

Integrated and Smart Travel Programme



Phase 2

Customer information, collaboration and innovation

(from 2018)

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

The benefits of shared information

Phase 2 will make the same kind of information currently enjoyed by most rail passengers available to bus and light rail passengers.



Key features of Phase 2



1. Enhanced information on bus fares – making fares data freely available will give customers more information and make planning multi-modal travel easier than ever.



2. Disruption messaging – planned disruption messaging will be shared across multiple sources, such as social media and on street displays, to keep customers up to date and in the know.



3. Open Data Hub – using an open data hub, data will be stored, processed and made readily available to those who need it, such as app developers.



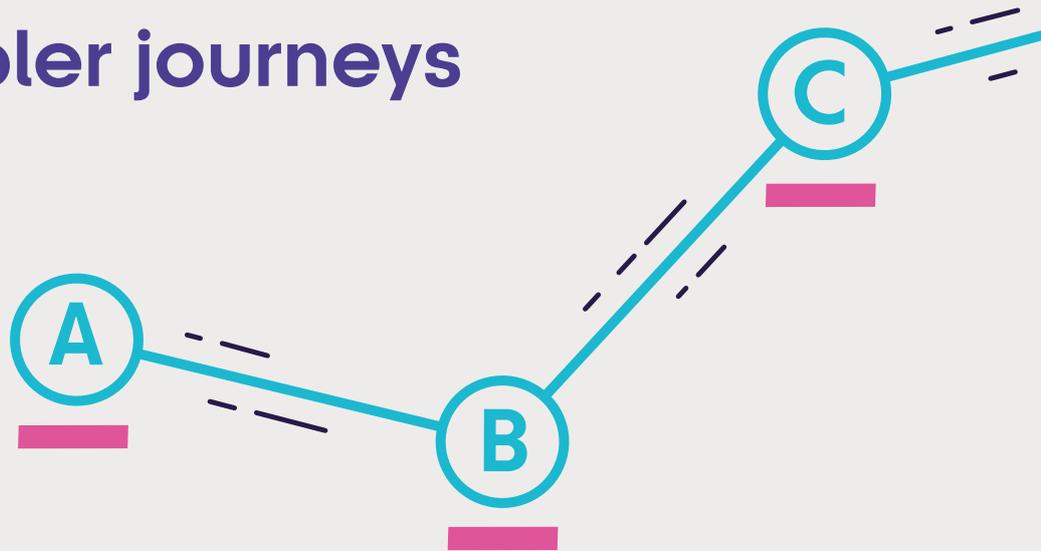
4. Knowledge Network – a resource full of templates and tools that will help operators and transport authorities learn about, introduce or build on existing ticketing programmes to customers. This could include knowledge transfer resources, data improvement tools and guidance documents.



5. Supported innovation – support operators and transport authorities to trial and develop the best in innovation and emerging technology pilots to enhance later phases.

Easier, simpler journeys

When Phase 2 is complete, passengers across the North will be able to plan journeys, obtain fares information, travel and avoid disruption much more conveniently, quickly and simply.



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

Phase 2 is one 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