

ESTABLISHING INTEGRATED AND SMART TRAVEL: THREE PHASES, FOUR YEARS

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NORTH OF ENGLAND TRANSPORT SUMMIT

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IST - Delivering a new customer journey

Journey planning



First the customer decides which journey to make.

Ticket selection



Then they decide whether to buy a ticket in advance, a ticket for multiple journeys, or simply pay as they go.

Planned disruption



If there's any disruption they'll know about it, and be able to plan around it by using an alternative transport mode with the same payment method.

Tap on



They then hop on their chosen public transport with a tap.

Tap off



When they arrive, they simply tap again and carry on with their day.

Fair Price Promise



They can trust they'll be charged the best price for all their journeys when it's calculated at the end of the day or week.

IST's place in the North's Strategic Transport Plan

- ⇒ One of three key parts, alongside the Strategic Development Corridors and Northern Powerhouse Rail.
- ⇒ Infrastructure improvements will increase the expanse and capacity of the public transport network; while IST will make these journeys easier and better connected.
- ⇒ Not smart for smart's sake – better transport will boost the North's economy and in turn, improve quality of life.
- ⇒ Catching up to the South – London has already moved on from Oyster cards.



The benefits of IST for passengers

- ⇒ **Connected** – joined up, multi-mode, multi operator, price-capped journeys across the North
- ⇒ **Simpler** – planning, paying for and accessing travel will be easier
- ⇒ **Great value** – passengers will always pay the best price on the day
- ⇒ **Improved quality of life** – more jobs, greater investment, simple, good value access to work and leisure opportunities.



The benefits of IST for businesses and organisations

- ⇒ **Unique opportunity** – be part of something bigger
- ⇒ **Happier customers** – IST will improve customer satisfaction
- ⇒ **Better shared data** – enhanced customer information and management of it
- ⇒ **A stronger, more connected North** – IST will create a wide range of economic benefits for our region.



Smartcards and mobile usage are still not mainstream...

65%

of rail commuters **use a paper ticket**
purchased at the booking office or
from a ticket machine.

Ipsos MORI, October 2018

61% of
18-34
year olds

prefer electronic tickets
compared to

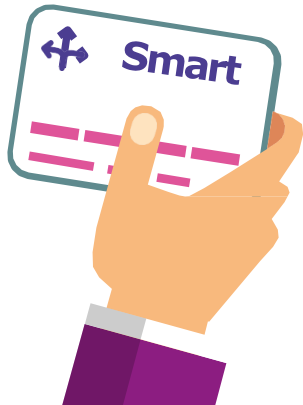
34% of
45-65
year olds

What will happen and by when?

1

Phase 1

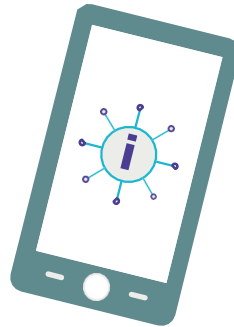
Smart cards for rail
by December 2018



2

Phase 2

Customer information,
collaboration and
innovation from 2018



3

Phase 3

Account-based ticketing
via contactless payments
from 2019



Phase 1

Smart cards for rail

(by December 2018)

Building on existing schemes and commitments, this first phase delivers smart cards for rail travel across the North. This is part of a nationwide programme to roll out smart ticketing for all rail travel in the country.

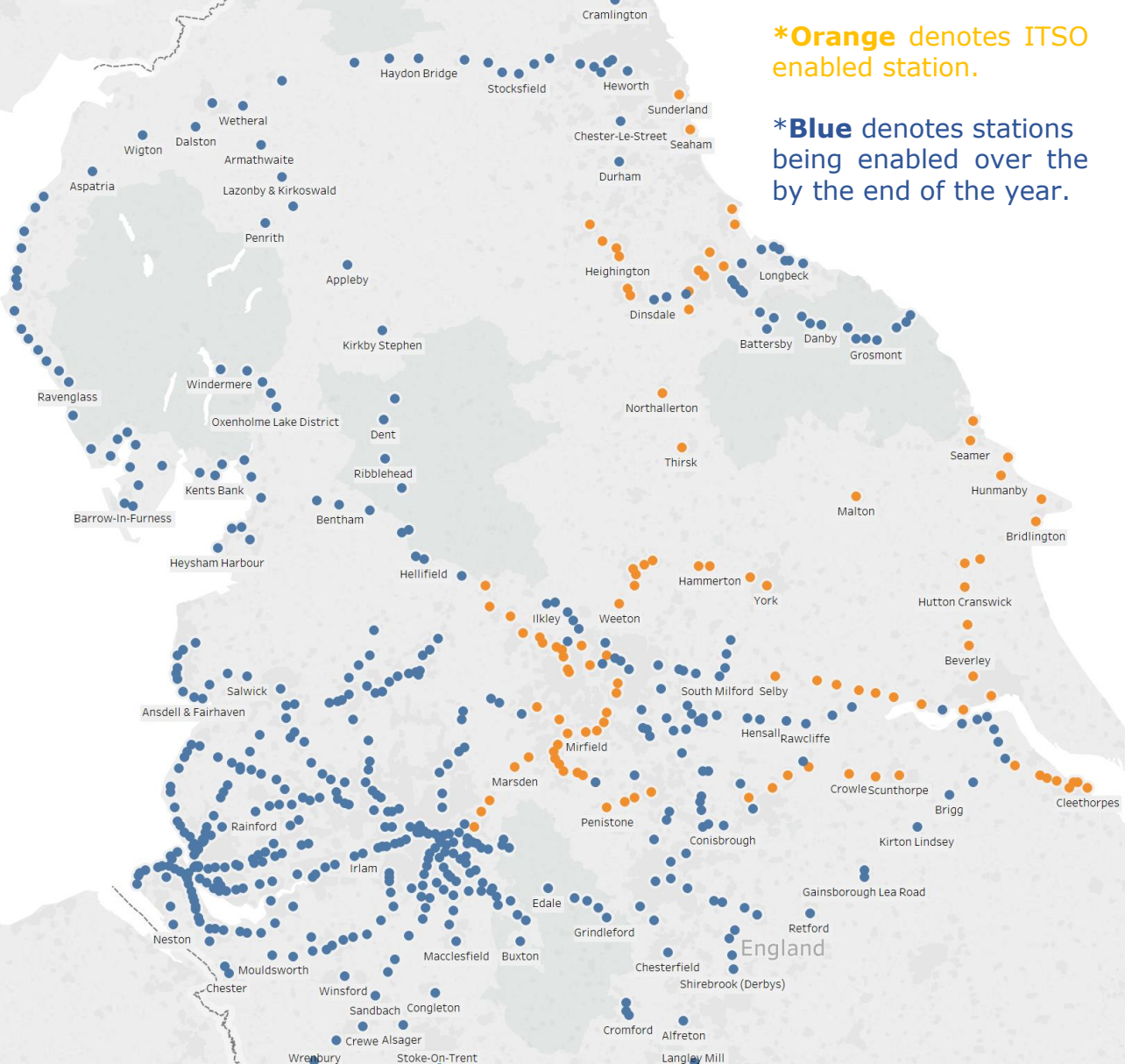


Key features:

- ⇒ Smart rail season tickets
- ⇒ Smart multiple, single and return tickets
- ⇒ Top up and tap with platform validators.

*Orange denotes ITSO enabled station.

*Blue denotes stations being enabled over the by the end of the year.



ITSO on Rail route-by-route rollout

Testing on technical trial route completed.

Early focus in November on the east side of the TfN area – allows **2 million journeys** to be ITSO enabled.

Greater expansion into ITSO Belt and Bridges, incorporating crossover flows.

Full ITSO enablement across entire network and interoperability with STNR by **December 2018** except East Coast Mainline Stations.

TRANSPENNINE
EXPRESS

SMART MOVE!



USING YOUR NEW
SMART SEASON TICKET

[TPEXPRESS.CO.UK/SURVEY](https://tpexpress.co.uk/survey)

northern
by arriva

SMART MOVE!



Using your new
Smart Season Ticket

northernrailway.co.uk/smart-trial

How to travel smart with a season ticket



GET YOUR SMARTCARD

ONLINE

tpexpress.co.uk/smart



VIA
POST
in 5 days

AT THE STATION



BUY YOUR SEASON TICKET

ONLINE



AT THE STATION



TRAVEL SMART

AT THE GATELINE

JUST TAP
AND GO!



ONBOARD

YOUR CONDUCTOR
SCANS YOUR
SMARTCARD



NO GATELINE?

IF YOU BOUGHT YOUR TICKET ONLINE YOU WILL NEED TO
USE THE TICKET MACHINE TO ACTIVATE YOUR CARD

TOP UP ANYTIME



ONLINE
TICKET OFFICE
TICKET MACHINE

Phase 2

Customer information, collaboration and innovation (from 2019)

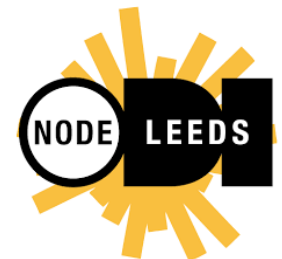
Phase 2 will make the same kind of information currently enjoyed by most rail passengers available to bus and light rail passengers.

- ⇒ Enhanced information on bus fares
- ⇒ Planned disruption messaging – via a variety of sources
- ⇒ Open data hub – for sharing of fare and disruption messaging
- ⇒ Knowledge Network – knowledge base with templates and tools to help operators introduce smart ticketing
- ⇒ Supported innovation – support for the best in innovation and technology to enhance later phases.



Phase 2 - progress and next steps

- ⇒ Final Business Case (FBC2) approved by LRTIC. Moving on for ministerial and HM Treasury approval – expected in Jan 2019
- ⇒ Finalising supplier contracts for the Open Data Hub and Disruption Messaging Tool. Development and launch to take place in 2019
- ⇒ Fares approach alignment with the Department for Transport and Traveline – Fares Data Build Tool procurement to begin in Jan 2019
- ⇒ Partnership with Open Transport North - stakeholder engagement with the open data community.



Phase 3

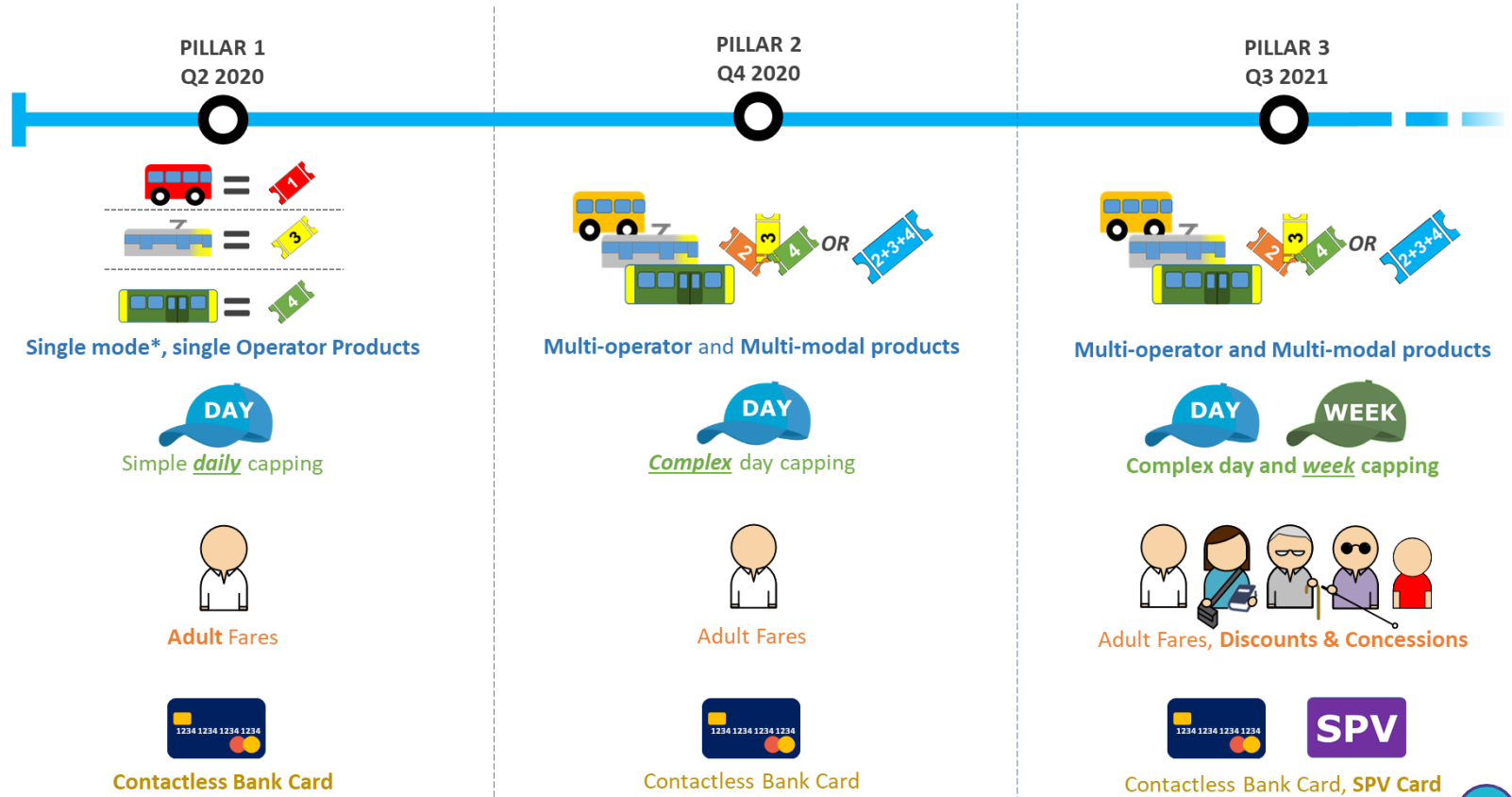
Account-based travel using contactless payments (from 2020)

Phase 3 is the highest profile and most ambitious part of the programme. It will bring a London-style experience to the North, with capped daily or weekly pricing on multi-modal journeys, and the ability to make contactless payments, for example using a mobile app or bank card.



- ⇒ Contactless payments
- ⇒ Fair Price Promise
- ⇒ Enhanced customer information
- ⇒ Account-based back office.

Phase 3 - Pillars of Delivery



Phase 3 - progress and next steps

- ⇒ Outline Business Case (OBC3) approved by HM Treasury in August 2018. Final Business Case (FBC3) to be submitted in summer 2019
- ⇒ Account-based back office for travel (ABBOT) – Invitation to Tender issued to select suppliers in Oct 2018. Evaluation to take place in January 2019.
- ⇒ Merchant acquirer Invitation to Tender to be issued in January 2019
- ⇒ Development of Brand and Communication strategy throughout 2019.


Customer Insights

Monetary value is the best incentive

Answered YES to '**Would you be more likely to make a journey by public transport if you could...**'

- Receive a best price promise – **36%**
- Receive automatic refunds disrupted journeys – **34%**
- Have your fare 'capped' – **30%**
- Use the same smart ticketing device on multiples modes of transport – **30%**

PWC, 'Attitudes to public transport ticketing in the North and Midlands', October 2018



18 – 34 years are most receptive to initiatives that deliver **monetary value**



Commuters are the user group most receptive to **smart ticketing initiatives**

Thank you for listening!