

# Smart Ticketing

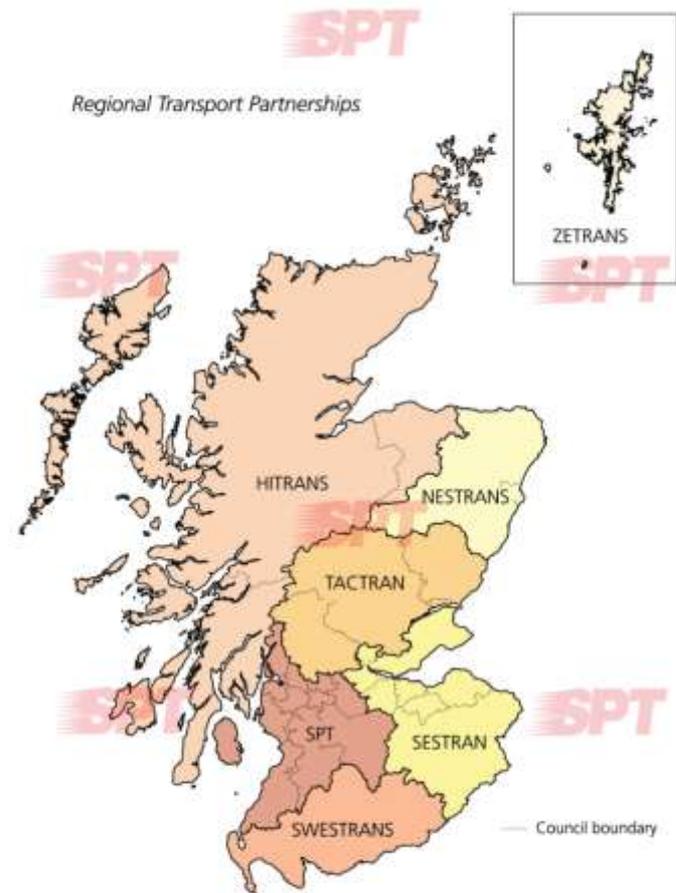
**Eric Stewart**

**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!!



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Ordnance Survey material for Transport © Ordnance Survey, 2007. No other names or marks are further copies may be made. Mapping is provided under licence from Ordnance Survey in order to promote public transport. Persons should contact Ordnance Survey should they wish to licence mapping for their own use.

## **PUBLIC TRANSPORT TRIPS:**

**1% FERRY**

**4% SUBWAY**

**17% RAIL**

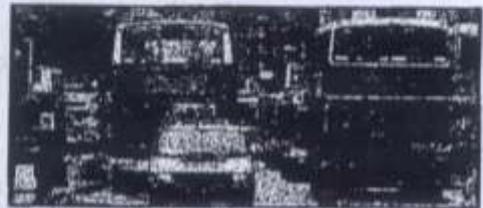
**78% BUS**

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](mailto: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.**



View along platform

# 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?**

**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?**

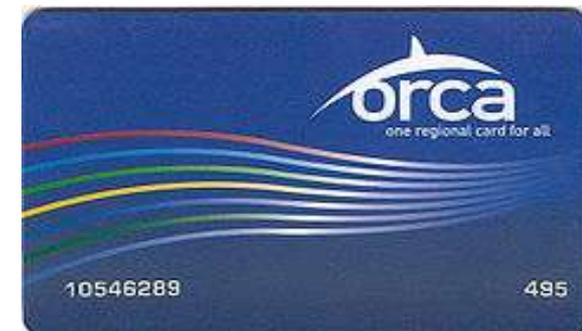
# Smartcards around the world



NEW ZEALAND  
SNAPPER

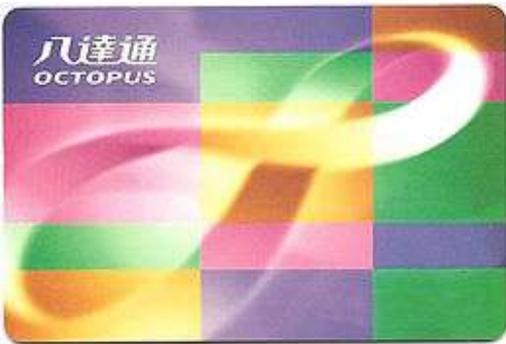


SAN FRANCISCO  
CLIPPER



SEATTLE  
ORCA

# Smartcards around the world



HONG KONG  
OCTOPUS



NEW YORK  
METRO CARD



OSLO  
FLEXUS

# Smartcards around the world



CANADA  
OPUS

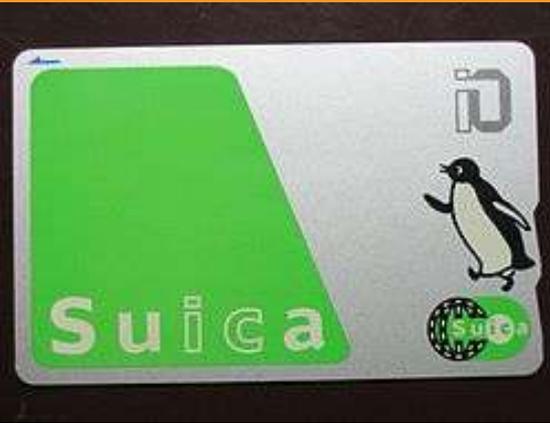


MELBOURNE  
MYKI



WASHINGTON  
SMARTTRIP

# Smartcards around the world



JAPAN  
SUICA

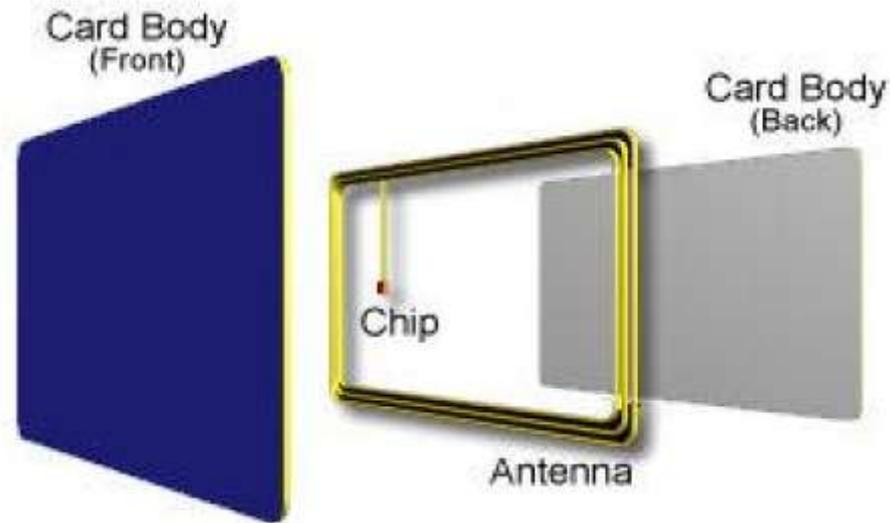


CHINA  
Yikatong

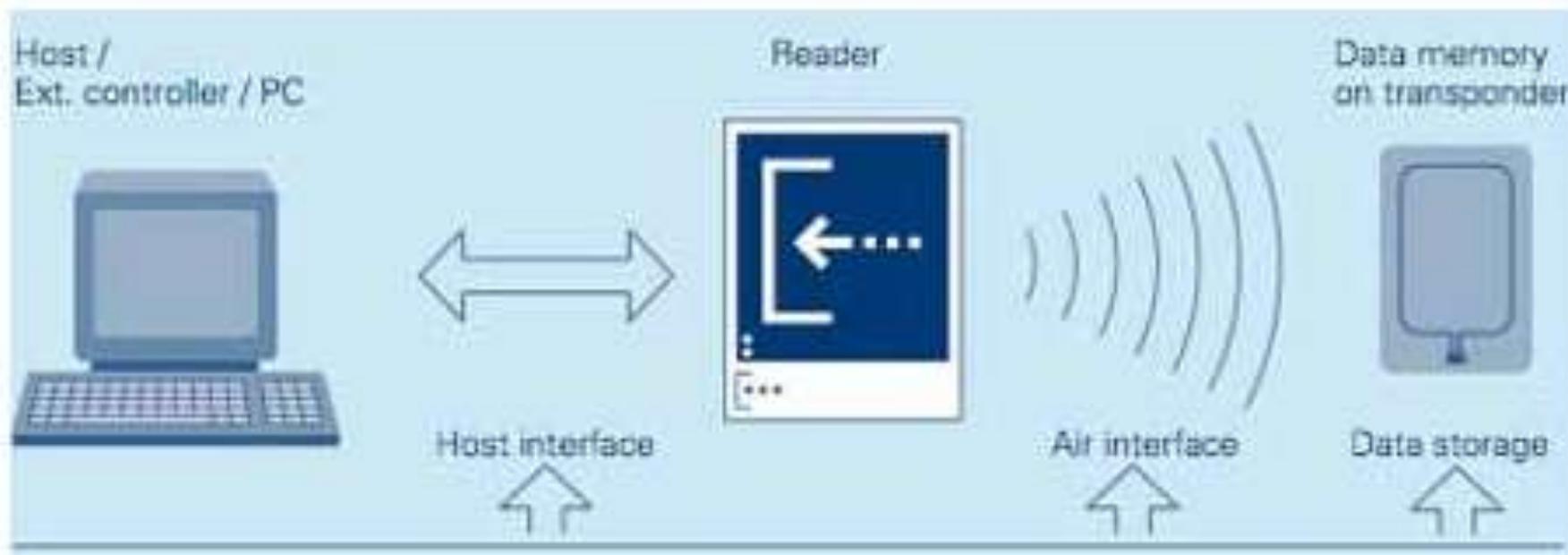


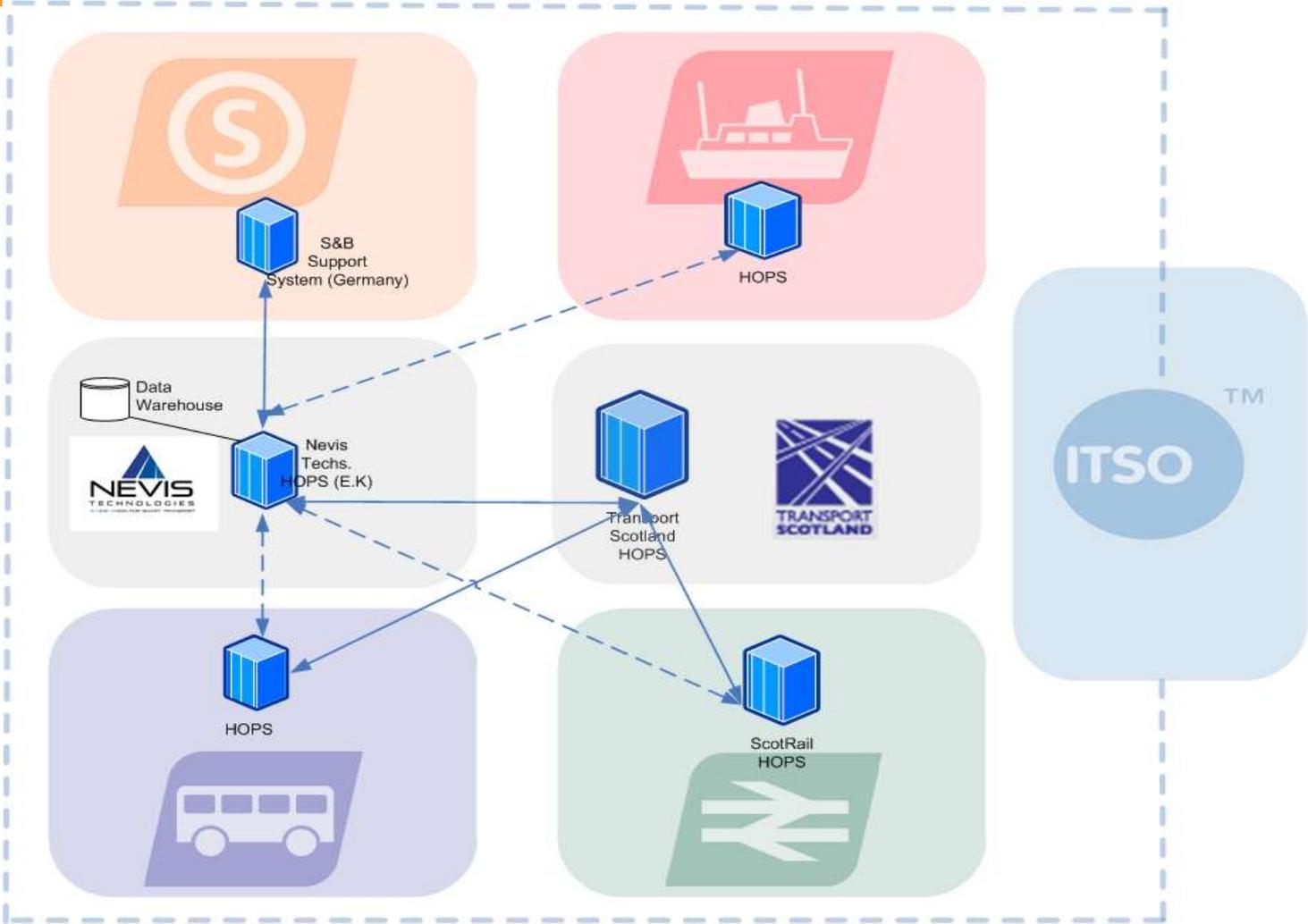
BOSTON  
CHARLIE

# Smart card structure



# Smart card – data transmission





# New Subway Ticketing System



## TICKET VENDING MACHINE (TVM)



## WEB RETAIL



## TICKET OFFICE MACHINE (TOM) COMPONENTS



## SLIMLINE AUTOMATIC TICKET GATE (ATG)



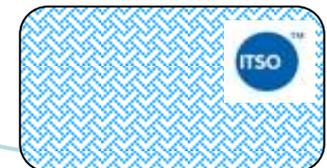
## HOPS



## CMS



## 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!**



**CONTACT:**

**[eric.stewart@spt.co.uk](mailto:eric.stewart@spt.co.uk)**