



News Release

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More Technology Upgrades for SLO Transit

- Public Transit Made Even Easier -

San Luis Obispo, CA – The City of San Luis Obispo Transit (SLO Transit) is rolling out new technology upgrades to make riding the bus even easier. These upgrades include the ability to buy digital bus passes via a smartphone application and a pilot project for real-time bus information at bus stops.

As of early November, SLO Transit now sells digital bus passes via the Token Transit smartphone application. Riders can download the app via their smartphones, create an account and then start buying their digital bus passes. From there, users will simply show or “flash” their pass to the driver from their smartphones for authentication and verification before they board. The use of Token Transit digital bus passes has the added benefit of allowing users to send digital bus passes to others electronically. All SLO Transit pass types are available for purchase within the app.

Further, SLO Transit will be testing two different solar powered real-time bus information signs. The first sign type is CHK America’s Connectpoint® Digital Bus Stop®, which offers solar-powered, ePaper, real-time departure and schedule information as well as service alerts. These “Smart City” digital signs are equipped with electronic paper displays that provide crystal clear readability any hour of the day or night. This sign type will be installed at the new San Luis Airport bus stop along Route 1A. The second sign type is a solar-powered, real-time information sign from Waysine with an LED display. An example of this sign type can be found at the Los Osos Valley Road at Froom (Irish Hills) bus stop along Route 2B.

These new features are aimed at enhancing transit travel experience while improving passenger satisfaction and reducing passenger anxiety about bus arrivals and where to buy bus passes. “We are excited about the potential of these new features as we continue to strive to make our City’s



public transit system more accessible and appealing,” said San Luis Obispo Transit Manager, Gamaliel Anguiano. “It’s our hope to continue to help free people from the burden of car ownership by making public transportation a more viable and attractive option” he adds.

SLO Transit is the local fixed-route transit operation for the City of San Luis Obispo, operating out of the City’s Public Works Department. SLO Transit operates eight vehicles at peak along eight fixed routes within the 23 square miles of the city limits of San Luis Obispo and Cal Poly. SLO Transit operates Monday through Friday approximately from 6 a.m. to 11 p.m., and Saturday and Sunday from 8 a.m. to 8 p.m. You can learn more by visiting slotransit.org.

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 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 or download 'Token Transit' on your iPhone or Android.

CHK America, is a subsidiary of The Cook Hammond & Kell Group, one of the largest independent, static and digital wayfinding design companies in the world. Recognizing that Smart Transit is redefining public transportation, CHK America, through extensive and proprietary research, developed a suite of solar-powered, ePaper, digital signage solutions, Connectpoint® Digital Bus Stops, Connectpoint® Interactive Kiosks, SmartStop®, and more. Emerging and gaining pace, ePaper is energy efficient and has high readability even in direct sunlight. CHK is the only company in North America with ePaper digital displays. CHK’s digital applications merge connectivity and mobility management for customer’s trips from the first to the last mile, treating all modes of travel as a larger part of an overall *connected* transportation network. For more information, visit www.chkamerica.com .

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