



Transforming the way people plan and pay for public transport in the North of England

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#onenorth

**“A thriving North of England,
where modern transport
connections drive economic growth
and support an excellent quality of
life”**



TfN's pan-northern transport objectives



Transforming economic performance



Improving inclusivity, health, and access to opportunities for all



Promoting and enhancing the built, historic, and natural environment



Increasing efficiency, reliability, integration, and resilience in the transport system



What is the Integrated and Smart Travel programme?

IST aims to **transform the passenger experience** on public transport by working in mutually beneficial partnerships with the rail, bus and light rail sectors.

By improving ticketing and payment, we are working to make public transport **quicker, easier and more convenient**; and **the preferred choice** for travel across the North of England.

It is not smart technology for smart technology's sake. Our ambitious initiative is:

- Driving growth
- Improving access to jobs
- Ensuring the North is a great place to invest, live and work in.

Supported and funded by the Department for Transport.





Phase 1: Smartcards for Rail

(launched in November 2018)

ITSO smartcards for rail season ticket holders - now available across the North.

Delivered in partnership with **TransPennine Express**, **Northern Rail** and **Merseyrail**.

Customers can buy at ticket offices and vending machines and will soon be able to pre-buy tickets online and validate via mobile app, gatelines and vending machines.

Next step is delivery of **flexi-seasons** to suit part-time workers and occasional commuters.





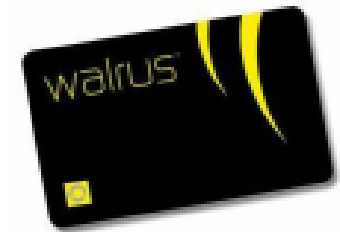
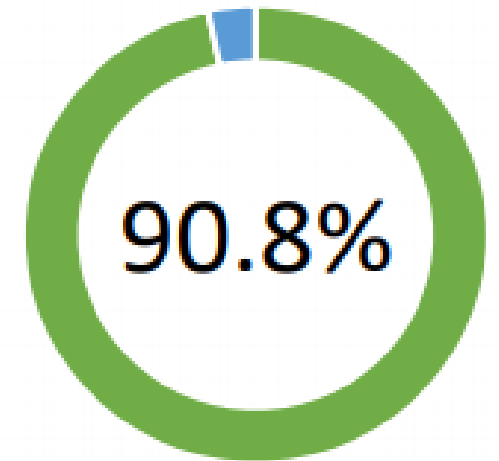
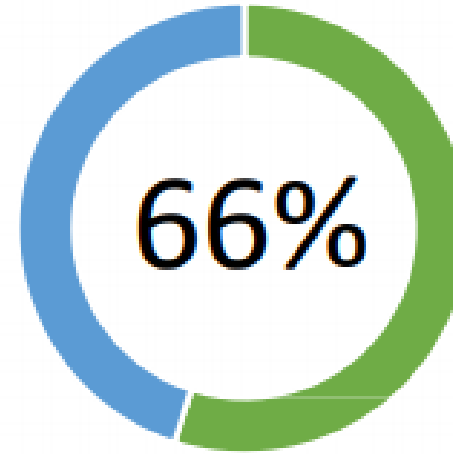
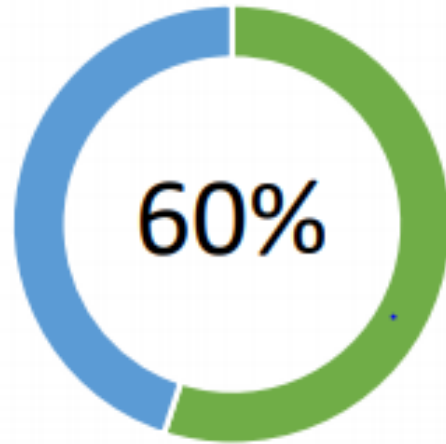
Phase 1 – a success story for the North!



12m



Season ticket journeys
have been loaded to
date, to a Northern,
TPE and Walrus
Smartcard



of seasons issued onto a
smartcard
(TOM sales data only)

► Phase 1 – why did it work?

Collaboration

- TfN's role was to provide funding and over-arching project management
- TOCs project managed their own projects and contract-managed suppliers
- Joint governance and sharing good practice
- Co-location

Customer proposition

We made it easy!

- Easy to access a card
- Launched at Ticket Office first (staff engaged, minimal change in customer behaviour)
- Northern and TPE comms and marketing aligned





Phase 2: Customer information, collaboration and innovation



Fares

The collation of fares data, from operators across the North, into a single repository which will display fares information as open data. This can then be included in journey planners and other customer facing platforms, to enhance customer information and facilitate multi-modal travel.



Disruption Messaging

A solution to record disruption messages and distribute them simultaneously to multiple sources, including social media, on street displays and open data users. Has the potential to link disruption data across multimodal forms of travel.



Open Data Hub

The creation of an open data hub for the North to include existing open data, and new open data, including bus fare and disruption messaging.



Knowledge Network

An online portal for operators and Local Transport Authorities to share resources, templates, tools and guidance to promote collaboration and pan-Northern knowledge-sharing within the TfN area.



Innovation

Pilot initiatives that may deliver wider benefits in later phases of the programme by demonstrating more cost-effective or customer-acceptable information and payment activity.



Phase 2 – Key focus and rationale

Enhanced information on bus fares

- Developing a tool to allow users to define fares and ticketing products and export as NeTEx data.

Disruption messaging

- Developing a tool to create disruption information and export as SIRI-SX data and via social media channels.

Open Data Hub

- The means of making data accessible by developers and others.

Public sector role:

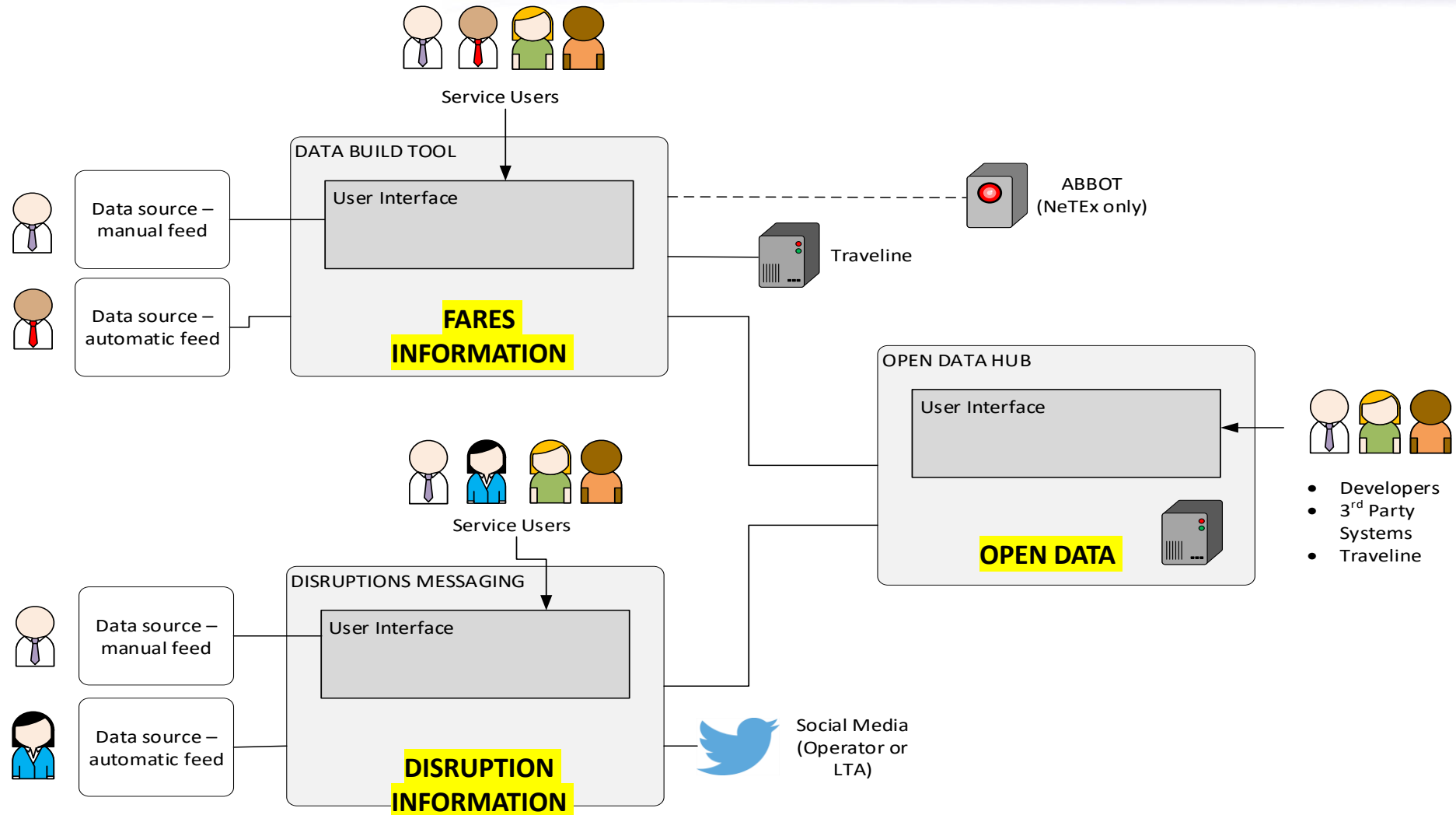
- Bringing together data from multiple sources.
- Enhance current information offer.

Developer role:

- Using the data to develop apps, web pages, bringing together datasets to create added value.



Creating, publishing and sharing data...



TfN's vision for account-based travel

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.



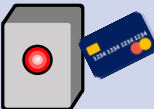


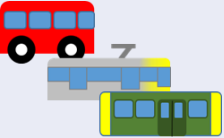


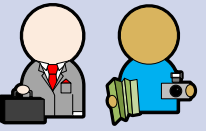


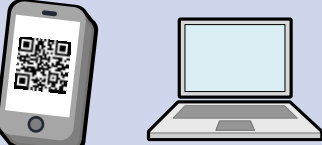
Fair Price Promise



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.



Phase 3 - the role of account-based travel

Journey Type	Example Customer Types	Mode	Technology	Retail
Local or infrequent journeys	 Leisure user Part-time worker	 Multi-modal (Urban rail)	 Account Based Travel (ABT)	 Post pay from bank account, or pre-paid
Regular, commuter Journeys	 Commuter	 Multi-Modal	 ITSO and ABT	 At TVM or online with collection
Infrequent, longer distance, more expensive journeys	 Business traveller, Tourist	 Largely Rail	 Migrating to Mobile/Barcode	 Purchase from transport Operator or third Party

Phase 3 - why account-based travel?

"The Fair Price Promise is a commitment that any customer, when boarding a mode of transport that offers Model 2 via ABBOT, can trust that by touching their card/media correctly for all the journeys they undertake that day, they will pay no more than the correct equivalent walk up "on the day" fare(s)."

But to the *customer* it means...



Never having to queue up for a ticket....



Not having to drown in complicated fare structures when attempting to choose the right ticket



Not having to predict every daily or weekly journey in advance to get the best value ticket

► Phase 3 – so what happened?

Transport for the North has struggled to achieve the buy-in it needed to progress with a single multi-modal back-office system.

But we're not done yet...!



► Challenges and questions

We're undertaking a 'lessons learned' exercise which is not yet complete but if you are considering delivering ABT....

Perceived risk about channelling all revenue through one place – can operator business models be accommodated without significant risk?

Speed of innovation in the market – can your solution adapt?

Operational issues?

'Undoing' operator systems and channelling data through a new back office for each – this is ok for new entrants to EMV but challenging for those who have made progress

Addressing operational issues - the TOTO trial

Transdev undertook a trial of different Touch-on/Touch-off (ToTo) models and their report will be released soon.

Single reader is focused on City Zap and Coastliner (840/843) routes, but will also function on York network including the 22, 23, 31X, 42, 181 and 194.

Dual reader will be focused on Harrogate network routes including the 1, 1A, 1B, 1C, 1N, 2A, 2B, 3, 6, X6, 24 plus the 7 and 36 into Leeds.





What are we doing next on Phase 3?

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Phase 3

Contactless on Rail (2020 onwards)

- Centralised back office for outside London is still the right solution for rail
- TfN will be working with DfT and RDG, TOCs to enable this

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Phase 4

Local smart ticketing initiatives (2020 onwards)

Northern partners continue to expand their smart ticketing offers around for instance:

- Emv equipment rollout
- Arrangements for multi-modality
- Fares simplification
- Improved digital access for customers to their own accounts, linking information and retail

Transport for the North plans to work with partners to define pathfinder projects that continue to lead us to a seamless pan-Northern multi-modal offer. Step-by-step delivery approach rather than 'big bang'.



Thanks for listening - any questions?

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