passes offered for cash or paper version as well as other pass options available only in the digital form.

Hillsborough County (HART) as well as other Florida Counties currently use Token Transit apps.

Let riders buy passes where they already plan trips

Agency powered by 🅣

Apple Maps · Google · Moovit · Transit · Token Transit · Agency App
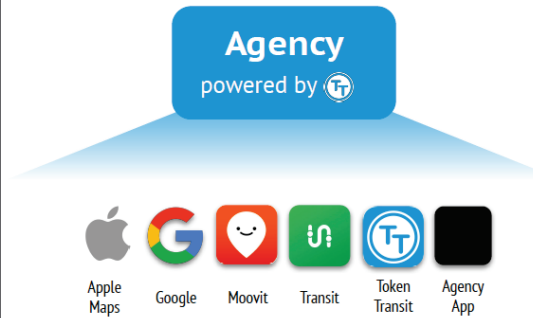
Token Transit **increases riders' choice** while giving **agencies control**

Give everyone the power to instantly send 1000s of passes

- **Social Services** - Text a pass or easily approve reduced pass riders to purchase discounted passes.

- **Schools and Employers** - Distribute thousands of passes for students, staff or employees.

- **Conference/Convention Coordinators** - Create custom passes for special events.

- **Family & Friends** - Anyone can send a pass instantly and electronically. Try it today.

🅣 Token Transit
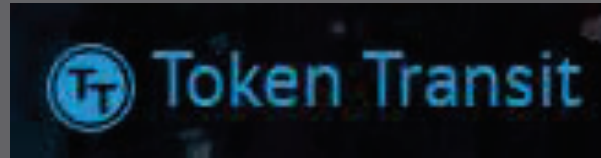
Trusted by 200+ large and small agencies everywhere
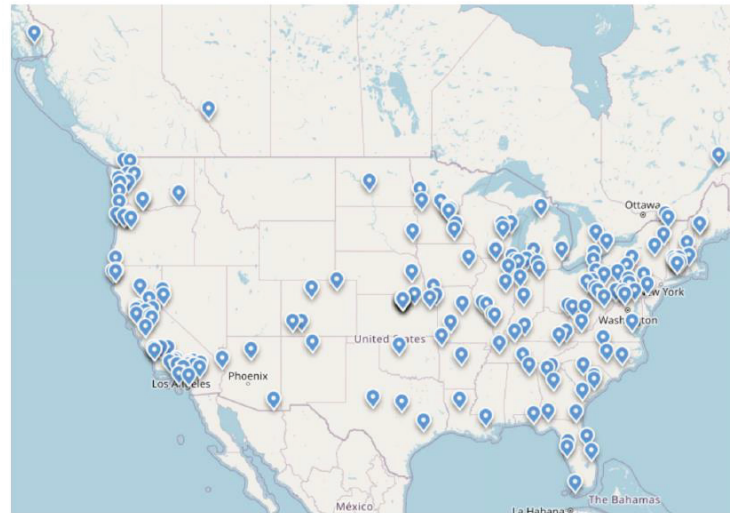
New, complimentary features constantly launching

New features are made available to your agency at **no extra cost**. You choose what you want to make available.

Examples include

- Fare Capping
- Apple Pay
- Data Visualizations

Launch with simple checklists in one day

Finance - Secure bank transfer setup takes minutes.

Operations - Training operators usually takes 5-10 minutes, we provide all the materials.

Customer Service - Token Transit provides all customer service support.

Marketing - We provide custom print and digital marketing materials.

Fare Media - We support all of your existing fare types.
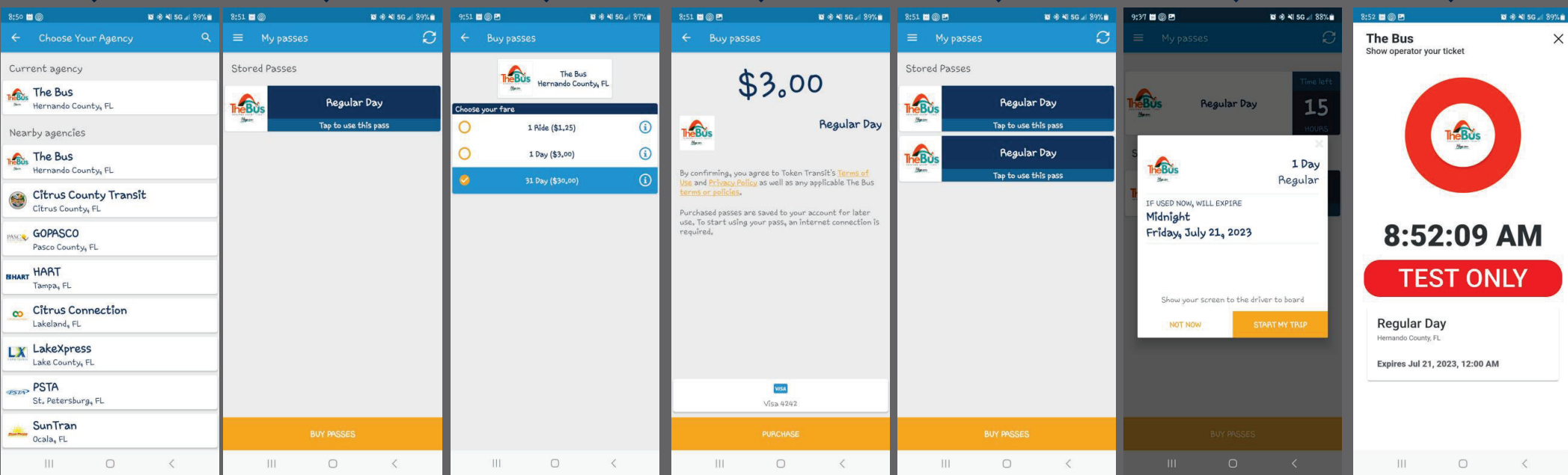
TOKEN TRANSIT APP

1 Choose Agency

2 Buy Passes

3 Choose Fare

4 Purchase Pass

5 Use Pass

6 Start my Trip

7 Show Operator

**This information is for demonstration purposes only from a test data bank

TOKEN TRANSIT FEE SCHEDULE

⭐ Token Transit has minimal costs to the County and there are not additional equipment fees.⭐

Fees are calculated as follows:

For each transaction used on Hernando County's transit system Token Transit will retain a Digital Pass Fee of either,10% of the gross total proceeds of the transaction processed by the Services for each transaction that is greater than or equal to $2.00, or $.06 + 7% of the gross total proceeds of the transaction processed by the Services for each transaction that is less than $2.00.

These changes will be beneficial to our customers as well as increase revenue to help support the system

Timeline

Public notices will begin as soon as possible to make sure that our customers are aware of the upcoming changes.

Change Dates are as follows:

Date	Passes
7/31/2023	FINAL DAY to **PURCHASE FLAMINGO** Fare Cards/Passes
Mid August	Begin **PURCHASING PAPER** 31 day pass for September
Mid August	**TOKEN TRANSIT** available for immediate use of Digital Fares
8/31/2023	**FINAL DAY** to **USE FLAMINGO** Fare Cards/Passes
9/1/2023	Flamingo will be removed from all Transit Vehicles
9/1/2023	Go live with New Fare Collections

Questions/Comments