

## Integrated and Smart Travel Programme



# Phase 1

## Smart cards for rail

(by December 2018)



The Integrated and Smart Travel Programme is being delivered in three key phases over four years.

## Smart ticketing for the North

Building on existing schemes and commitments, this first phase delivers smart cards for rail travel across the North. This is part of a nationwide programme to roll out smart ticketing for all rail travel in the country.

## Key features of Phase 1



### 1. Smart rail season tickets available on ITSO cards

– building on existing schemes to roll out smart rail season tickets, replacing traditional cardboard tickets. Customers will be able to pre-buy tickets online, over the phone or at the station.

### 2. Smart multiple, single and return tickets

– building on existing availability to make smart tickets available on selected routes. Tickets will be available in a variety of formats including cards, online or mobile app.

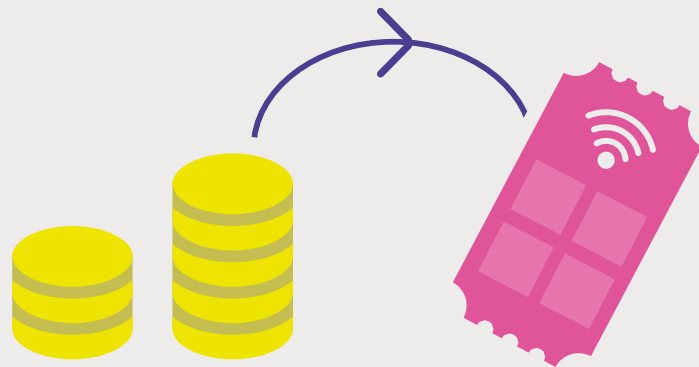
### 3. Top up and tap

– by introducing a range of platform validators and vending machines in stations across the region to support the introduction of smartcards.

# Easier, simpler payment

The focus of Phase 1 is creating a new era of connected, convenient rail travel across our region.

We're already beginning to make paying for travel easier and more convenient for customers – just the first step towards joining up public transport in the North.



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

Phase 1 is the first of three phases that will work towards achieving this goal



### 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](https://transportfornorth.com/IST)