

Smartcards

An International Perspective



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International Urban Challenges?

Smartcard Schemes: Where & What?

Why bother?

Megatrends Pose Urgent Challenges to Urban Areas

Demographic change

Until 2030, 90% of the world's population growth will occur in urban areas
(Source: UN)

Urbanization

Mid-2007, 50% of the world population will be living in cities

Increasing mobility

Traffic congestion on city streets in Western Europe will increase 188% by 2010

Growing demand for health and elderly care

Urban air pollution causes an estimated 130,000 premature deaths each year in developing
(Source: WHO)

Increasing scarcity of natural resources

Cities directly or indirectly account for 60% of world's water use

Growing need for environmental care

Cities cause 80% of the greenhouse gases, but they cover only 0.4% of the earth's surface

Growing demand for safety and security

▪ Malfunctions of critical infra-structures pose high risks to urban economies: in 2003 3-day power outage in New York City caused loss of 1 bn USD

- mobility as major emphasis to attract investment
- holistic solutions desired but difficult to achieve
- Silo thinking / governance major barrier

Megacity Challenges

500
25

Megacity Challenges
A stakeholder perspective

A research project conducted by GlobeScan and MRC McLean-Parks
Sponsored by Siemens

LEAN
ZEL

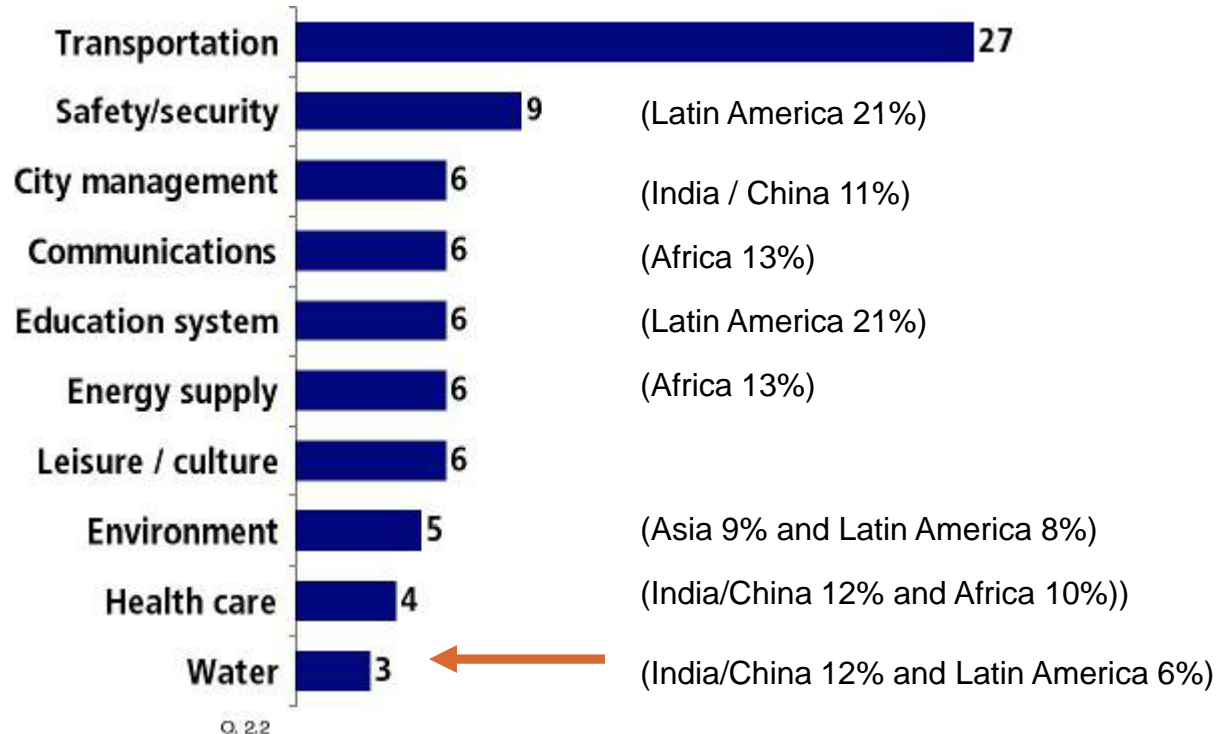
Survey of Megacity Officials and Influentials



(n=522 across 25 cities during Oct./Nov. 2006)

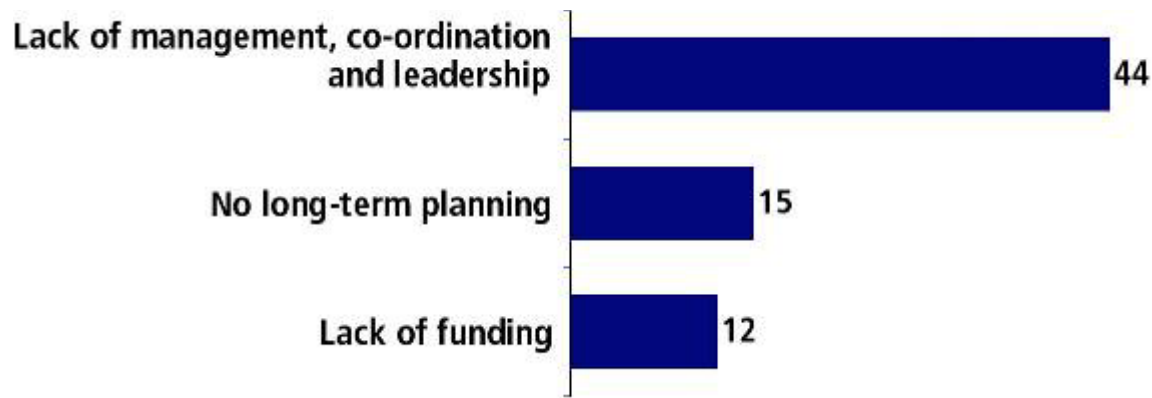
Transportation - Major Driver of Urban Competitiveness

• Importance for Economic Attractiveness



It's Not All About Money, it's About Management

- **Reasons for Problems Urban Managers Have to Face**
- **Unprompted Mentions of Knowledgeable Stakeholders (%)**



Q. 8.2

- Political boundaries and silo-based thinking get in the way of integrated solutions to infrastructure challenges in metro areas

Key Challenges

- **Environment needs to be seen as a contributor to economic competitiveness**
- **Governance needs to move from passive administration of infrastructure to active management of services**
- **Evolve new models for public / private partnerships on infrastructure – public sector leadership and ownership, with efficient public or private delivery of services**
- **Technology is important input for sustainable development**

Smartcards

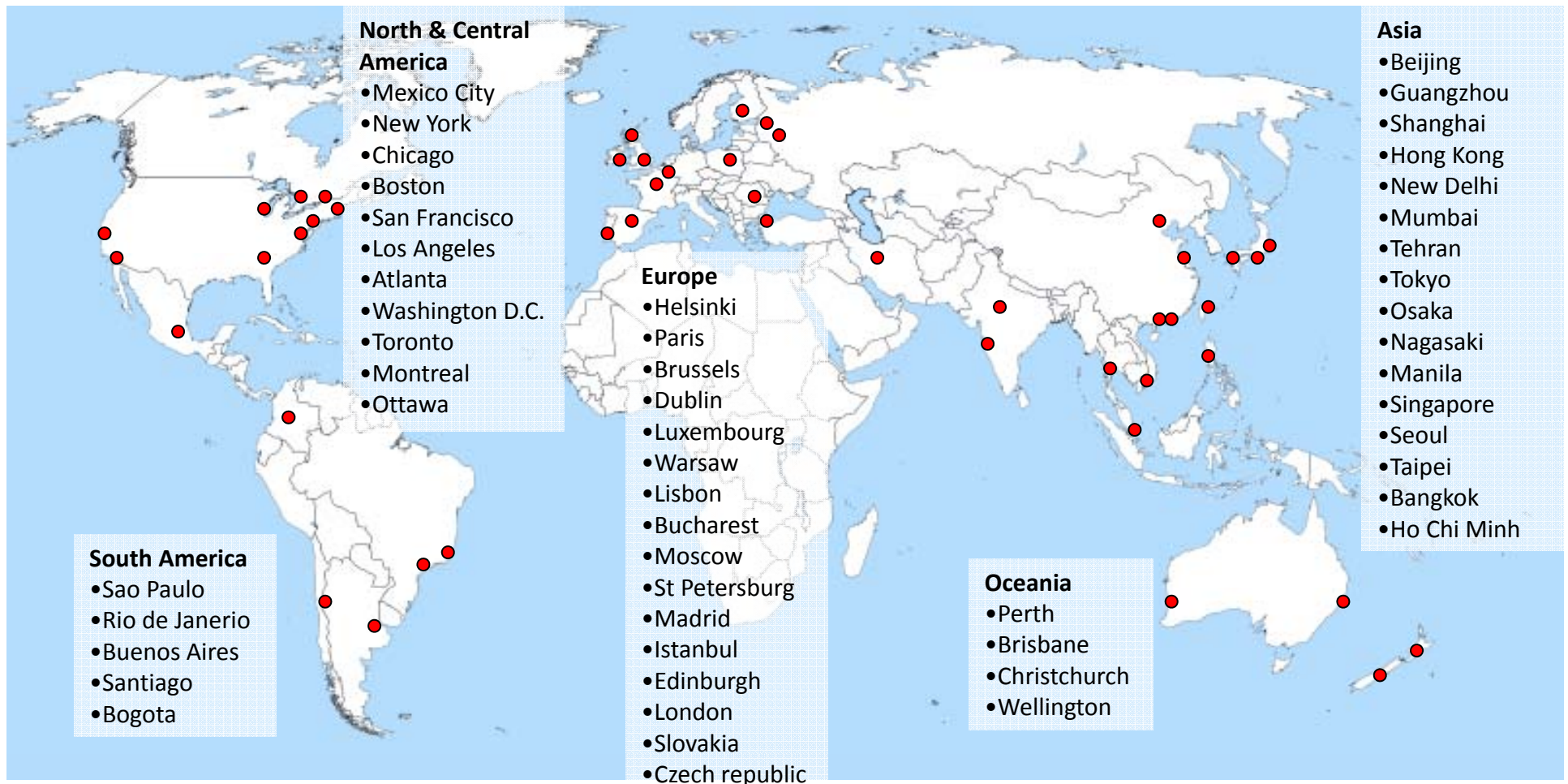
An International Perspective

International Urban Challenges?

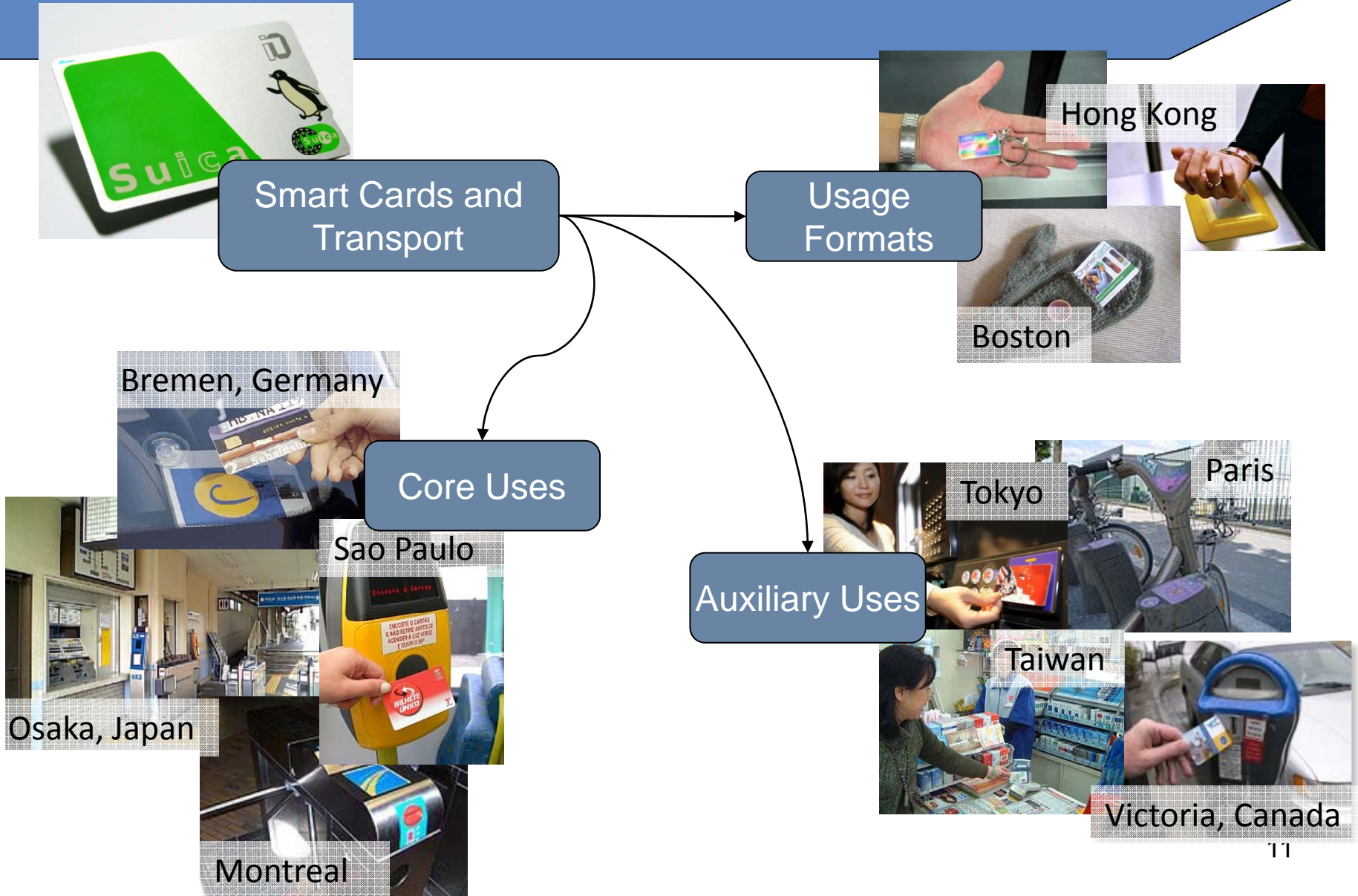
Smartcard Schemes: Where & What?

Why bother?

International Smartcard Schemes



Smartcard functions



Smartcards: An International Perspective

International Urban Challenges?

Smartcard Schemes: Where & What?

Why bother?

Integrating Mobility

- **Maximize and co-ordinate interchange opportunities and facilitate ease of movement: zero-wait-state**
 - Singapore & London
 - Bremen
 - intercambiadores, Madrid

Singapore & London

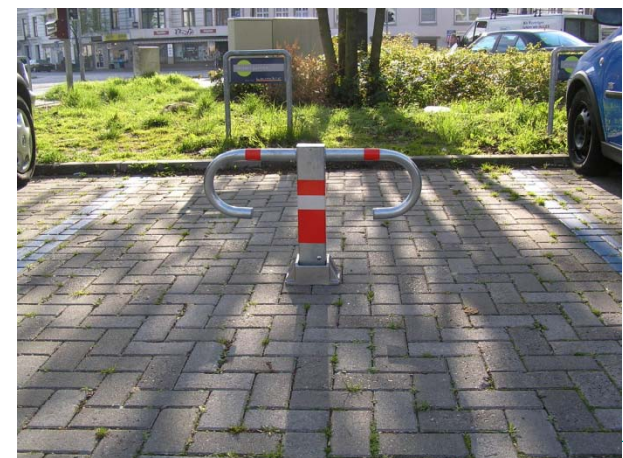


Bremen



Unsere Kundengarantien

Wir wünschen mehr als eine gute Fahrt. Wir garantieren sie.



Linking Mobility and Lifestyle

- Ensuring that a new mobility culture is developed which also promotes sustainable modes
- Providing personal mobility solutions to support lifestyle and lifestyle change
 - Bremen, Germany
 - Personalised Travel Planning/ Company Offers
 - Velib

Bremen

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vobis

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CASHBACK



CAR-SHARING
YOURS INDIVIDUALITY

**ONLY ONE?
WE DRIVE TEN!**

UNE SEUL? NOUS'EM CONDUISONS DIX!
NUR EINS? WIR FAHREN ZEHN!



Personalised Travel Planning

Payroll Deduction
EcoPass (Canada)

Belgian
Student Pass

Beauty and
the bike



Changing relative costs & Creating Value

- **Establishing a pricing model which is attractive to users and supports policy**
- **Create value to users and implementer (customer ownership)**
- **Using technology to change the business process - efficiencies**
 - Congestion charging “+”, London
 - Chicago planning

London



	Cash single fares	Oyster single fare
Tube/DLR [Zone 1 travel]	£4.00	£1.50
[Zones 1-2 travel]	£4.00	£2.00 (Monday-Friday 0700-1900) £1.50 (All other times including public holidays)
Tube/DLR/ London Overground [Zones 1-4 travel]	£4.00	£2.50 (Monday-Friday 0700-1900) £2.00 (All other times including public holidays)
Bus/Tram	£2.00	£0.90

The Right Vision

- Not driven by technology
- Rooted in economic, environmental and quality of life objectives



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Mobility Without Borders

Focus on the user: integrated into lifestyles

Seamless travel: zero-wait state

A valued service: choices make a valued difference

Exploit technology: the time is right

Governance: cross-sector cross-boundary