The Strategy of Smart Card

MetroRail 2012

Compass

points the way

TRANS LINK

About TransLink…

Metro Vancouver: 2,977 km^2 – Population: 2.3 million

- South Coast British Columbia Transportation Authority – known as TransLink

- Responsible for planning, financing and operating an integrated transportation system

- Legislatively mandated to provide public transit within Metro Vancouver

points the way
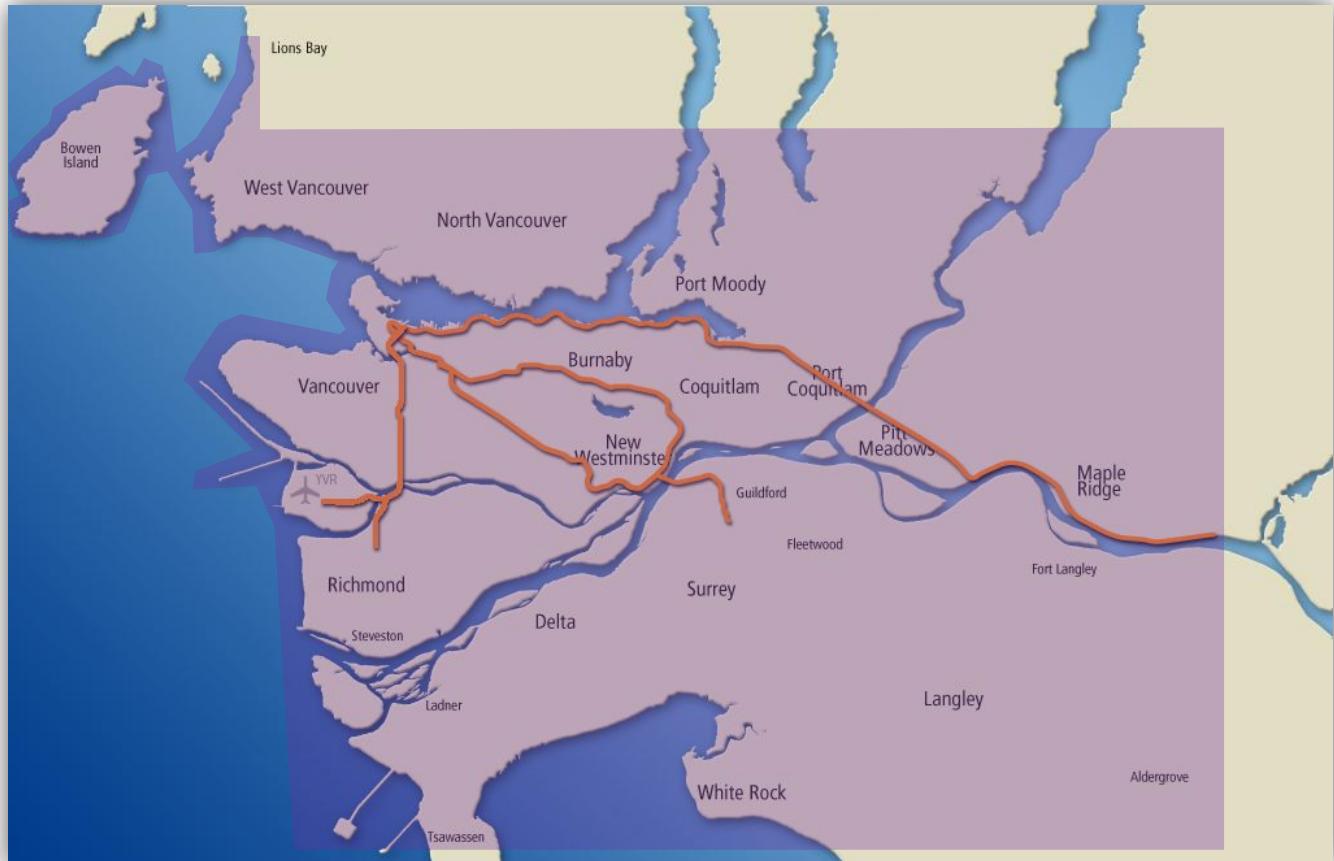
TRANS LINK

About TransLink…

- Public transit – rail, bus, ferry
- Roads and bridges – major road network, not all roads and not all bridges
- Regional cycling strategy
- Emissions testing
- Transit Police

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Where are we now?

- Planning based on manual passenger counts, automated counts, and fares – no start to finish customer movement data

- Paper-based fare media – inspection, fraud, fare changes, farebox maintenance

- Customer inconvenience

...manual and paper-based!

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Why move to smart cards?

- Customer movements and planning
- Convenience for customers
- New revenue possibilities
- Improved safety and security
- Increased efficiency

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TRANSLINK

Vision for Compass

"Delivering Metro Vancouver's essential transportation and services card"

- ✓ Fast and easy to use
- ✓ More secure
- ✓ Reduced fare evasion
- ✓ Fare setting flexibility

- ✓ Optimized services
- ✓ Increased ridership
- ✓ Increased mode share
- ✓ Increased revenue
- ✓ New revenue sources

...leveraging new revenues and an enhanced customer experience

Compass in Metro Vancouver

- Faregates at all rail stations...except West Coast Express (commuter rail)
- Card readers on all doors on buses
- Tap-on / tap-off on all modes to allow for best data, future fare flexibility, to replicate current fare zones
- Data warehouse / business intelligence

points the way

Compass in Metro Vancouver

Points of interest...

- Real time on buses
- Account-based solution
  (for a subset of customers)
- Compass card and open payment

Contracted Service

- 10 year operations and maintenance; +5 year option
- Outsourced call centre
- Standard and ad hoc reporting
- Transfer of data to TransLink Datawarehouse

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Value for TransLink

- Reallocation of bus services to match demand
- Lower farebox maintenance cost
- Reallocation of human resources
- Lower fare evasion (faregates)
- Better connection with customers – registration
- Commercial opportunities

Value for Customers

- Increased convenience – internet, autoload...
- Balance protection
- Value add products through registration
- Greater perception of security
- Lower fare evasion

Business Development Plans
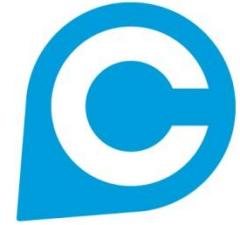
- 1.2 million boardings per day = huge market
- Extra space on the chip – additional purses
- Customer movement data
- Integration with future smartphone apps
- Real time ads/coupons – customer requested

...to name a few

Questions?