

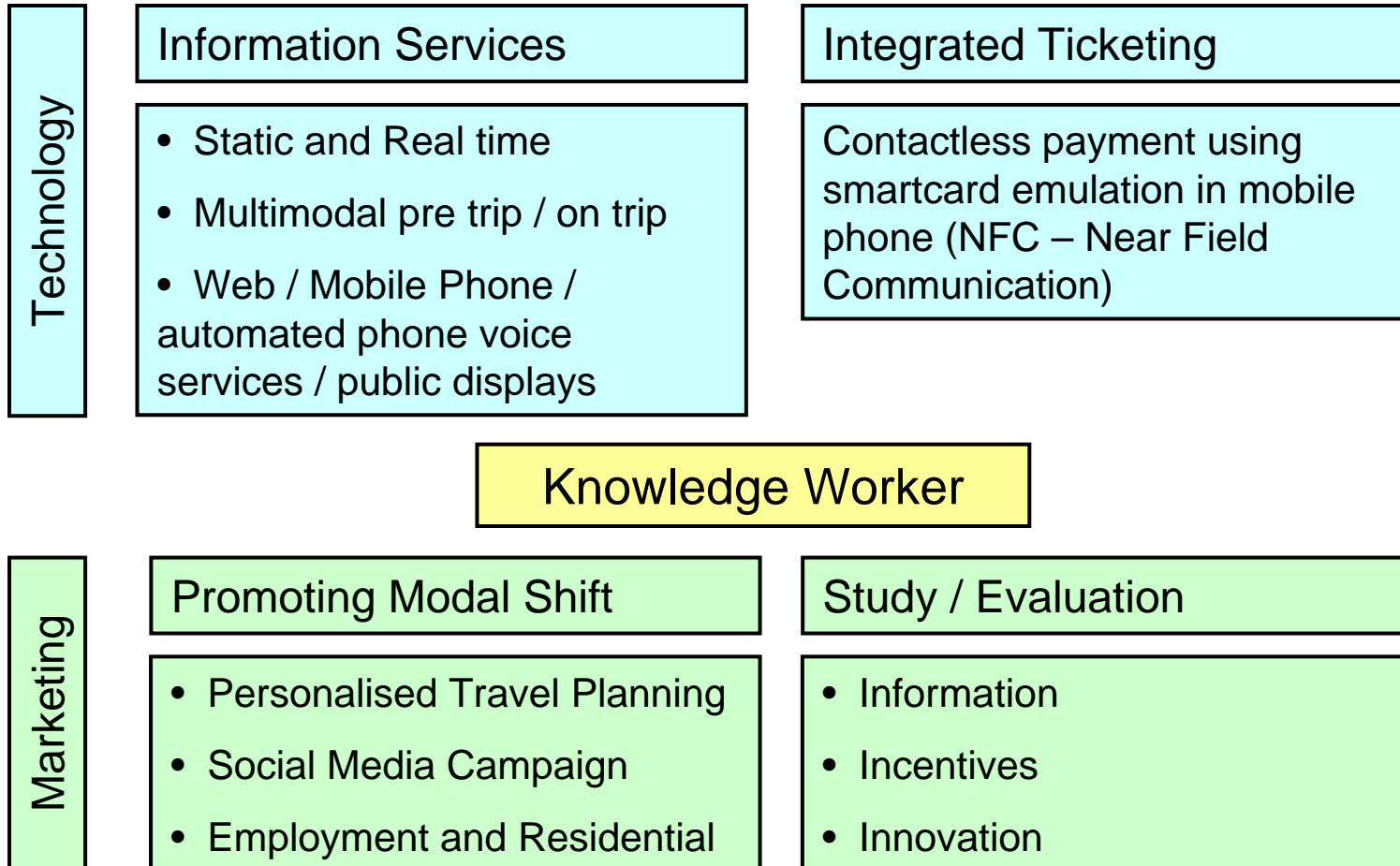
Smart Ticketing and Behavioural Change in Reading



Ruth Leuillette

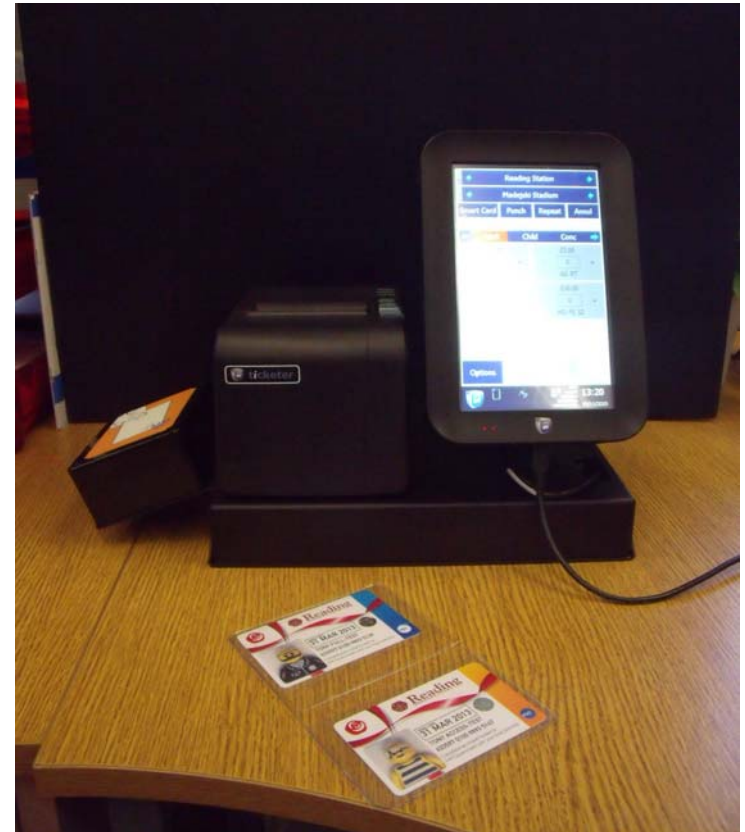


- Summary of Reading's involvement.
- Information and Ticketing Services – background and what is being undertaken.
- Marketing Travel Services – Personalised Travel Planning and next steps.



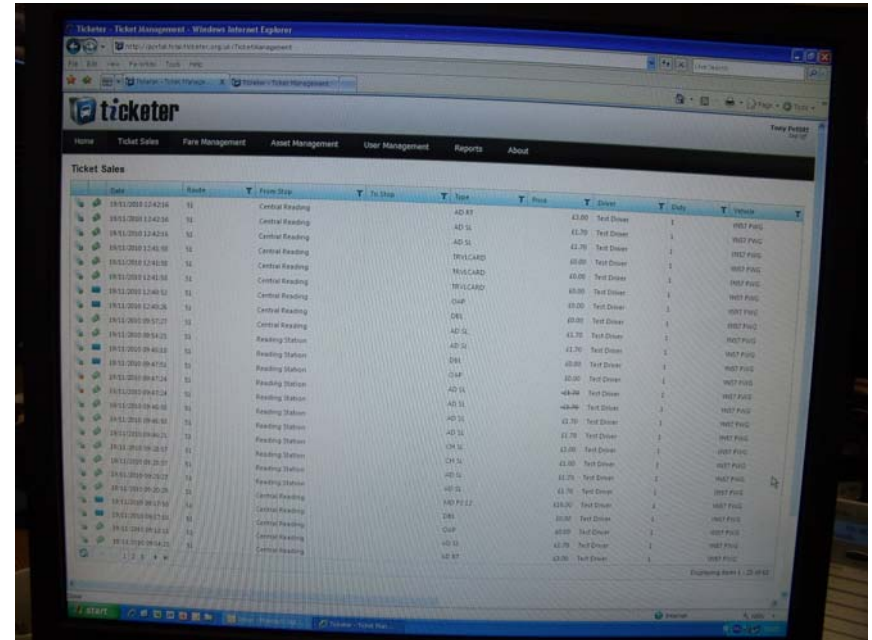
On bus ticket machines

- New ITSO compliant ticket machines.
- Completed upgrade of bus fleet earlier in 2011.
- Compatible with smartcards and 'wave and pay' (EMV).
- Advanced web based back office.



Ticket machines back office

- Real time communication with all the buses.
- Quick, easy updating of ticket types, fares & smartcard data.
- Opportunity for intelligent fare structures to respond to demand e.g. Madejski Stadium, 'happy hour'.



Smartcards

- ITSO compliant.
- Pay for top up online.
- Credit added to card when you next get on a bus or at other locations.
- Approx 25,000 in circulation (30% of bus trips).
- Opportunity for greater take up of cards.



Real time traveller information

- New screens for bus shelters.
- Travel information screens in public displays.
- New mobile phone applications for public transport information.
- Open data server to encourage 3rd party app development for multi modal services.
- Mobile phone applications to be extended for full UTMC information.



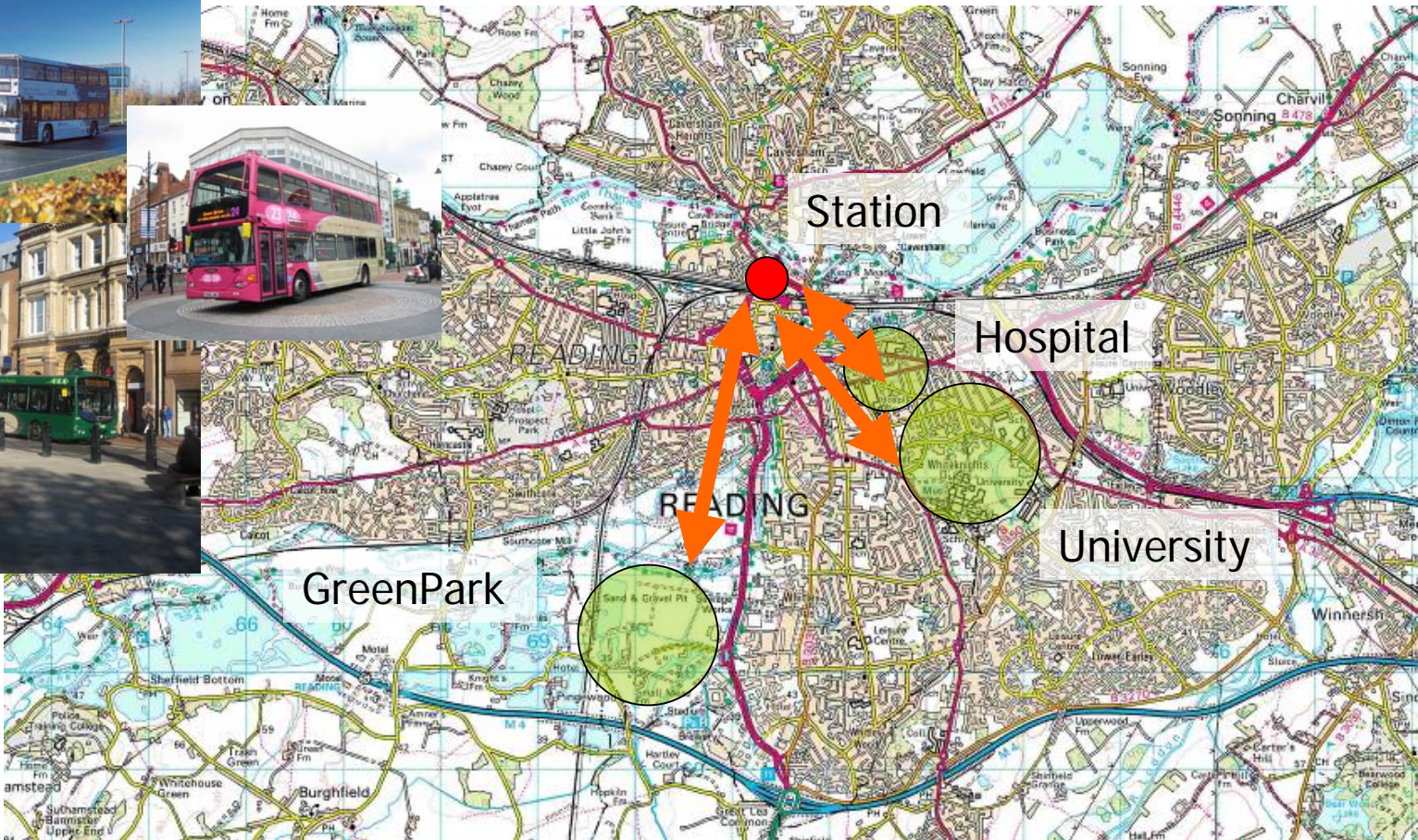
Potential extension of the smart ticketing trail:

- RFID tags for NFC phone users:
 - NFC tag;
 - Transaction tag;
 - Information tag.
- EMV ‘wave and pay’ for Barclaycard users:
 - Functionality in Reading’s ticket machines but will need enabling.
- Ticket purchase via mobile phone bill.

- To achieve long-term measurable, modal shift amongst the residents and employees of the target area
- Provide a range of incentives and information, so that individuals can make their own decisions about the transport solutions that they wish to pursue.

ROCK PTP Study Area

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This project has received
European Regional
Development Funding
through INTERREG IV B.



INTERREG IVB

○ Travel advisors conducted one to one interviews with a target population to discuss:

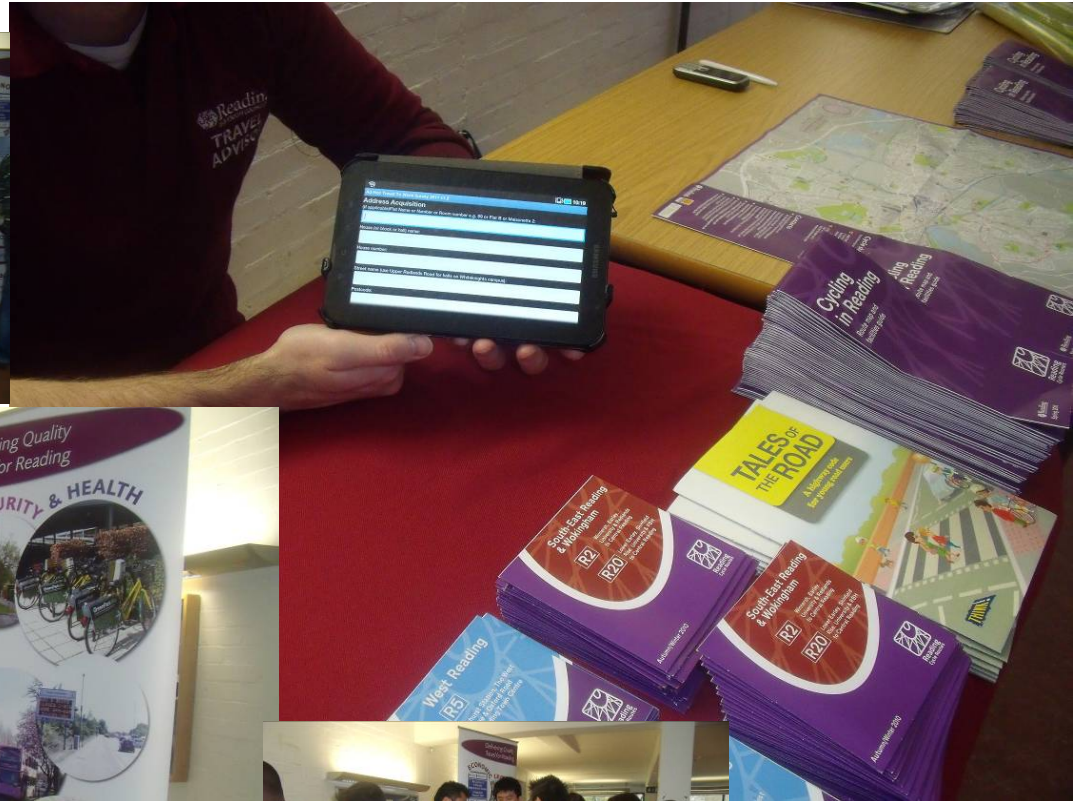
- Current travel patterns;
- Options to travel in different ways for different journeys;
- Obstacles to travelling in different, more sustainable ways; and
- What information, services and incentives might overcome these obstacles.



ROCK

Our PTP Advisors at work

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○ PTP advisors have:

- Visited just under 7000 households;
- Completing:
 - 523 pre-interviews
 - 679 Travel diaries
 - 1389 PTP interviews;
- Delivered incentives to residents; and
- Attended and gave advice at the University's Green Travel Week.

- Achieve transfer to more sustainable modes, meeting Council's Transport adopted policies.
- Provide evidence of what types of information and incentives are most effective (e.g. low tech or high tech).
- To implement lessons learnt in future PTP projects.
- To share outcomes with project partners.
- Report back to the EU.



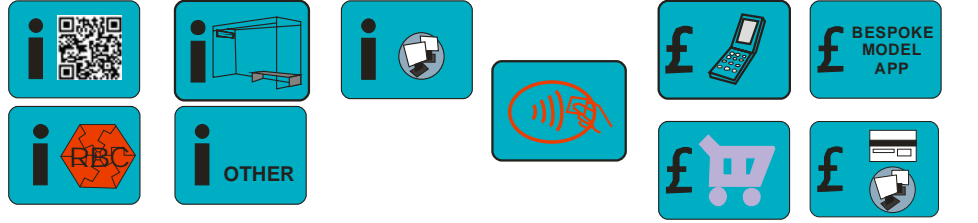



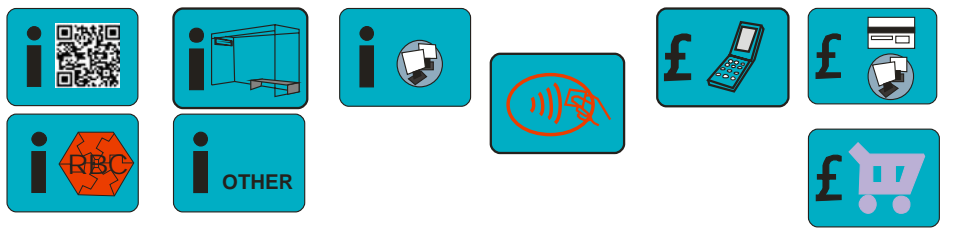


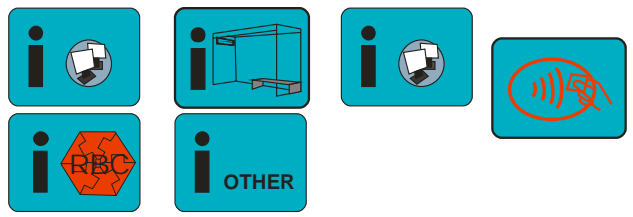

- Made aware of information leaflets, timetables and route maps.
- Given incentives such as pedometers, cycle lights or free/discounted bus tickets.
- Better quality of life, improving health, increasing independence and delivering choice.
- Delivered in a co-ordinated manner with the ongoing oversight of the Ward Member Corridor Study Steering Group.

- Deliver the next stages of PTP to businesses and residents in 2012/2013.
- Market and evaluate the benefits of the other RoCK initiatives on information services and smart ticketing.
- Develop and market use of social media.

Public Interaction with the RoCK Project

- knowledge transfer



<p>Real Time Travel Information</p>  <p>RBC Travel Information app</p> 	<p>I HAVE A NFC SMARTPHONE:</p>	
<p>Other Travel Information</p>  <p>Contactless Payment</p>  <p>Payment via Credit Card or Internet</p> 	<p>I HAVE A SMART CARD AND A SMARTPHONE:</p>	
<p>Payment via mobile bill</p>  <p>Payment via bespoke app</p> 	<p>I HAVE A WAVE & PAY CARD AND A NON SMART PHONE:</p>	
<p>Payment via PayPoint</p> 	<p>I DO NOT HAVE A SMART CARD AND / OR A SMARTPHONE</p>	