
Fares and Ticketing Transition in Wellington

Engineering New Zealand Transportation Conference, Wellington 5 March 2019

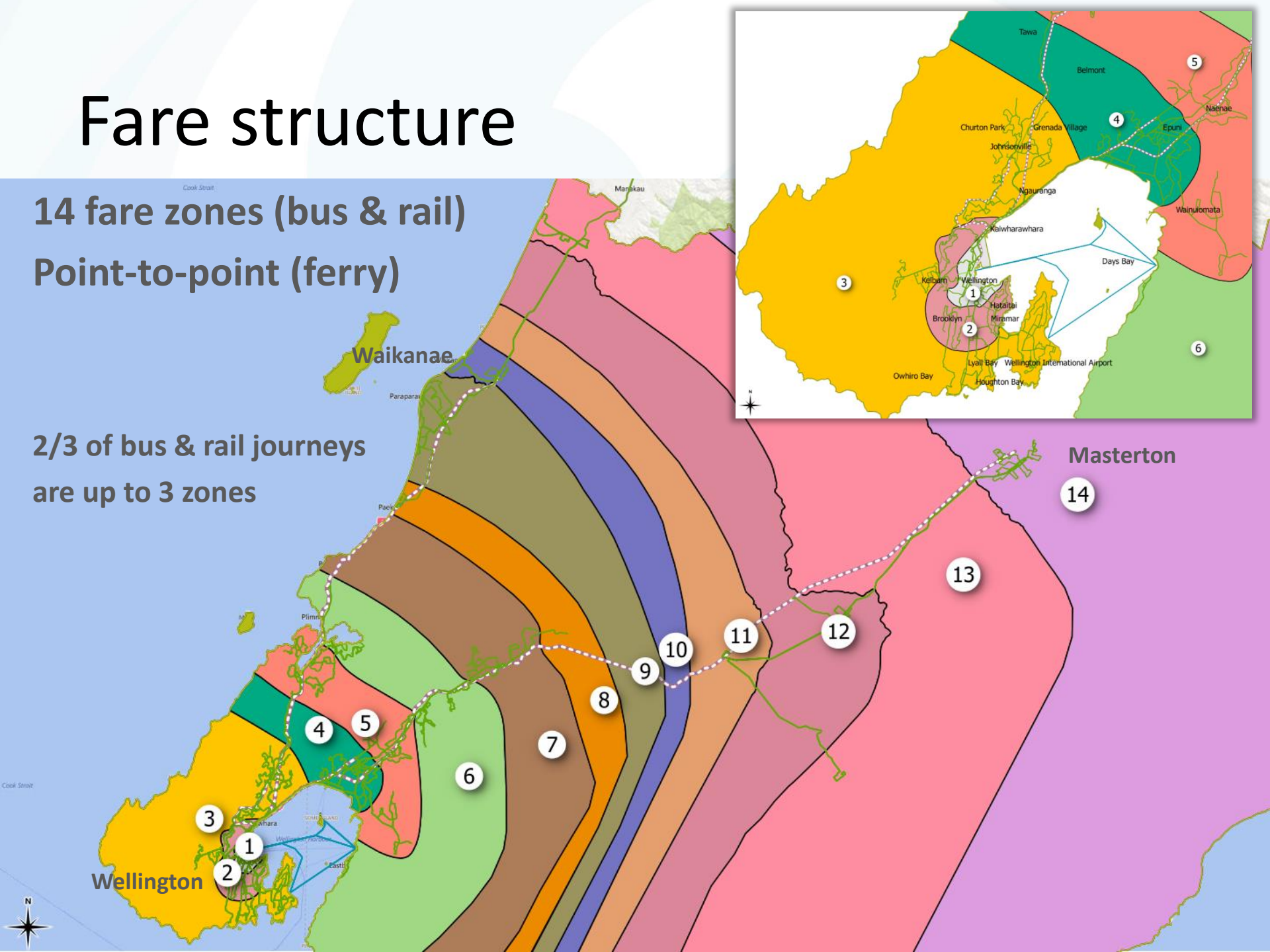
Reza Chalabianlou and Andrew Macbeth

Fare structure

14 fare zones (bus & rail)

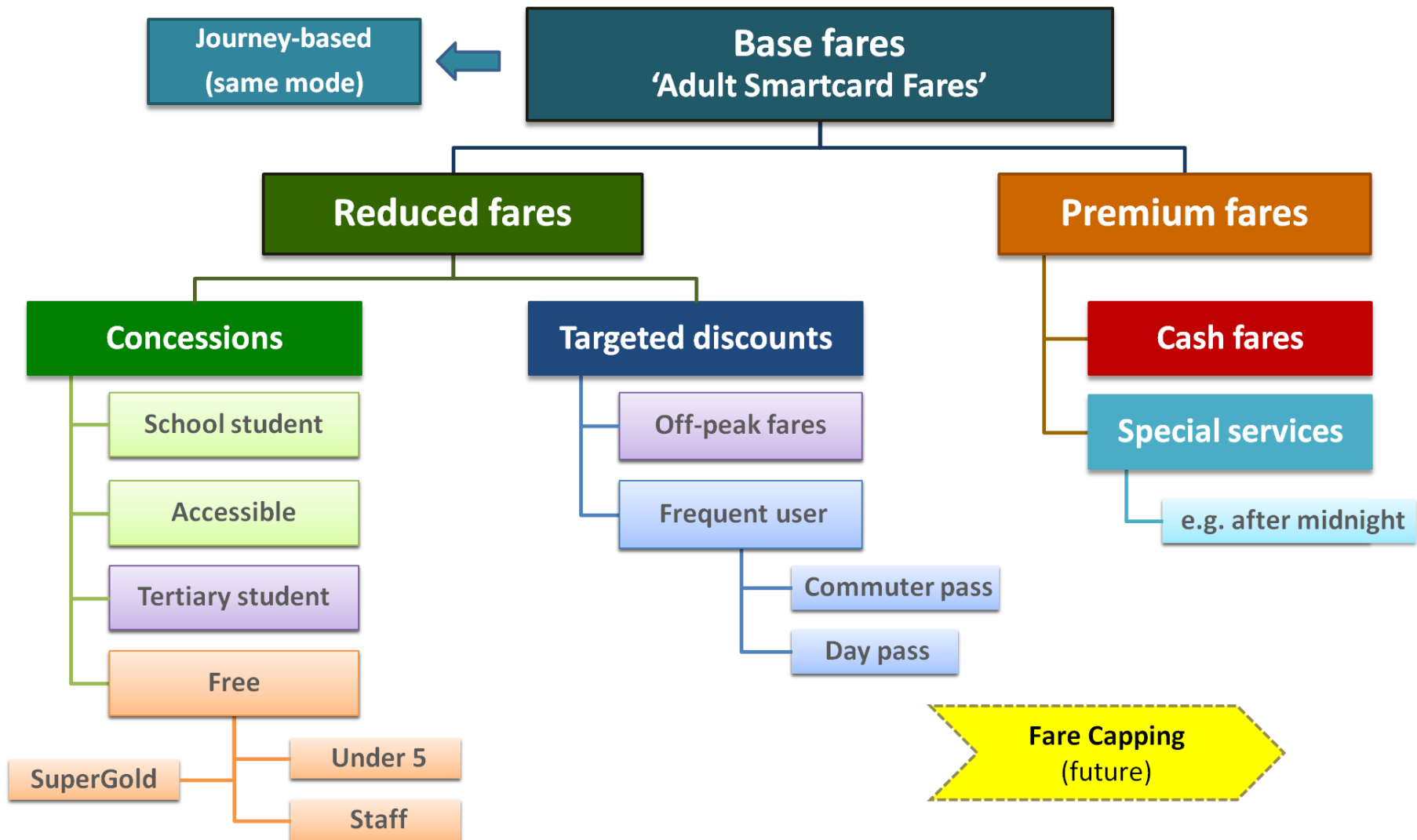
Point-to-point (ferry)

2/3 of bus & rail journeys are up to 3 zones



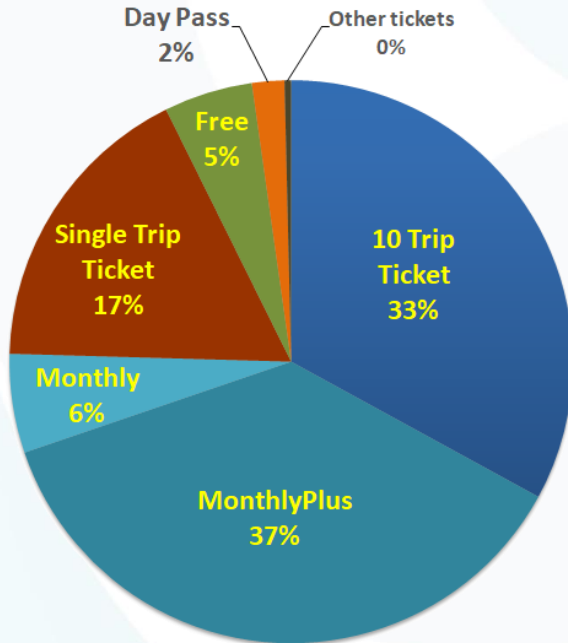
Fares – Bus and Rail

Ferry similar but
point-to-point
Adult 10-Trip as base fares

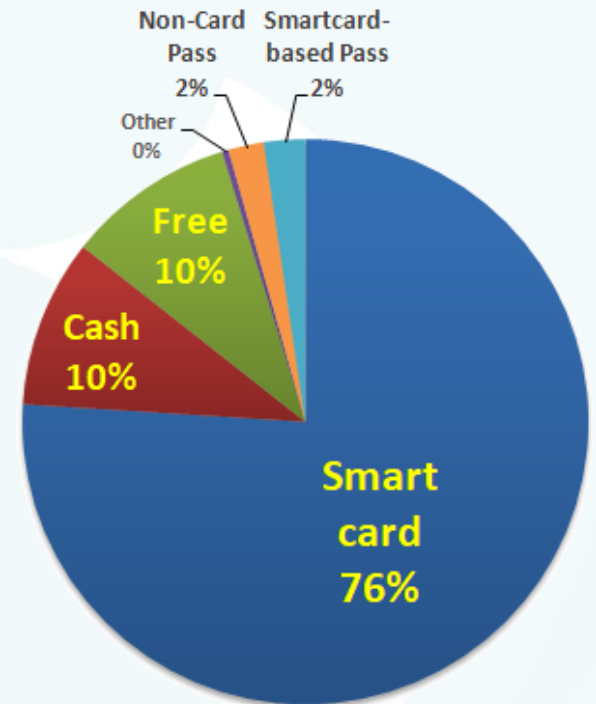


Tickets

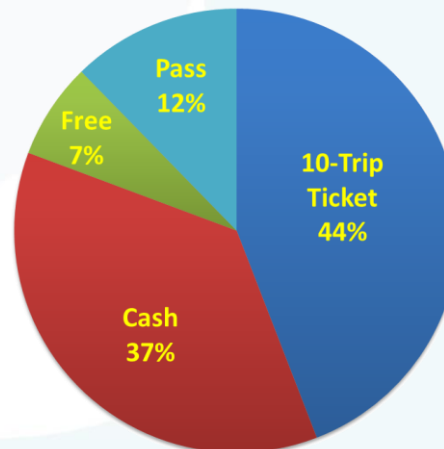
Rail (paper)



Bus (smartcard + paper)



Ferry (paper)



BLUEPRINT FOR THE FUTURE

FUTURE

RAPID BUS SPINE
(RBS) SERVICE THROUGH THE CENTRAL CITY

NZ'S FIRST FULLY ELECTRIC PUBLIC TRANSPORT NETWORK

ONE TICKET FOR BUSES, TRAINS & HARBOUR FERRIES



2018 -

NEW WELLINGTON BUS NETWORK
MORE SERVICES
MORE OFTEN
FOR MORE PEOPLE

ONE SMART CARD FOR ALL BUSES BETTER BUS SERVICES

ROLL OUT OF MODERN LOWER EMISSION BUSES CO_2

metlink
THE SINGLE BRAND FOR ALL PUBLIC TRANSPORT



2016 -

MATANGI TRAINS
ENTIRE ELECTRIC TRAIN FLEET DELIVERED

PETONE WAIKANAЕ

MORE PARK & RIDE AND STATION IMPROVEMENTS



2015

NEW ELECTRIC MATANGI TRAINS

P **PARAPARAUMU**
P **PORIRUA**
P **TAWA**

NEW UPPER HUTT STATION



36.4M
PASSENGER TRIPS 2014-15

2010

Fares and ticketing



Vision of future fares and ticketing

- Aim to get more people using public transport
- Integrated approach seeking ‘one network, one timetable, one fare and one ticket’ – ‘one journey’
- An integrated fares and ticketing system that:
 - Is simple, consistent and easy-to-use
 - Provides affordable travel for those most dependent on PT
 - Rewards target behaviours (e.g. encouraging regular use); and
 - Provides better value for money for customers and funders
- System should provide a seamless, convenient and car competitive journey

Fares transition (to simplify)

Which one is good for me?



Too complex!



...to go from this ...

Fares transition (to simplify)

... to this



Integrated Fares and Ticketing (IFT)



Principles

Nine principles guided fares transition including:

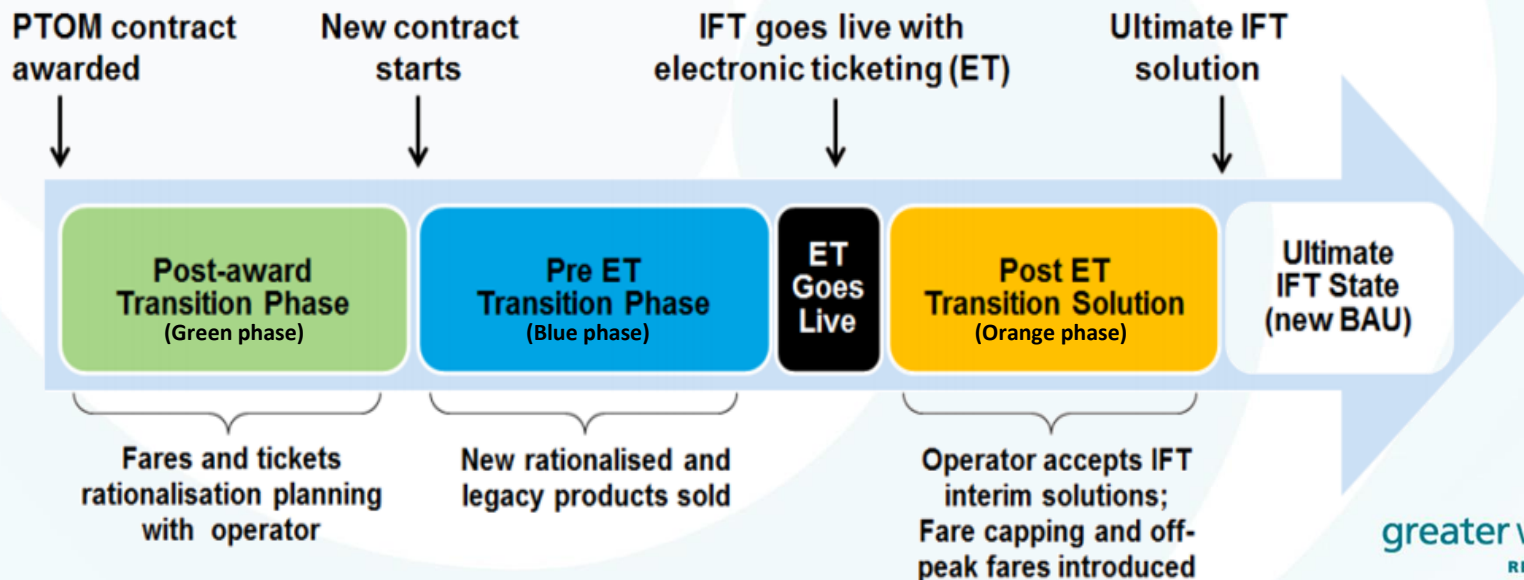
1. Enhance customer experience
2. Help deliver policy objectives – patronage, VfM, cost recovery
3. Simplify and rationalise fare products
4. Retain existing journey-based fares (e.g. free transfers)
5. Apply an staged and incremental approach
6. Improve data quality

A balanced approach to reconcile competing principles

These principles informed **Transition Strategy**

Transition Phases

- To simplify fares and fare products
- Taking into account:
 - Change to fares and ticketing role of operators
 - Key milestones and final state of products



Transition Phases

Breaking change process into phases enables:

- Prioritise changes to fare products w.r.t their frequency of use
- Standardise levels of discounts (e.g. monthly tickets) in stages
- Manage transition of low use but sensitive legacy concessions
- Consult with operators and passengers to understand and manage expectations
- Learn from each stage for planning and decision-making for subsequent stages

Methodology

- Developed to answer core questions of transition strategy, i.e.:
 - Which fares, products or product groups need change?
 - When and how should the products change? and
 - What would be the likely financial impact of the change on customers
- Steps
 - Grouping products
 - Setting criteria
 - Decision table
 - Summary transition sheets

Grouping and criteria setting

- **Product grouping**
 - To reduce numbers so transition be manageable
 - Bundle product variants with same pathway
- **Criteria for transition**
 - GWRC sets the fare or supports the product
 - Concept will be supported by GWRC at IFT go-live
 - Product has medium or high patronage
 - Product has high discount

Decision table

- A tool to help determine which transition phase was appropriate for each product or group of products
- Helped aggregate products based on a set of criteria

GWRC sets fares or supports the product	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Part	Part	Part	Part	No	No	No	No
Concept will be supported at ET go live	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No
Medium or high patronage (>75,000)	Yes	Yes	No	No	Yes	Yes	No	No	Yes	Yes	No	No	Yes	Yes	No	No	
High discount (>15%)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Green Phase Product Groups								0		0	5	14		0	4	11	34
Blue Phase Product Groups					2	3	3		1				3				12
Orange Phase Product Groups	3	3	6	6													18
																	64

Decision table

Decision table: guiding what to change when

4-Feb-16

Mode	Green Phase		Blue Phase		Orange Phase		All phases	
	No. of Products	% of All Patronage	No. of Products	% of All Patronage	No. of Products	% of All Patronage	No. of Products	% of All Patronage
Rail	13	0.4%	7	36%	4	3%	24	40%
Bus	15	0.3%	4	3%	6	56%	25	59%
Bus/Rail	0	0.0%	1	0%	5	0%	6	0.4%
Ferry	6	0.0%	0	0%	3	0%	9	0%
Total	34	0.7%	12	39%	18	59%	64	99%

Product summary sheets

4. Rail ten-trip tickets – blue phase

Summary

Ten-trip tickets on rail will be replaced by IFT media at ET go-live with planning and communications preceding this in the blue phase. Transition will occur in the blue phase but implementation will be at ET go-live (orange). Pricing will remain unchanged.

Current situation

- Ten-trip tickets are a major product, accounting for about 30% of rail patronage (12% of total patronage)
- Can only be bought at Tranz Metro ticket offices and agents (not online)

Transition strategy

- Tickets will be branded Metlink
- Closer to ET, tickets will be produced with expiry dates (expiring several months after ET go-live) to assist with IFT transition
- ET media will be available about one month before ET go-live in blue phase
- Ten-trip tickets will be accepted for a period after ET go-live
- Communications to customers
- GWRC will work with operator on specific implementation details

Likely replacement product

- IFT stored value or other electronic media

Implications and key messages

- Pricing will remain unchanged

Implementation plan

- Fare Media Transition Plans (FMTP) for bus and rail – required by new contract
- Fare schedule, Terms and Conditions, Conditions of Carriage
- Detailed instructions for drivers and operator staff
- Fares information changed on Metlink website
- Customer information and communication/engagement
- Revenue reconciliation for multi-operator products
- Data reporting

Transition in action

- **Snapper system change** (system readiness, customer info, etc.)
- **Smartcard swap and ticket change management** (incl. stock management)
- **Refund, balance transfer and ticket exchange**
- **Communications** (multiple channels, possible ambassadors)
- **Website information and timetables** (update)
- **Fare rules and conditions of carriage for new products** (Fares Manual)
- **Processes for registration and administration of new concessions**
- **Branding of paper tickets issued by ticketing system and on-board devices**
- **Sales and validation of tickets and media** (timing, online-sale, retail network)
- **Customer service** (call centre, enquiries/complaints/OIAs)
- **Staff training**

Outcome

Simplify:

- Discontinued/replaced legacy operator tickets and concessions
- Consolidated day passes and concessions
- 64 product groups now down to 23 (mostly bus)

Standardise:

- zone-to-zone tickets
- One brand
- Consistent discounts, concessions and premium

Integrate:

- bus-to-bus transfers
- MonthlyPlus tickets – allowing bus connection

Key takeaways

- No one-size-fits-all approach/solution
- Approach
 - Customer first
 - Balanced approach (viability vs politics – winners vs losers)
 - Incremental change – may not always align with network & contract change
 - Engage, listen and respond – adaptive approach to manage expectations
 - Sequences of events and staging
 - Targeted communications (for adversely affected users)
 - Promote benefits of change – e.g. how much free transfer could saves
 - Risks and impacts and plan to mitigate
- Communication and engagement critical