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Context and Purpose

From January 2010, ATC spa (bus operator in Bologna and Ferrara) and other public transport companies (bus and trains operators) of the Regione Emilia Romagna adopted the new fare and ticketing system named STIMER.

The system integrated all the regional transport modes (bus and train) with the use of unique fare structure and an electronic ticketing system.

The ticketing system is based on contactless smart cards for season tickets and magnetic technology for the other tickets.

One of the key aspect for the success of the system is the creation of a widespread network of recharging points for season tickets cards. The objective of this deliverable is to analyze the feasibility of a recharging system for season tickets cards using the bank and post circuits of self service points (ATM).

Summary Contents

This activity aims to increase the accessibility to the public transport service creating a widespread network of recharging points for season tickets on smart card.

We contacted the firms managing the network of Automatic Teller Machines (ATM) of the banks “Bancomat” and of the posts “Postamat” in order to evaluate the possibility to create an application to recharge public transport season tickets.

This solution allows to get over the limit in the number of tickets office on the territory (at the moment they are only 7 in the whole Bologna Province) that are equipped to recharge/sell smart card season tickets.

The bank and post self service machines are spread on the whole urban and extra urban area and the citizens are already familiar to use them to recharge telephone cards and to withdraw money.

Hereafter a first draft idea for the information campaign.

QUI È FACILE RICARICARE IL TUO ABBONAMENTO AI TRASPORTI



The solution adopted can be summarized in the following main points:

- the user pays the recharge of his season ticket through the ATM accessing the specific application inserting also the number of his season ticket smart card.
- data concerning the recharged cards are sent to the public transport server that update every day the database available on the validators.
- the user takes the bus and with the first validation physically recharge the season ticket card.

The user has to recharge the card at the ATM at least one day before the use because the system needs to update all the validators with the recharge data.

We have to consider that this system is addressed to season tickets holders (mainly commuters) that are already used to plan the purchase or the renew of the ticket; so the time limit of one day does not penalize them in comparison with the existing habits.

The study defined also the interface for the users, specifying the layout of the screen and the buttons that will be used on the ATM to access the recharge tool.

Hereafter an example of the screen layout: the users can choose among the services available the “Transport Recharge” option.



Functional Use

This deliverable is the fundamental step to develop the measure.

It contains:

- the feasibility study;
- the analysis of the system architecture;
- the design of the user interface.

The realization of these activities are the basis to go on with software development; after this further step we will proceed with the testing and the start-up of the system.

Lessons learned

The idea of this service started from the continuous attention for the public transport users and their needs.

With the new electronic ticketing system the renewal of a season ticket is simply a recharge of the card.

The ticket becomes "immaterial"; for this reason we don't need to oblige citizens to go to the ticket offices but we can give them the possibility to recharge the ticket almost everywhere.

This care over the client needs is the basis for improving the quality of the service offered.

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