

## MAX Token Transit Fare Capping video (long form)

Meet Olivia. She lives in Modesto, works in retail, and relies on Modesto Area Express to travel. She doesn't have a lot of money to spend at any one time, so she buys two-dollar single-ride MAX passes to get to work and back instead of the 7 and 31-day passes that are more expensive. She also tries to limit her transit use to help with her budget.

But work isn't the only place she needs to travel, and that makes budgeting hard. She needs to take her four-year old to preschool and go to medical appointments. She needs to visit her family and go grocery shopping. Over the course of a month, Olivia typically spends over eighty dollars on MAX. If she was able to buy a MAX 31-day pass, for unlimited rides, it would only cost her fifty-eight dollars. That doesn't seem fair.

What if there was something that could solve this problem? There is, and it's called MAX Token Transit fare capping!

Here's how it works.

Say Olivia buys two one-way rides on MAX with Token Transit in one day. With MAX Token Transit fare capping, every ride after that would be free for that day because she spent the equivalent of a day pass, which is four dollars.

The same thing happens if Olivia spends the equivalent of other unlimited-ride passes. Once her number of single-ride purchases equals the cost of a 7-day pass (which is about seven single-ride passes), she can ride the rest of the week for free. Once her number of single-ride purchases equals the cost of a 31-day pass (which is twenty-nine single-ride passes), the rest of the month would be free!

Fare capping allows for equitable access to travel because it lets riders like Olivia – who can't afford the upfront cost – to take advantage of the discounts offered by 7 and 31-day passes. MAX feels good about that and so does Olivia, who downloaded the app and started earning her way to a 7-day pass right away!

This feature is only available on Token Transit and does not work with cash fares or if you buy a physical pass. If you already use Token Transit, just keep using the app on MAX to enjoy the benefits of fare capping. If you don't have Token Transit, download it for free at the App Store or Google Play. Like Olivia, you too can earn your way toward unlimited-ride passes.

Olivia has even linked her Token Transit account to her Modesto myStop app to plan her travel, purchase passes, and track her bus all from one app.

We're glad riders like Olivia can enjoy their MAX Token Transit fare-capping rewards. Olivia was so excited to save over twenty dollars on travel in one month that she made a comment about it the other day on the MAX Facebook page. If you're just as pleased, tell us what you think! And thank you for riding Modesto Area Express.