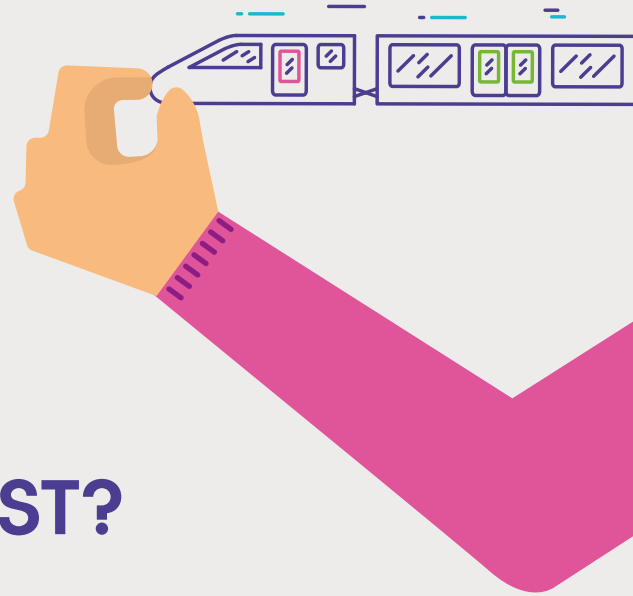


Integrated and Smart Travel Programme

The 1 2 3 of IST



1. What is IST?

The Integrated and Smart Travel Programme is transforming the passenger experience in the North by working in partnerships with the rail, bus and light rail sectors, and key transport organisations.



2. End-to-end journey

Joined-up travel for passengers

- **Connected** – joined-up, multi-mode, multi-operator, price-capped journeys across the North.
- **Simpler** – planning, paying for and accessing travel will be easier.
- **Great value** – passengers get the best on-the-day price.

Benefits for operators too

- **Unique opportunity** – be part of something bigger.
- **Happier customers** – IST will improve customer satisfaction.
- **Better data** – enhanced customer information and management of it.
- **A stronger, more connected North** – IST will create a wide range of economic benefits for our region.

3. Key phases

Phase 1

Smart cards for rail by December 2018

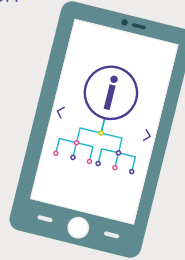
Part of a nationwide programme to roll out smart ticketing on all rail travel.



Phase 2

Customer information, collaboration and innovation from 2018

Provision of integrated customer information, disruption messaging and fare information to make journey planning quicker and easier.



Phase 3

Account-based ticketing via contactless payments from 2019

Back office integration that will let travellers make contactless payments across all forms of public transport, while delivering the best on-the-day price for customers and public transport operators.



Our overall goal for the programme is a simpler and easier end-to-end customer journey



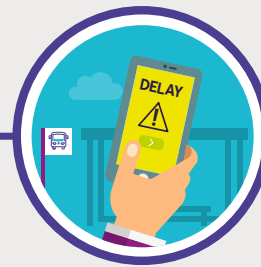
Journey planning

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.

Read more at transportfornorth.com/IST