EDINBURGH

THE FIRST CONTACTLESS AND CAPPED PAYMENT PUBLIC TRANSPORT SYSTEM OF SCOTLAND LAUNCHED IN EDINBURGH

Lothian, principal public transport operator in Edinburgh and **Flowbird** are making Mobility as a Service (MaaS) a reality in Edinburgh.

A few figures:

- **700** buses
- **700** on-board validation systems (Infigo)
- **>1M** taps per month

- **>3M** unique users
- Up to **75K** daily taps
- Open Payment: Over 50% of journeys

The context

An account-based ticketing system based on Open Payment was launched in time, a few days before the Edinburgh Fringe Festival, in 2019. This is a huge global event when the city's population more than doubles!

The project enables inhabitants and visitors easy access to Lothian services, using their payment card as a ticket.

The challenge

The challenge was to ensure an effective transport system with an easier payment method.

Flowbird and Lothian wanted to facilitate the access in order to encourage people to use public transport.

The Open Payment solution

The passengers get on the bus, tap their means of payment to the device (specific EMV reader) and sit down.

The transaction time is very quick. No need to queue in a point of sale or to look for money, it's very SIMPLE.

The back office CloudFare ABT, a simple tool for operators, developed with the new technologies, facilitates the payment.
It creates an account for the token used (card, phone, watch), records the journeys and aggregates the fares for settlement at the end of the day.

The contactless and capped solution is fully PCI P2PE certified by the PCI Security Standards Council.

The benefits

- The ability to cap the cost of several journeys the same day: after 3 taps or more, the system automatically charges the best price for a daily ticket
- Secured solution
- Easy access and time-saving: the transport ticket is bought and validated in less than 1 second, simple tap with the device
- Only one support: credit card/mobile phone/watch
- Open Payment – sustainable mobility: eco-friendly approach that favors paperless

A SUCCESSFUL PROJECT:

This solution has been deployed for the first time in Scotland.

One million taps in Edinburgh in less than 2 months.