

Next Generation Ticketing



Bus Éireann



irishrail.ie



LUAS



Dublin Bus
Go-Ahead Ireland



**Licenced
Private
Operators**

The Leap Card Scheme



> 3,700,308 Cards Issued

Plus 1.1m Free Travel Cards



~ 70% of all revenues



> Approx. 45% active

1.1 m Leap cards used in the last 6 months

The Leap Card Scheme



20 Transport Operators



**7,000 Readers Installed
across 13 different devices**



**5.5m transactions p.wk /
1m+ peak day**

January 2019 Figures



> €18.4m PAYG used



> €20.9m Top-Ups



> €12.9m Ticket Sales



> 15m Journeys

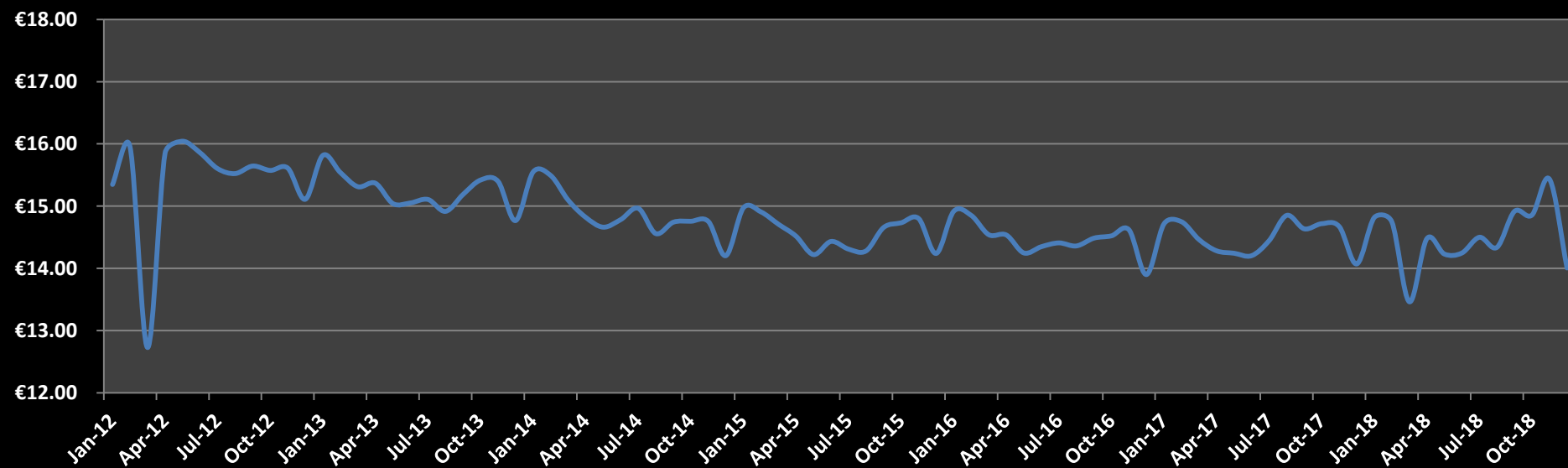
2018 – Another Year of Growth

Measure	2018 Total	% Increase 2018 vs 2017
Leap cards sold	823,580	+17%
DSP Free Travel Passes issued	166,150	+3%
Travel Credit Value topped up	€228.6m	+24%
Travel Credit Value used	€209.0m	+19%
Ticket product sales	€100.3m	+7%
Journeys (exc. DSP)	156.9m	+19%
Journeys on DSP Free Travel Passes	30.4m	+16%
Leap App Top-Ups	€46m	+66%

Average Top-Up

- Overall average purse top-up value is €14.50
- Average purse journey value is €1.81
- 45% of purse top-ups via convenience stores
- 20% of purse top-ups via NFC App
- More value used on Irish Rail and Luas than topped-up on each of their TVMs

Average Purse Top-Up Amount (Overall)



Next Generation Ticketing Project



Next Generation Ticketing

- “Next Generation Ticketing” is NTA’s project to renew the ticketing equipment and methods of payment for customers, starting with urban bus services
 - The second biggest source of bus delays, after traffic congestion, is the payment process at bus stops
 - Payment by cash is still common, slowing down the boarding time
 - Even with Leap Card, the complexity of stages means a large percentage of passengers have to interact with the driver, with resultant delays at bus stops
 - Multiply by the number of busy stops on a route, and those delays accumulate to add significantly to the overall journey time.

Action Plan

- NTA to implement a new account based ticketing system incorporating open payments

This means –

- Contactless Debit & Credit Cards to be accepted, including Apple Pay and Google Pay
- New 90 minute multi-modal / all services fare to be introduced
- QR codes to be accepted (paper or app)
- Cashless operations to be introduced
- All self service ticketing / no driver interaction required

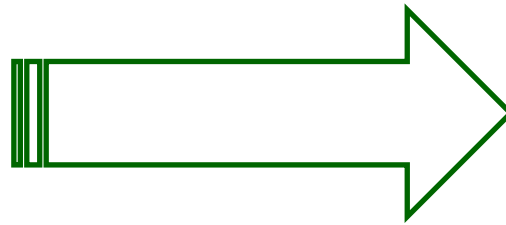
From Card based to Account based

Card based



Prepaid

Card holds all data



Account based



All about **choice**

Next Generation Ticketing



Mobile First

Personalised Fares, chosen for you

Customer's Choice of Payment Method

Customer's Choice of Media

Single Sign On

Easy Access to Public Transport, easier choices

Choose Anonymous or Personalised

From Card based to Account based

Card based



Card holds all data



Account based



All about **choice**
Choose what is in your pocket

Leap Card - Closed Loop System

Funds/Tickets have to be pre-loaded/collected onto a Leap Card before travelling

The card is the only travel 'media', all data stored on the card

Expensive custom travel media issued by Transport Authority

Fare calculated at the reader/gate and written onto the Card at the time of travelling

Fare tables required on all readers, changing fares is very difficult

Communication frequency is less important

Up-to-date balance & travel history only available on card, not in back-office

Difficult to make corrections for customers

ABT - Open Loop System

No pre-loading required (post-pay), all Funds/Tickets stored centrally, no collection

Multiple media can be used, nothing stored on the media

Travel media is generic, issued by others, customers choose

Fare calculation is done in the Back Office, later that day, best value then applied

Fare tables only in Back Office, changing fares is much easier

Communication frequency is more important

Always up-to-date Balance & travel history in Back Office

Easier to make adjustments (e.g. following travel disruption)

The Journey

Card based back-office



Dedicated hardware
Offline comms



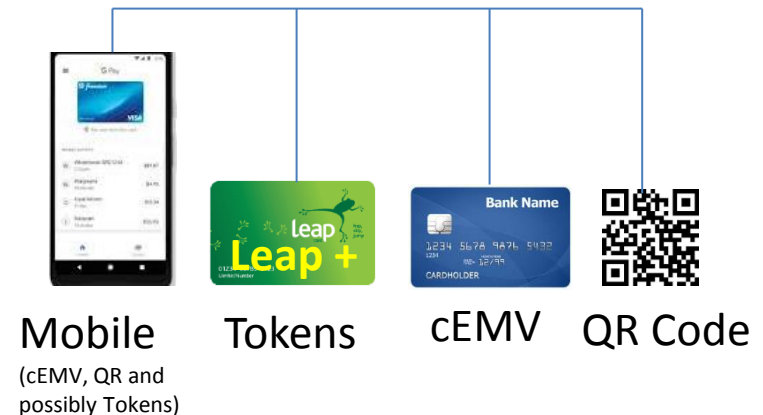
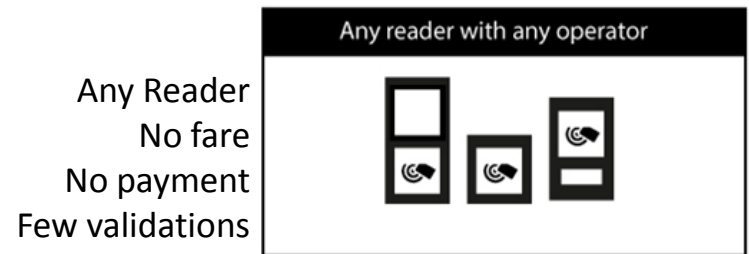
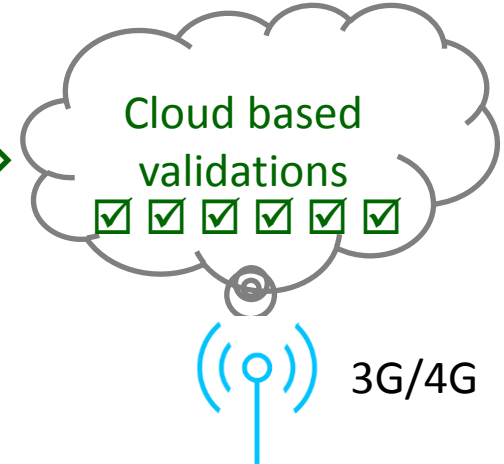
- ✓ On the spot
- ✓ Fare calculation, payment and validation checks



Leap Card



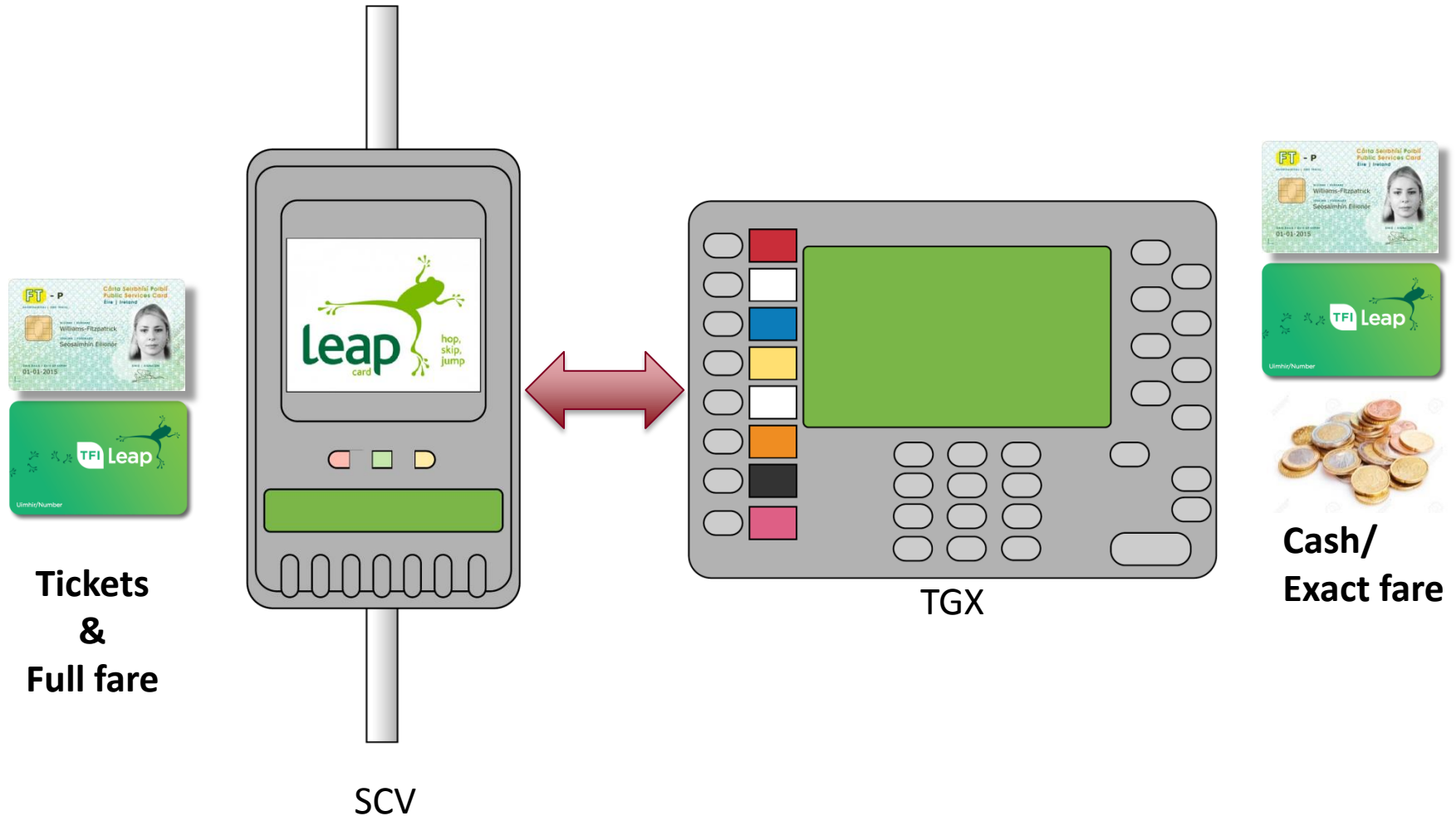
Account Based System



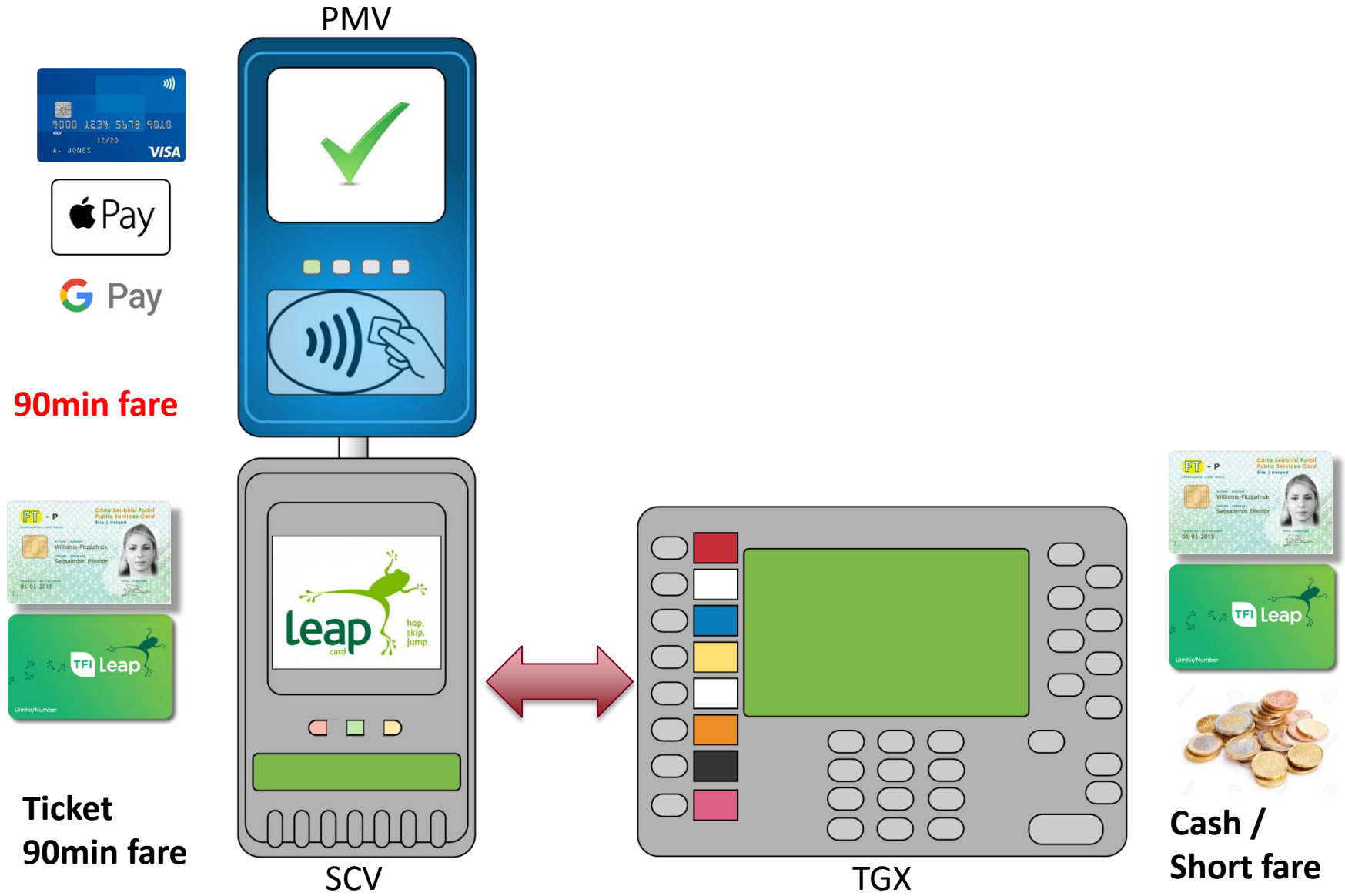


Bus Implementation Plan

Current Operation



Phase 1 - Contactless Bank Cards



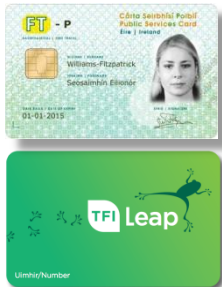
Phase 2 - Migrate Leap + mTickets



PMV

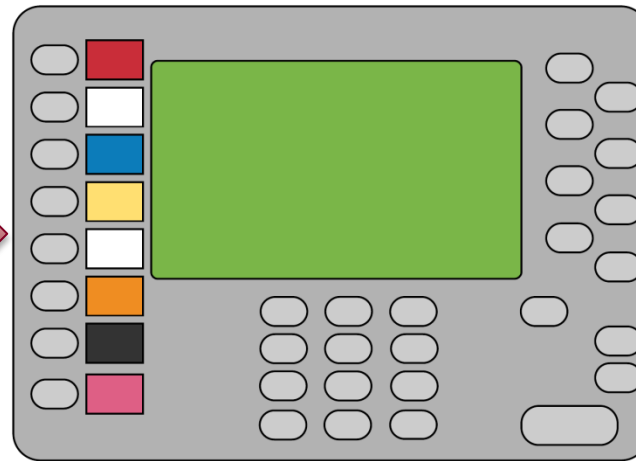


Ticket
90min fare

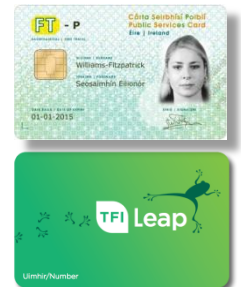


Ticket
90min fare

SCV

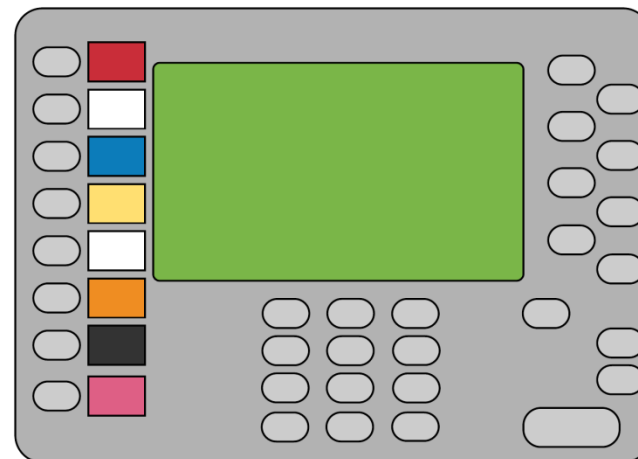


TGX



Ticket /
Short fare

Phase 2b - Remove Old Validator



**Ticket /
Short fare**

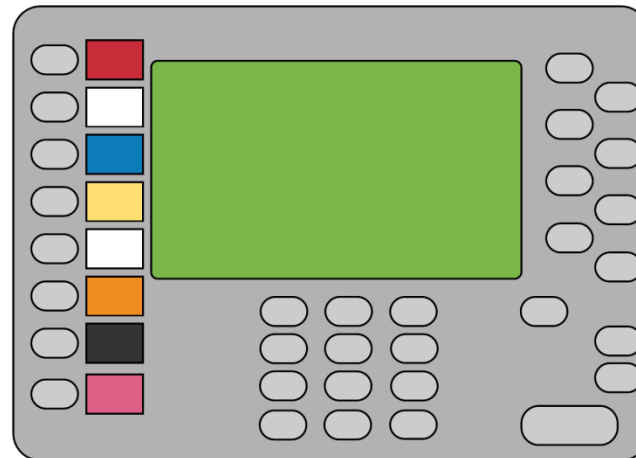
TGX

Phase 3a - Cashless Operations

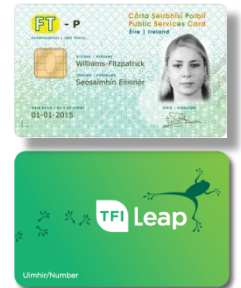
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Paper Barcode
Ticket
90min fare



TGX

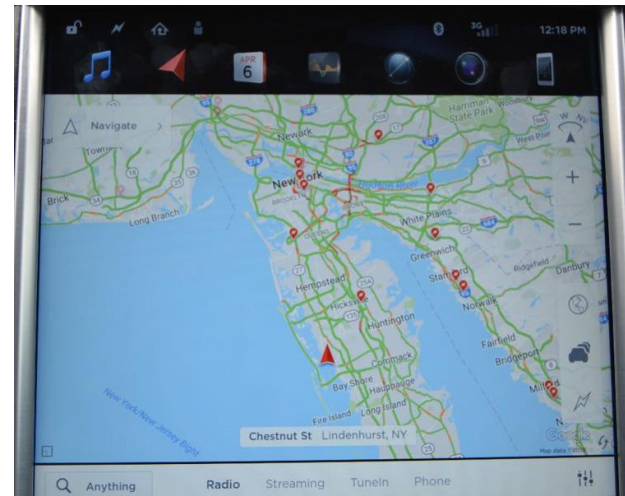


Phase 5 - Replace Driver Terminal

PMV



**Paper Barcode
Ticket
Flat fare or Tag-on/off**



New Bus Management Terminal



Thank you for your time

- Questions:
 - Barry.Dorgan@nationaltransport.ie