

Automated Ticketing

FACT SHEET

What's it all about & why will it be good for Melbourne?

Automated Ticketing will be easy to use, will make the Met more accessible to customers and will limit fare evasion.

It will also bring Melbourne in line with technology already in place throughout the world including other Australian cities.

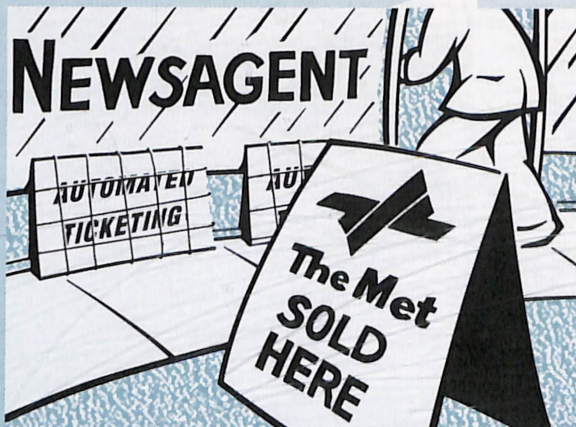
A network of retail agents and Ticket Vending Machines will bring the Met system closer to your home. Buying a ticket will be easy and customers will have around the clock convenience. And tickets will still be available at stations and on trams and buses.



Every ticket must be validated every time it is used, i.e. each vehicle boarding and station entrance. This applies to periodical tickets such as the weekly ticket. Buy a ticket, then validate it before use - it's that simple.

The system will use magnetic credit card size tickets. A special feature will be the availability of 'smart card' passes for use by passengers with disabilities, yearly pass holders and students. These passes will be automatically read when passengers place them against a marked area on Validators and Gates.

Most large stations, and all city stations, will have Gates so people won't be able to get in or out without a valid ticket - this will save Victorians millions of dollars a year in revenue currently lost through fare evasion.



Automated Ticketing

Better lighting, closed circuit television and other security initiatives, and a higher standard of customer announcements are all improvements that will be introduced to complement Automated Ticketing.

The biggest improvement customers will notice will be our people. There will be a mobile force of over 300 new Customer

Service Employees whose job is to put customers first. They will assist customers with directions, enquiries and, of course, help them to use the new ticketing system.

Station staff will also be freed from many of their ticket selling duties and will concentrate more on customer service.



■ WILL THE SERVICES BE SLOWER?

No. Machines will be placed at stations to handle the demand for tickets. The number of machines will be based on current and expected passenger numbers. Initially there may be minor delays while customers become accustomed to the new system. On trams, customers will board first, then validate their tickets. A number of Validators will be available on trams. Customers will not notice much difference on buses; as they board they simply validate or purchase a ticket. Customers will find that there will be greater access to Met tickets in their communities and discounts for off-system purchases.

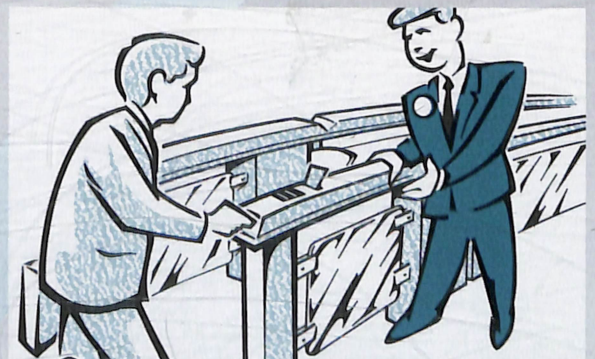


■ WHAT ABOUT FARE EVASION?

Fare evasion will be dramatically reduced when the new ticketing system is fully operational. It will be easier to buy a ticket. All stations will have Ticket Vending Machines; an extensive network of retail agents will offer a full range of tickets and some tickets will also be available on trams and buses.

So, customers will have every opportunity to buy a ticket.

The PTC understand at first the system may take a little getting used to and our new Customer Service Employees will be a mobile team whose job will be to make sure our customers understand the new system and get the best from their public transport service. If a customer has made a genuine mistake, of course they won't be fined, but fare evaders will find it far more difficult to beat the system.



Ticket activated Gates will be at major stations and entry or exit will not be possible without a valid ticket. Tickets will need to be validated at stations or on board vehicles before customers use the system and portable validators will be used to cater for large crowds at special events.

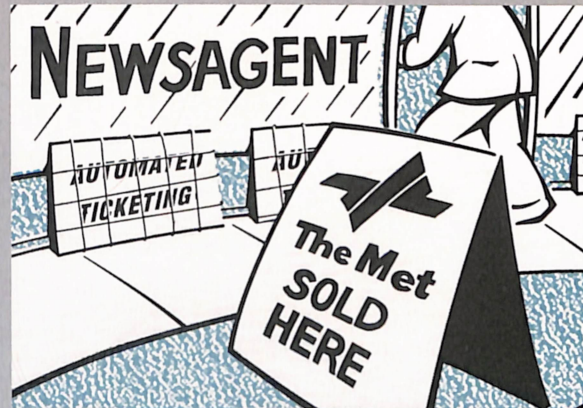
The message is simple - don't travel if you haven't got a valid ticket. If you do, you risk being caught and fined. And the risk will be far greater under the new system.

Automated Ticketing

■ WHERE DO I GET MY TICKET?

Buying a ticket will be easy and there will be lots of options. Local retail outlets (around 1000 across the metropolitan area) will offer up to 24 hour access.

Tickets will continue to be sold at stations (from vending machines and by staff), be available on board trams (from vending machines) and buses (by drivers), and by phone.



■ WHAT ABOUT PEOPLE WITH DISABILITIES?

The PTC has written to over 30 community groups asking that they be involved in the design of the equipment.

Special station Gates will be wide enough for wheel chairs and also suitable for people with parcels, prams etc.

Testing of equipment by the various user groups will assist us to accommodate most needs and enable us to offer different services depending on those needs; for example phone and mail ordering of tickets through credit cards. Customers with disabilities will be able to use proximity cards to operate Gates without even having to insert their card.

The height and placement of equipment will also be addressed through this testing.

The PTC is also working closely with the Public Transport Forum, commissioning market research, and has constructed a display to allow groups to see and use the equipment. An extensive training scheme has been developed to ensure PTC staff are able to assist customers during the introduction of the new system.

OneLink has appointed a specialist consultant to advise on ergonomic and disability issues, as well as health and safety.

■ WHAT ABOUT RETAIL AGENTS?

Retail Agents will be carefully selected and the PTC and OneLink will be establishing good communication links to ensure information exchange and feedback is prompt and accurate.

For retail agents to keep the business, good service will be first priority. The attraction to the Agents is to get more people into their stores with the potential to buy other products. The Agents also receive a standard percentage from ticket sales.

All the Agents will receive information about Automated Ticketing and Met travel. They will be carefully monitored by OneLink and the PTC.

■ WHAT ABOUT STAFFING AND NEW JOBS FOR VICTORIANS?

Not as many staff will be required to sell tickets when Automated Ticketing is implemented in late 1995. Staff will be deployed to provide better customer service.

Many numbers have been quoted already - the final numbers are still being assessed. There are about 940 station staff providing customer service now and, after Automated Ticketing, there will be about 880 who will have more direct customer contact.

The facts are:

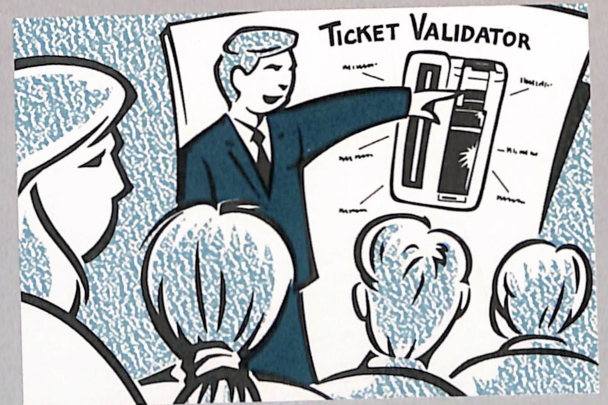
- more than 300 Customer Service Employee positions will be created (this is a new position and train and tram staff will be eligible to apply);
- there will still be station staff on the system - though the numbers selling tickets will be reduced, there will be more staff on stations in the evenings and they will be supported by the Customer Service Employees during all services hours;
- part time station staff positions and more than 200 police will also be introduced;
- the restructure of the public transport system to make it more effective is a massive ongoing project;
- Automated Ticketing is one of the foundations of that restructure and will change the role of some PTC staff. Staff will be more involved in customer service and will actually travel on all forms of transport to assist customers;
- by limiting fare evasion and increasing revenue, the viability of the service is improved and the foundation laid for improvements;
- the new OneLink system will also create jobs in Victoria and build a new export industry for the State.

■ WILL STAFF STILL CARE ?

The PTC is aware of the concern change can bring for both our customers and staff. Staff will be taken step-by-step through briefings, training and open discussion of the new ticketing system and how it will affect them. Regular bulletins will also keep staff up-to-date.

■ WHERE DO CUSTOMERS GO FOR INFORMATION?

A new mobile force of Customer Service Employees will travel the system. There will also be a special phone line for assistance and to record any complaints and suggestions.



■ WHAT IF I DON'T GET IT RIGHT - DO I GET BOOKED?

PTC staff will use their discretion and concentrate on helping customers get used to the new system. It will be much more convenient to buy a ticket when Automated Ticketing is introduced.

■ WHAT WILL AUTOMATED TICKETING COST?

The project will be progressively implemented over the next two years and is worth over \$300 million. It will reduce fare evasion and reduce expenditure previously committed to ticket selling and checking activity. It is expected to pay for itself in five years.

It will reduce the public transport cost burden on the Victorian taxpayer and help control Victoria's deficit.

■ CAN THE PTC IMPLEMENT THIS SUCCESSFULLY?

YES. The PTC has experienced much change and its new management team is employed on performance based contracts. This means that they are accountable and it is in their interest to do a better job. The PTC is also in partnership with OneLink, which is responsible for the implementation and long term management of the equipment. OneLink is a consortium of world renowned experts in the automated ticketing field.

■ WHERE AND WHEN WILL I SEE AUTOMATED TICKETING?

Glen Waverley and Alamein train services, and tram and bus services in the areas bordering these train lines, will be the first to receive Automated Ticketing equipment. This will occur in late 1994/early 1995. Other areas will follow progressively over a further 12 months.

■ WHAT IF THE QUEUE IS TOO LONG AND I CAN'T WAIT TO BUY A TICKET?

A lot of work has gone into making sure there are enough machines at each location to cater for customer needs.

At first it may take customers a little time to get used to buying tickets this way and Customer Services Employees will be available to assist anyone having difficulties.

Both the PTC and OneLink will be monitoring the new ticketing system to make sure our customers' needs are met.

■ WHAT IF I DON'T HAVE THE RIGHT CHANGE?

The smaller machines will take the full range of coins and the larger a range of coins, plastic notes and debit/credit cards - both machines will provide change.



What equipment will be on my tram?

There are three main items of equipment for trams. Ticket Vending Machines (TVMs), ticket Validators (VALs) and Tram Drivers' Consoles (TDCs).

TICKET VENDING MACHINES

TVM 3 - all trams will have a Ticket Vending Machine. They will issue a limited range of validated magnetic tickets including 60 Plus and accept coins as the only method of payment. They will also give change.



VALIDATORS

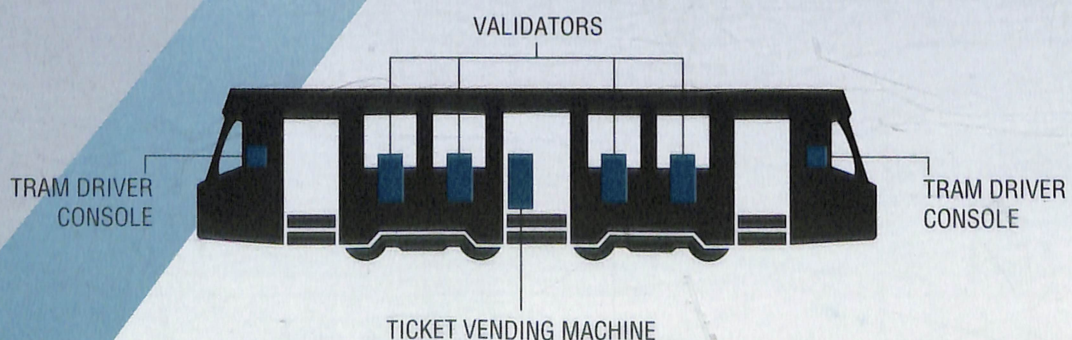
On boarding, all customers with tickets will need to validate their tickets in Validators located near the tram door.

These Validators will read and encode information on magnetic tickets, indicate to passengers whether or not their ticket is valid, and on some tickets print trip information for passengers.



TRAM DRIVER CONSOLE

Each tram will be fitted with two of these units, one in each of the driving cabins. They will be used for drivers to control all on-board tram Automated Ticketing equipment and to alert the driver of invalid tickets, equipment faults and any attempts to vandalise the equipment.



Consultation and operation.

Consultation is a very important part of introducing Automated Ticketing to Melbourne.

The new Automated Ticketing will be a vital component of Melbourne's public transport - the Met. Because the Met has so many customers, each with differing needs, it's important to design a system that meets their needs.

OneLink, the consortium chosen to install, operate and market the new fare collection system will, with the PTC, meet with the general community, customers and special interest groups.

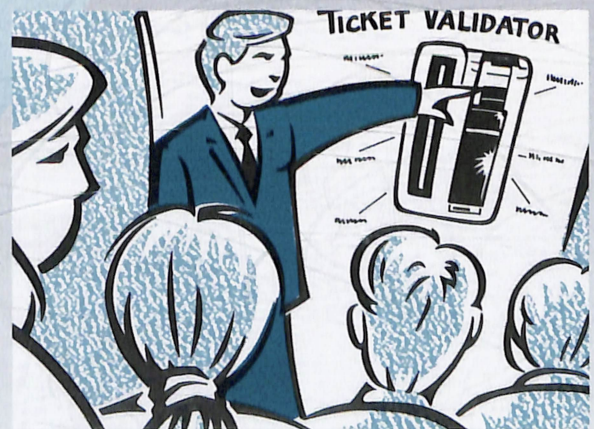
The new system will record important information such as numbers travelling and popular destinations. This will provide the PTC with accurate details about their markets which will enable the PTC to provide a more customer responsive service.

Over 40 groups will work with OneLink and the PTC on vehicles and in a specially designed display area to ensure height and placement of equipment is spot on. PTC has invited comment from a broad cross section of the community including:

- Young children
- The elderly
- People with intellectual or physical disabilities or impairments
- Students



The PTC has already had important input from the Accessible Transport Consultative Council and customers with disabilities, The Public Transport Forum; the Bus Proprietors Association; and unions. As the PTC develops the system, these groups and many others will contribute to its design.



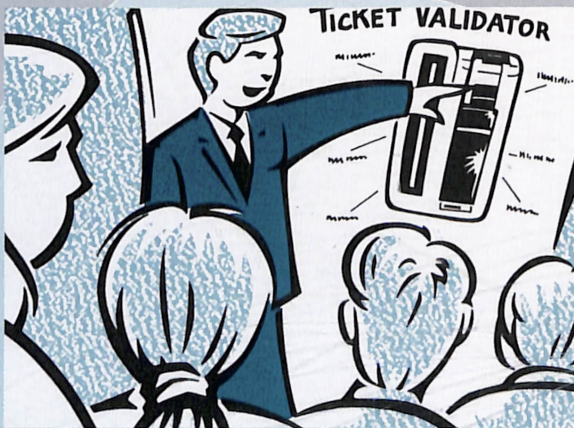
PTC staff training is an important part of our program. Staff will be fully trained on all aspects of the new ticketing system. They will also be trained to assist customers who have special needs.

How long will it take?

The new Automated Ticketing will be introduced to Melbourne in stages. The Met system will be divided into geographical areas. When one area has been converted to the new system, the next area will follow.

PHASE ONE

- Market research - asking the customer what they need and want;
- demonstration/design of equipment - talking to staff, unions, customers and groups with special needs;



- staff training;
- introducing the new system to the first customers - through local media and information on the Met;
- installation of equipment on trams and support equipment at the relevant depots;
- installation of TVM 1s (smaller Ticket Vending Machines) at stations in the Phase 1 area. Installation of TVM 2s (the larger Ticket Vending Machines) and Booking Office Machines (BOMs) and Validators at stations;

- customer information facilities at stations, on trams and at retail agents in the Phase 1 area;
- establish a control system to provide communication and management systems and support;
- installation of equipment on buses owned by contract private bus companies with services in the Phase 1 area;



- additional customer information facilities; and,
- development of an extended retail agent network.

■ PHASE TWO

After Phase 1 has been successfully completed and any alterations made to the system or equipment following customer feedback, work will continue on the remainder of the metropolitan system.



Geographical areas will be progressively converted to the new ticketing system.

- Stations converted line by line;
- tram depots converted depot by depot;
- conversion of buses depot-by-depot (operator by operator), in line with station and tram conversions; and,
- installation of station Gates.