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Singapore's Public Transport



The map shows the extensive network of Singapore's public transport, including the MRT (Mass Rapid Transit) lines in various colors (red, blue, green, orange, purple, yellow), LRT (Light Rail Transit) lines, and bus routes. The map is set against a light blue background representing the island of Singapore.

-  Distance-Based Fare Structure across bus and rail
-  6 MRT lines
3 LRT lines
> 200 stations  8 MRT lines by 2030
-  ~ 6,000 buses
> 5,000 bus stops
> 300 bus services
-  >6 million Daily Ridership

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2016 | Singapore's Ticketing Landscape

Closed-Loop Ticketing

Adult Stored Value Card

- Standard Adult Fares
- Choice of EZ-Link or NETS FlashPay card for commuters

Concession Stored Value Card

- Subsidised fares for Seniors, Students, Servicemen, Low Income and Persons with Disability

Paper Ticket

- Only for Rail Rides
- Up to 1.7X Standard Adult Fares

Cash

- Only for Bus Rides
- Up to 1.7X Standard Adult Fares

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2016 | Top-Up Channels for Stored Value Cards

In-Transit



Ticketing Machines

- Across all Rail Stations and selected Bus Interchanges
- Accept Cash / ePayment
- Application of auto top-up



Ticket Offices

- At selected Rail Stations and Bus Interchanges
- Accept Cash only



Passenger Service

- Across all Rail Stations
- Accept Cash only

Outside Transit (Service provided by Card Managers)



Convenience Stores

- Convenience fees charged
- Accept Cash / ePayment



Mobile app

- Leverage on NFC to perform top ups
- Link payment cards for automatic top ups
- ePayment only

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2016 | High Volume of Cash Transactions



Use of in-transit top-up channels : 8 mil transactions/month



Use of Cash vs ePayment In-Transit : 69% cash



Use of Manned vs Unmanned Channels In-Transit : 31% Manned

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Embarking on a journey...



Ticketing Options that are more Convenient, Cost efficient and Reliable

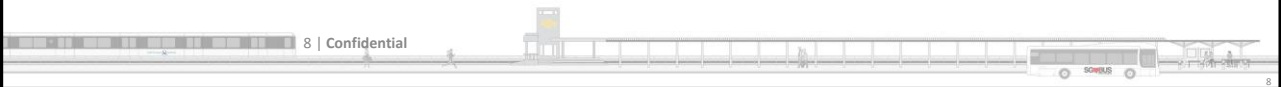
Convenient	Cost efficient	Reliable
Payment modes that do not require commuters to carry an additional card just for transit payments	Lower operating costs while ensuring that needs of all commuters are still met	Payment modes that are prevalent, secure and trusted by commuters



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Our Goals

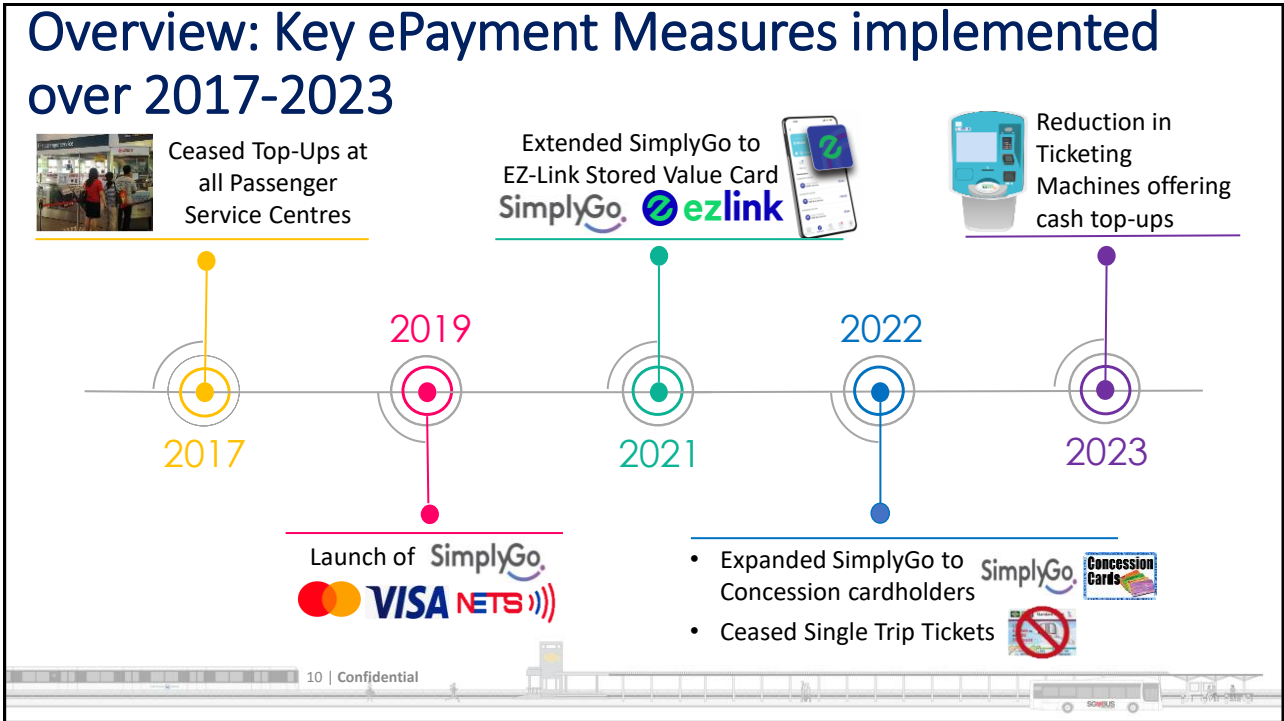
Improve Commuter Experience	Operational Improvements	Reduce Costs
<p>No queue to top-up</p>  <p>Good for tourism</p>  <p>Convenience of using bank cards / mobile payment</p>  <p>Access ticketing services anytime and anywhere</p> 	<p>Encourage self-help ticketing services through use of ticketing machine and online/mobile services through roadshows and SG Digital Office</p> 	<p>Reduced reliance on ticketing machines and counters lead to lower number of assets/resources</p> 



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2017 | Cessation of Top-Ups at Passenger Service Centres (PSC)

- 6-phase cessation over a 8-month period
- Ambassadors were deployed to guide commuters on how to perform top ups at Ticketing Machines

Impact

- ✓ Top-ups at manned channels
- ✓ Cash top-ups
- ✓ No impact to queue length at Ticketing Machines
- ✓ Allow PTO staff to focus on core duties

Elderly commuters learn to use machines as 11 MRT stations stop cash top-ups at counters



Transit Link has employed 150 service agents - of which a quarter are also senior citizens - to help with the transition. PHOTO: T KUMAR

*when completed in Mar 2018

2019-2022 | Launch of SimplyGo Payment Schemes

2019: Launch of Open Loop System, branded **SimplyGo.**
Accept contactless EMV cards & Mobile Wallets for fare payments

source: <https://youtu.be/WoDc1uHN3Z0>



2019-2022 | Launch of SimplyGo Payment Schemes

2019: Accept contactless EMV cards & Mobile Wallets for fare payments

Gamification



Referral scheme



Promotions



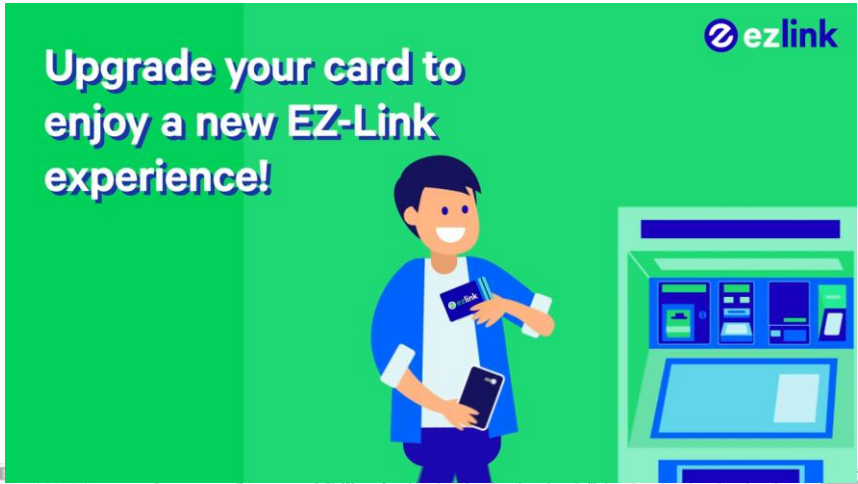
Education on Card Clash



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2019-2022 | Launch of SimplyGo Payment Schemes

2021: Launch of world's first Account-based CEPAS Stored Value card;
Upgrade existing card or purchase a new SimplyGo EZ-Link card



2019-2022 | Launch of SimplyGo Payment Schemes

2021: Launch of world’s first Account-based CEPAS Stored Value card

- Voluntary conversion to SimplyGo EZ-Link at Ticketing Machine
- Since 2Q 2022, only SimplyGo stored value cards are sold in transit

Enjoy these benefits! with the EZ-Link mobile app		
View card balance & track travel expenditure	Receive app notifications for card balance & fare charges	Top up your card on-the-go
Instantly block & trigger a refund for your lost card	Earn reward points & redeem exciting rewards	
Card balance and trip fares will not be displayed on bus readers and fare gates. You may view them via the EZ-Link app.		
Benefits	Existing Card	SimplyGo EZ-Link
Top up on-the-go, without the physical card.	×	✓
View card balance and trip fares on-the-go.	×	✓
Receive alerts on card balance and fare charged.	×	✓
Block your lost card and trigger the refund of any remaining card value.	×	✓
Immediate activation of Auto Top-up application.	×	✓

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2019-2022 | Launch of SimplyGo Payment Schemes

2021: Launch of world’s first Account-based CEPAS Stored Value card

Out of Home channels to create awareness and educate

Promotions and Gamifications to drive conversions

Direct engagement via Roadshows

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2019-2022 | Launch of SimplyGo Payment Schemes

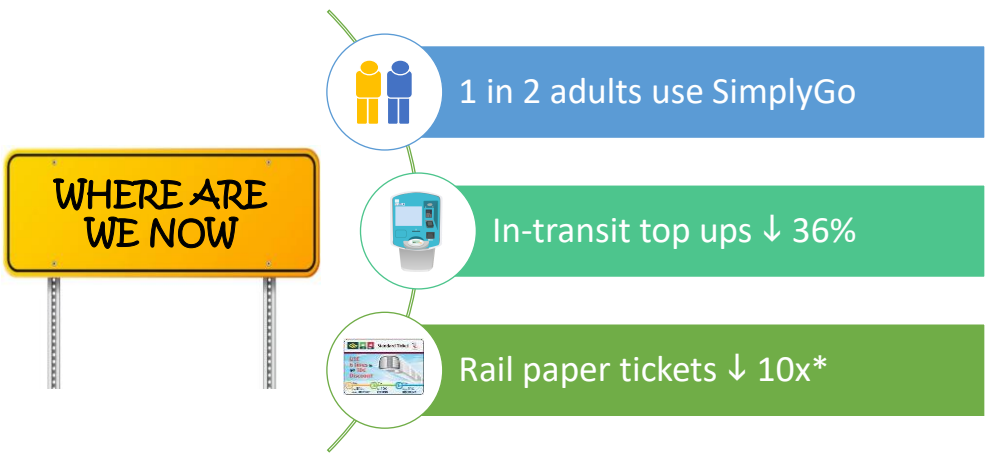
2022: Extension of Account-based CEPAS Stored Value card to Concession Schemes

- 2 mil Concession Cardholders, about 50% Seniors
- As digital literacy is necessary for a better user experience with SimplyGo cards, collaborated with the Infocomm Media Development Authority (IMDA)
- IMDA's Digital Ambassadors gave one-on-one guided sessions at Community Centres & Public Libraries; deployed at selected Rail stations and Bus Interchanges for the initial 2 months of launch
- 'Tip sheets' on the benefits of SimplyGo Concession and step-by-step guide on using the mobile app were produced and translated to Chinese, Malay and Tamil



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2019-2022 | Launch of SimplyGo Payment Schemes



* Decline in tourism caused by Covid-19 also contributed to the significant fall in sale volume

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2022 | Cessation of Paper Tickets

Key considerations:

- New payment options (bankcards/mobile wallets) available to commuters
- Low use of less than 1 in 1000 in 2021

How?

- 3-phase cessation over 3 months by lines, with service ambassadors and LTA staff on the ground to provide guidance to commuters
- Targeted publicity with support from other agencies

Mitigating measures:

- Minimum top-up amount was reduced
- Lower selling price of new stored value card
- Low income groups who require financial assistance were offered a free travel card; alternatively apply for Concession card



2022-2023 | Reduction in Ticketing Machines offering cash top-ups




- Average number of Ticketing Machines at Rail Stations reduced from 4 to 3
- Cash facility offered at only 1 machine per station; no coins accepted

Impact:

- ✓ Lower CAPEX and OPEX of Ticketing machines
- ✓ No significant impact to queue length at Ticketing Machines that offer cash top ups



2016 vs 2022 | Impact of ePayment Measures

	2016	2022
 Use of in-transit top-up channels	8mil	5mil
 Use of Cash vs ePayment In-Transit	69% cash	52% cash
 Use of Manned vs Unmanned Channels In-Transit	31% Manned	10% Manned

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Future Plans

Migration from Card-Based Ticketing to SimplyGo Stored Value CePAS Cards	<ul style="list-style-type: none">• Further enhance in-app product offering, especially for SimplyGo Concession:<ul style="list-style-type: none">➢ Enable view of family members' card balance➢ Check card balance using app, without registration➢ Auto-crediting of public transport vouchers• Streamline system for operational efficiency
Provide full spectrum of Ticketing Services on Mobile App	<ul style="list-style-type: none">• Increase convenience for commuters to perform ticketing services anywhere, anytime• Reduce reliance of physical infrastructure - ticketing counters and ticketing machines
New schemes	<ul style="list-style-type: none">• Expand choices for commuters• Use of digital card for EZ-Link and Concession fare payments• Generate vibrancy to payment landscape

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