

Smart Ticketing

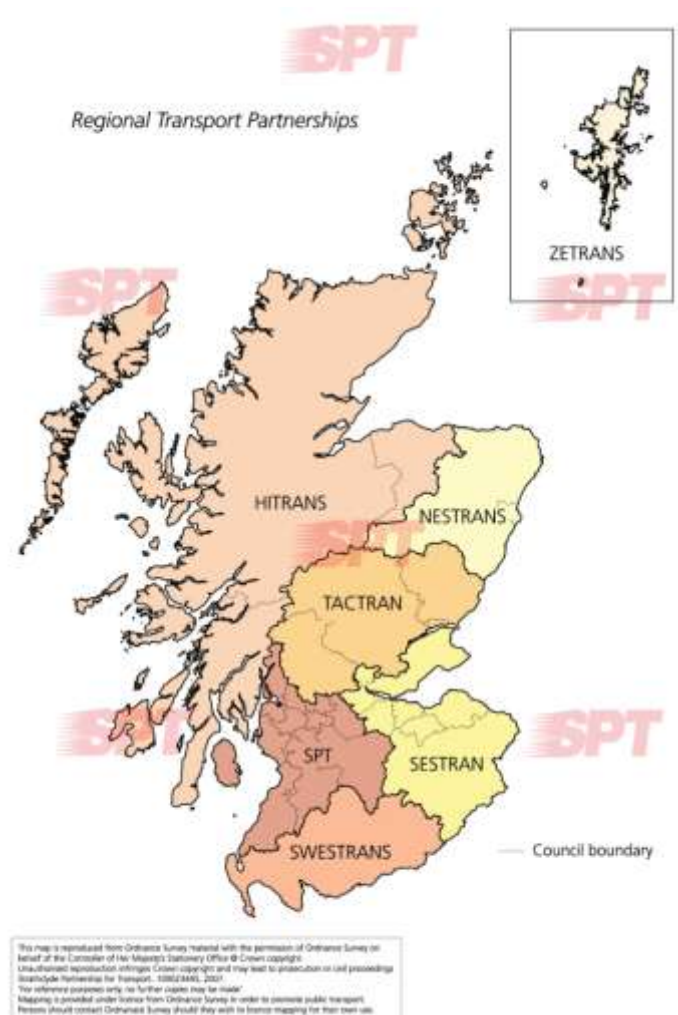
Eric Stewart

Assistant Chief Executive

Strathclyde Partnership for Transport

11 September 2013

- One of 7 Regional Transport Partnerships (RTPs)
- Transport (Scotland) Act 2005
- Partnership working on behalf of 12 councils and 2.15 million people
- Public Transport Trips = c300 million
- Direct customers = c75 million
- The SPT region covers approximately 43% of Scottish population, but 60% of Public Transport trips
- An operator and an authority
- However.....Car trips = c700 million!!



PUBLIC TRANSPORT TRIPS:

1% FERRY

4% SUBWAY

17% RAIL

78% BUS

Daily Record
15 June 2007
(45)

Only trouble with public transport is the public ..and, er, the transport

By Paula Murray
reporters@dailyrecord.co.uk

Passengers list
biggest gripes
with the buses



UNPOPULAR: Users don't rate buses

Our Vision is to create a world-class sustainable transport system that acts as a catalyst for an improved quality of life for all. Our Mission is to champion and deliver the development and provision of high quality sustainable transport choices for the West of Scotland in order to assist the growth of the Scottish economy and to enable all people who are living, working or visiting the West of Scotland to share in the benefits of this growth.

- **Subway Modernisation:**

£300million project to bring the Glasgow Subway into the 21st Century.

- **Fastlink:**

£40m high-quality bus system bringing faster journey times and a new standard for bus travel.

- **Hamilton Bus Station:**

£5m brand new station with 17 stances, a new travel centre, ticket office and waiting room.

- **Smart Card:**

A new generation of smart card technology for public transport across the West of Scotland.



Chair SPT & Deputy First Minister opens Subway station



Fastlink – Glasgow City to SECC & SGH



What is the common factor?

Paying for the service.

- **Ticketing**
- **Smart**

60+% of 78%

EXACT FARE.

NO CHANGE GIVEN.







Convenience, flexibility, price!

Modal shift *from the car to public transport.*

Integrated *across all* transport modes.

Eliminate the *barriers to using public transport by:*

- ***Seamless ticketing across modes***
- ***Shortening journey times***
- ***Simpler, accessible travel information, linked to ticket***
- ***Clearer / simpler fares (? loyalty, cheaper?)***

Do we really *need* to buy a ticket at the Subway and rail stations, or on a bus?

Would we not *trust* a system to charge us, as we transit *seamlessly* through to our destination and return?

Developing Integrated Smartcard Ticketing



Bus is the prime people mover.

Integrated Ticketing arrangements exist, but non-smart.

Smartcards increasingly exist, but mainly for concessionary travellers.

By 2010 all of Scotland's 7,500 buses had smartcard-reading ETMs.

The ITSO framework for commercial, inter-operable smart ticketing exists.

30% of bus trips are on smartcards, since 2010, for concessions.

However, this technology is not widely available for *commercial* passengers.

Why not?

- **Pre-loaded value/trips**
- **No need for change, coin, knowledge of fares**
- **Seamless travel**
- **Rapid bus boarding or transit through stations**
- **Multi-modal travel**
- **Easy top-up**
- **Anonymous or registered / personalised**

Why smart?

Why not?

Smartcards around the world



NEW ZEALAND
SNAPPER



SAN FRANCISCO
CLIPPER



SEATTLE
ORCA

Smartcards around the world



HONG KONG
OCTOPUS



NEW YORK
METRO CARD



OSLO
FLEXUS

Smartcards around the world



CANADA
OPUS



MELBOURNE
MYKI



WASHINGTON
SMARTRIP

Smartcards around the world



JAPAN
SUICA

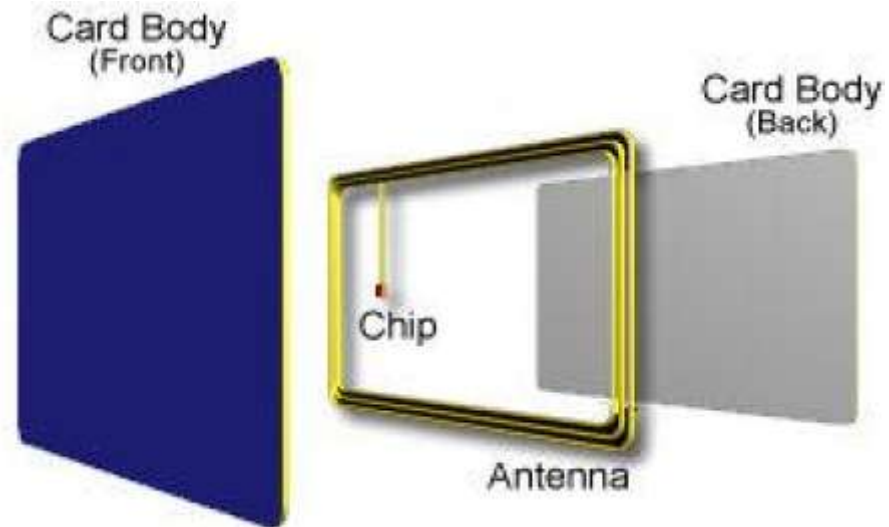


CHINA
Yikatong

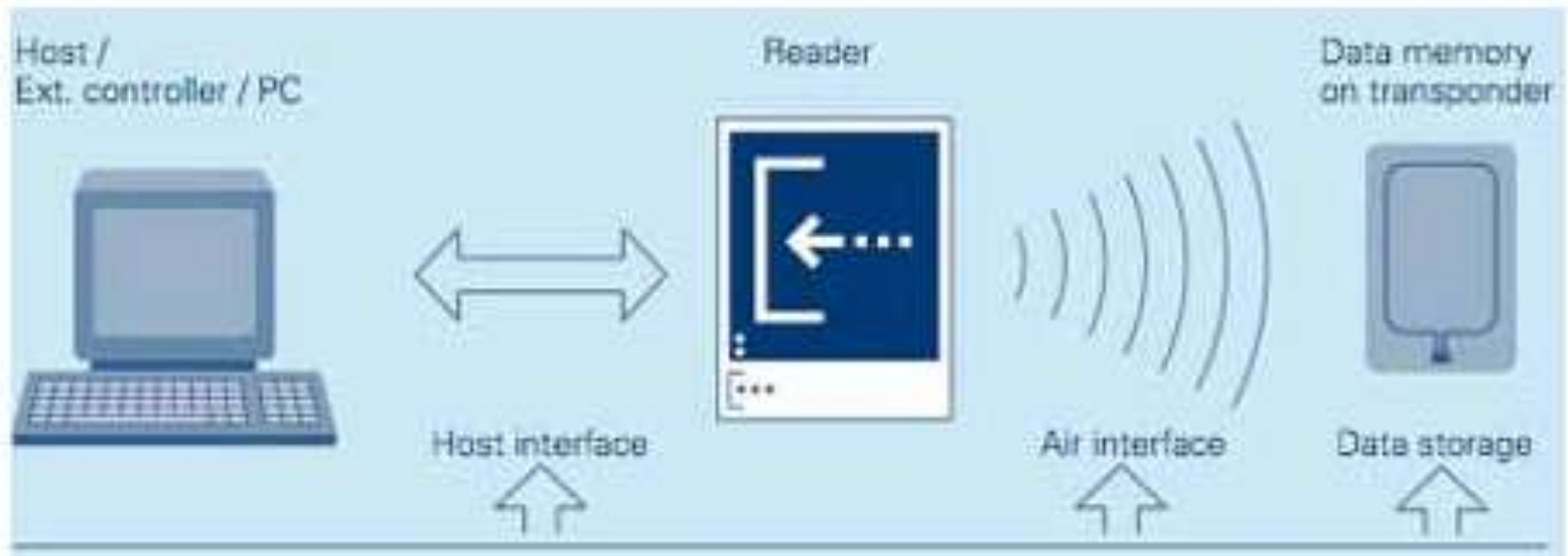


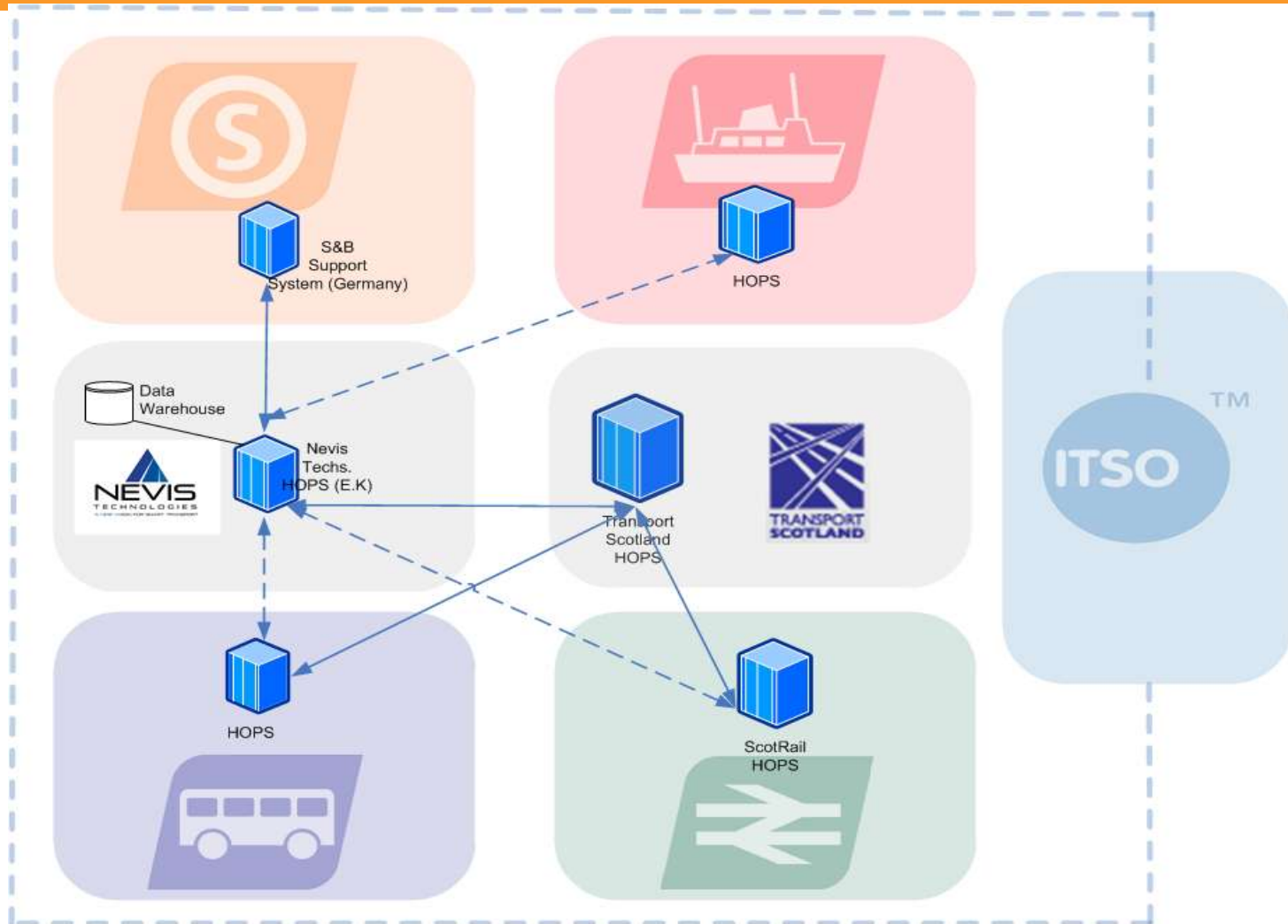
BOSTON
CHARLIE

Smart card structure



Smart card – data transmission





New Subway Ticketing System



TICKET VENDING MACHINE (TVM)



WEB RETAIL



HOPS



CMS



TICKET OFFICE MACHINE (TOM) COMPONENTS



SLIMLINE AUTOMATIC TICKET GATE (ATG)



SMARTCARD



Smart media ticketing and payment system:

- **The Subway**
- **ZoneCard**
- **Strathclyde Concessionary Travel Scheme**
- **E Purse for pay-as-you-go travel / low-value retail purchases**
- **Operators' own branded ticketing products**
- **School passes**
- **Pre employment travel**
- **Rangers and Celtic**

SPT has powers to implement scheme:

Section 28

If an authority ascertain that the required ticketing arrangements are not being made available, that authority shall seek to make arrangements with the operator or operators of the local services concerned under which the operator or operators agree to make the required ticketing arrangements available.

Section 29

If a local transport authority are unable to make satisfactory arrangements in pursuance of section 28(4) of this Act they, or two or more such authorities acting jointly, may make a ticketing scheme covering the whole or any part of their area, or combined area, if they consider that the proposed scheme —

(a) would be in the interests of the public;

and

(b) would to any extent implement their relevant general policies.

- **Flexible**
- **On-line account management**
- **Remote top up**
- **Mobile top up**
- **Automatic top-up**
- **Joint Venture with ECEBs**
- **Rolled out first on Subway 2013, then wider network**
- ***“Made Smart by Bramble”***





- Key link between Inverclyde and the Rosneath peninsula
- Frequent service & crossing time of less than 15 minutes
- Operated by Clydelink Ltd on behalf of SPT
- £190,000 operating subsidy provided by SPT
- *“Made Smart by Bramble”*







What next?

- **Subsidised bus**
- **School passes**
- **PLC participation**
- **A.N.O.**
- **Why?**

GROWTH!

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