

Extending Smartcard Based Implementation Beyond Transit

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Overview

- MARTA's latest initiative - the Breeze Program is a smart card based system
- The goal of this system is provide electronic fare media that can be reloaded multiple times through various avenues and can be used at all MARTA facilities
- The electronic media can also be used to extend beyond transit and allow for other products to be loaded (across different industries)
- Uses RFID technology
- Current card capabilities include capacity for stored value (money) plus four different product types

Current Applications

- Breeze Cards are currently used for transit benefits and parking within MARTA and counties
- Devices throughout the system recognize the Card and read benefits associated with the serial number
- Central System (Nextfare) is used to maintain the products and delivery to devices
- Central System also maintains detailed information on each Breeze Card

Future Possibilities

- Use the Breeze system to hold products for other providers
- MARTA's central system will maintain and manage the benefit products
- Install devices at Operator locations to accept the fare product delivery of benefits and read the Breeze Cards to deduct the value/benefits
- Integrate MARTA AFC system with various vendor software applications. E.g. Box office software from Woodruff arts center for ticket booking

Woodruff Arts Center

- WAC is interested in reviewing the possibility to partner with MARTA and offer products/benefits on the Breeze Card
- Would like to allow patrons to use Breeze Card to purchase show tickets on MARTA website and get the electronic tickets delivered to their Breeze Card
- The Breeze Card can be used at the WAC locations to get entry
- Interested in feasibility of option, how it might work and any drawbacks
- We have determined two possible options described in the next slides

Option 1 – Stored Value

How it works

- Offer stored value as product
- User loads stored value at MARTA TOM, TVM, internet etc. onto the Breeze Card
- Stored value will be used as a form of payment at the box office
- Box Office will issue tickets for use/entrance at the theater

Option 1 – Stored Value

How to Implement

- The user needs to make sure that Breeze Card has enough stored value balance to purchase show tickets
- The ticket window clerk accepts Breeze Card as mode of payment and issues the show tickets
- The show tickets allow user to get an entry to show
- MARTA system would hold no details on transaction beyond sale/use of stored value

Option 1 – Stored Value

Pros and Cons

- Advantages –
 - Does not require detailed ticket prices and multiple benefits to be created in Nextfare
 - No need to update the fare catalog every time price changes
- Disadvantages –
 - Does not allow patron to make ticket reservations or pay ahead of time
 - System does not guarantee the ticket availability until actually issued
 - \$100 limit on stored value could be an issue for expensive shows

Option 2 – WAC Fare Products

How it Works

- Offer various show tickets as Breeze products
- Patron can purchase the tickets at MARTA TOM, TVM, internet etc. onto the Breeze Card
- The tickets are loaded to breeze card electronically
- Patron uses the Breeze Card to get show tickets at the theater

Option 2 – WAC Fare Products

How to Implement

- MARTA AFC system finds out seat availability from Woodruff software interface
- The user purchases show tickets for breeze card
- User brings Breeze Card to WAC
- User taps the Breeze Card at the reader – the device prints tickets allocated to bBreeze Card
- Envision patron going into the theater, tapping Breeze Card, and being issued the seat assignments

Option 2 – WAC Fare Products

Pros and Cons

- Disadvantages – Breeze software need to be integrated with Woodruff software
 - Need some type of API interface with woodruff software
 - The maintenance of tickets prices as fare product is an overhead
- Advantages – allows for patrons to “self serve” at the theater