

CUBIC™ | Transportation Systems

Smarter Travel for the North

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THINGS ARE MOVING....

- The role of new players is evolving – automotive, e-commerce, start-ups
- Integration of multiple cEMV schemes within a region to facilitate inter-city travel
- Aligning the needs of users, operators and agencies
- System nature of the solution tests traditional procurement routes
- Disruptive technologies will continue to challenge transportation

BUT THE GOAL HASN'T CHANGED

- Smart Travel is enabling mobility and transforming movement within cities around the world



- Providing a consistent brand & customer proposition
- With optimised services across modes



- Towards a geographically aligned solution
- Integrated through personalised single account experience



- Attracting more customers & reducing congestion
- Inclusive for all bringing modal choice



- Enabled by Operators, Authorities and the private sector
- Working together through effective commercial partnerships



CENTRALISED VS MULTI-OPERATOR DELIVERY

Vancouver



London



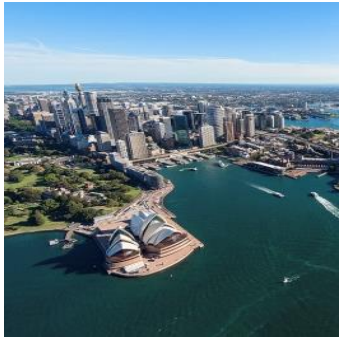
MTC – Bay Area



New York



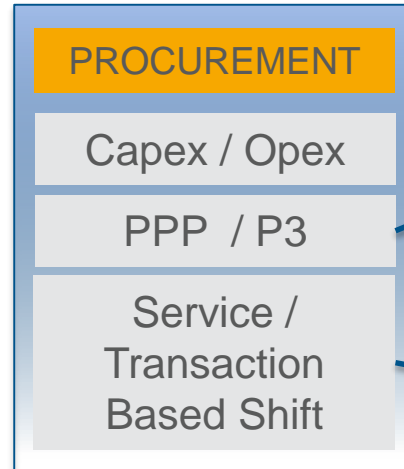
Sydney



Chicago

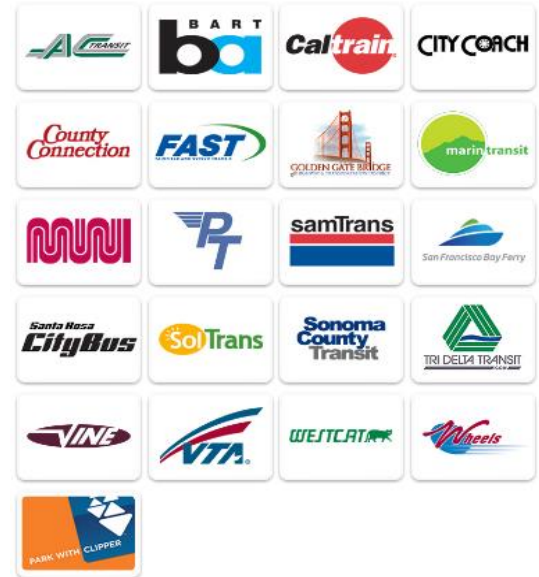


Boston



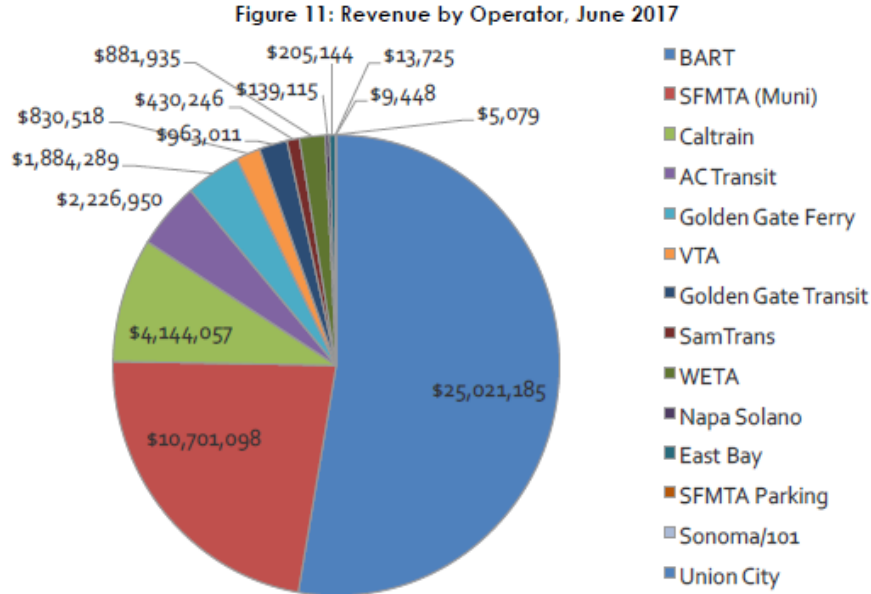
CASE STUDY: BAY AREA, CALIFORNIA

- Clipper card can be used on **23** operators in the region
- Bay Area is the 5th largest transit system in the county
- Metropolitan Transportation Commission (MTC) oversees program for the Bay Area
- Bus, Ferry, Light/Heavy/Commuter Rail
- Synergies to North of England challenge – but TfN running separate instances of products and fares



Annual Revenues by Operator

Financial Information



LESSONS FROM MTC:

- Removing cash from the system was a key motivation.
- Staged approach, integrating larger agencies first provided evidence of benefits to smaller agencies. 8 years to get 22 agencies on boarded.
- Build trust over time through strong communication.
- Unifying user experience does not mean loss of operator control.
- Our systems bring together local and regional control.
- The right data to be shared and commercial interests protected

THE USER EXPERIENCE

Day in the Life: Anthony Restricted Income Rider



- Anthony lives in Leeds and depends on buses to get to work
- His income is restricted so he is careful
- He has mobile phone but not a smartphone
- Anthony will visit retailers to recharge account or use cash

Day in the Life: Javier Urban Multimodal Traveler



- Javier lives in Manchester
- He rides all modes of transportation
- He will use many payment methods
- He is technology savvy and wants choices
- Javier will primarily use mobile and wearables
- He travels throughout the day

Day in the Life: Natalya Student Rider



- Natalya is a student
- She manages money strictly on a day by day basis
- She frequently uses her mobile phone
- She prefers to add value at machines
- She likes to use the local bike scheme
- She occasionally travels between cities through her course work



WHAT MATTERS TO THE USER?

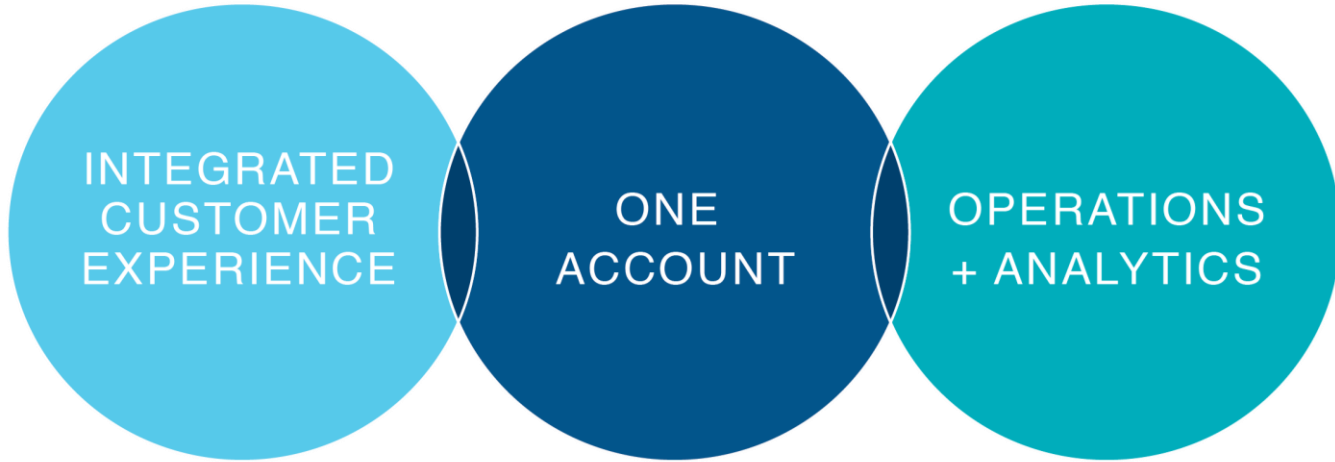
- User does not care about authority or operator boundaries
- Trusted best price every time without having to check
- Integrated payments across all modes
- Accessibility to all – and easy to use
- Aligned with other aspects of their lives
- Real time up to date information



WHAT MATTERS TO THE USER?

- Regions need integrated transport solutions
- Public and private transportation service providers to work together
- All payments integrated
- Real-time data used to plan and facilitate passenger journeys
- Travellers & devices permanently connected

HOW WE GET THERE



Key Benefits

- 1 Eliminate uncertainty
- 2 Reduced service costs
- 3 New revenue opportunities

- 1 Integrated policy
- 2 Reduced operations costs
- 3 Enhanced customer experience

- 1 Identify unknown relationships
- 2 Model + measure impact of decisions + policy changes
- 3 Benchmark + performance measurements

DELIVERING FOR THE FUTURE IN THE NORTH

- Post pay is inevitable / Mobility as a Service – selling advanced tickets is history
- Integrated transportation is essential to the health of the region
- The way that people travel will change
- The Sharing Economy
- The role of the industry will also change with new entrants
- Driverless cars and trains are here, buses too
- Open data, predictive analytics, real time information – trusted



ONE ACCOUNT

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Intelligent Travel Made Real®