



**METRO**

# Smartcard Development Care North Project

John Keady

Concessions and Integrated Ticketing Manager

21 September 2011





**METRO**

# Context

- YorCard
- Deregulated bus market
- Rail franchising
- Leeds Gates
- First EMV Proposals
- Oyster
- ITSO





**METRO**

# Range of smartcards

With photographs / personalised)

- Long period – Corporate MetroCard
- ENCTS with photo
- Other entitlement – young persons

Without photograph / non personalised

- PAYG
- Short period disposable





**METRO**

# The Customer Experience

How does a customer get a smartcard ?

- Travel centre
- Internet (including Corporate MetroCard)
- Postal application
- Call centre
- Post Office / 'Paypoint / Payzone' (disposable)
- Vending machine (disposable)





**METRO**

# The Customer Experience

How does a customer load a product onto a smartcard:

- In person at:

- Travel centres
- Kiosks (at travel centres and hubs)
- On bus by cash payment ?
- Retailer (Paypoint / Payzone)

- In advance (by phone, SMS, internet or auto-top up) and using:

- Kiosks
- Retailer (paypoint)
- On bus (auto top-up only, linked to debit or credit card)
- Point of presence (online)





**METRO**

# The Customer Experience

How does a customer use a smartcard on a bus in absence of a flat fare system

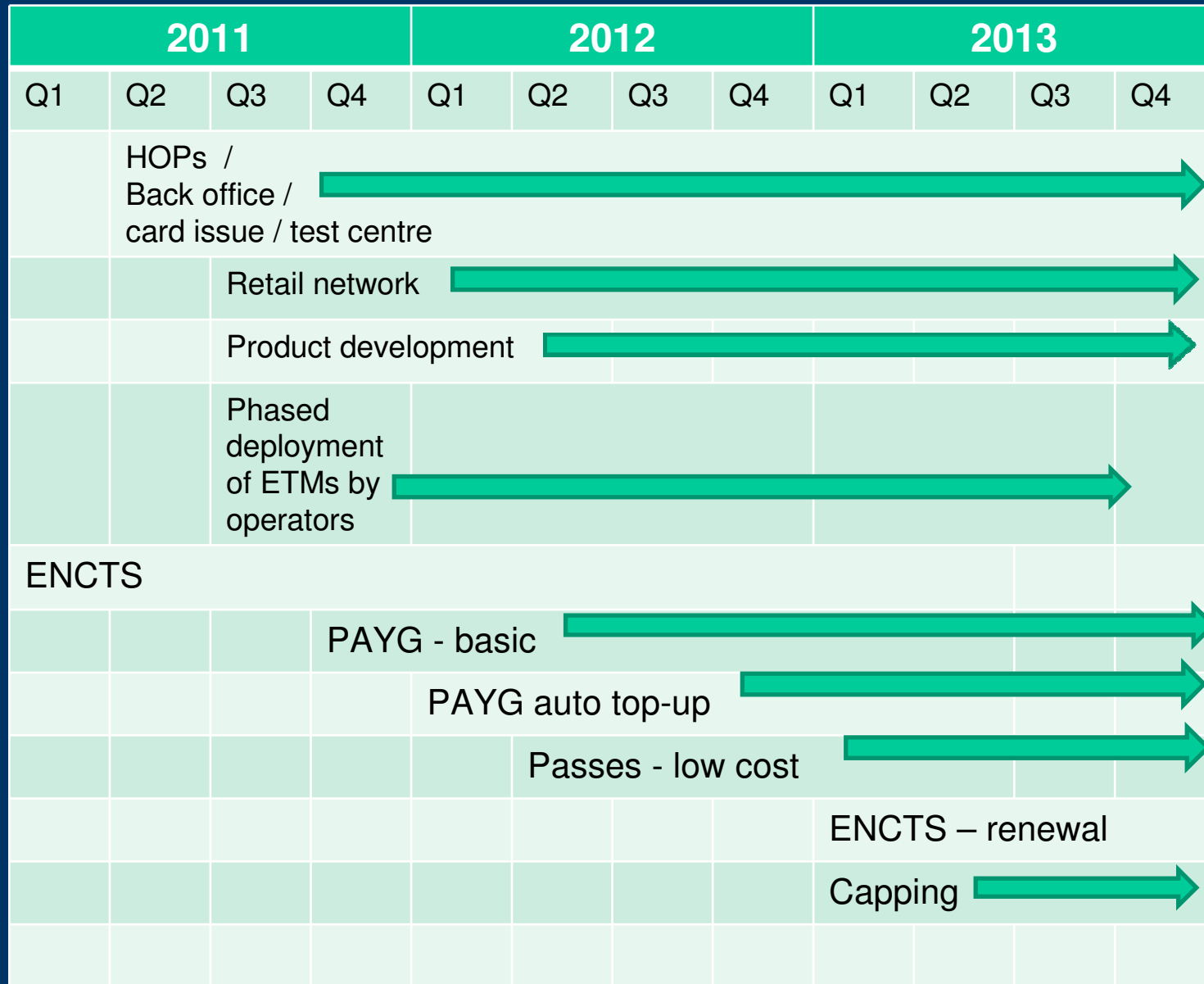
- For passes and period products
  - Touch smartcard to reader
  - Reader checks entitlement to travel
  - Visual / aural confirmation of acceptance
- For PAYG
  - Initial offer is driver interaction followed by touching smartcard to reader
  - Touch On Touch offer is technically feasible, but has operational problems (eg crowding , delayed alighting times without second door)
  - Driver interaction allows daily and other caps (best done in back office)





**METRO**

# Roadmap





## Transition

- Operators will be equipping their fleets with ETMs at different times(set out in roadmap slide)
- Until all operators have equipped there buses it is not possible to deliver multi operator 'capped products'
- PAYG can still go ahead as a payment method as soon a one operator has smart enabled ETMs
- Transition will mean that products will be used as smart on some buses and as flash passes on others (for example, MetroCards will be smart but will have a end date printed on the face of the pass)

