



**Consideration of application to increase
Bus Éireann's Leap card fares in specific locations in the
eastern part of the country and to introduce Leap card
zonal monthly and annual taxsaver products**

Determination No. 9

November 2013

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1. Introduction

The National Transport Authority (the Authority) entered into a Public Service Contract with Bus Éireann in December 2009 for the provision of passenger and ancillary services. The services Bus Éireann provides under this contract are not commercial and attract a public service obligation payment in line with EU regulation 1370/07. Bus Éireann is 100% owned by Córas Iompair Éireann (CIÉ) and CIÉ is a statutory body with ownership vested in the Minister for Transport, Tourism & Sport.

As part of a process of improving public transport service quality the Authority has been developing a number of initiatives such as the real time information at bus stops, the Authority's National Journey Planner, investment in the bus and rail fleet, station improvements, the reconfiguration of city bus services and the Leap card. The Leap card has already been rolled out on a number of bus and rail operators and earlier this year saw the gradual introduction of the Leap card on Bus Éireann services in the eastern part of the country.

There are a number of benefits to using the Leap card for both the customer and the operator and these include:

- Increased overall passenger journeys arising from the convenience of using the Leap card
- Time savings resulting from faster vehicle boarding
- Improved transferring to other forms of public transport that use Leap
- Reduced use of cash for customers and the operator
- Enhanced opportunities to reduce fraudulent travel
- Greater use of public transport by tourists and visitors

2. Proposal by Operator

Earlier this year the Authority approved a request from Bus Éireann to establish a zonal fare system for commuter services in the eastern part of the country using Leap card tickets. In tandem with the introduction of a zonal system the Authority approved the introduction of single tickets on the Leap card that will operate just like cash tickets, and 1 Day-Rolling and 7 Day-Rolling tickets on the Leap card.

Bus Éireann has written to the Authority requesting approval for a fares increase in respect of the 1 Day-Rolling and 7 Day-Rolling tickets on the Leap card in each of the five zones in the eastern region.

The requested increases vary from zone to zone and are summarised in the table below.

Requested Leap Card 1 Day & 7 Day Rolling Ticket Fares				
		2013	2014	% Increase
Red Zone 1	1 Day	€7.60	€8.00	5.3%
Green Zone 2	1 Day	€9.30	€9.90	6.5%
Blue Zone 3	1 Day	€16.80	€17.80	6.0%
Yellow Zone 4	1 Day	€19.00	€20.00	5.3%
Orange Zone 5	1 Day	€19.50	€20.50	5.1%
Red Zone 1	7 Day	€38.00	€40.00	5.3%
Green Zone 2	7 Day	€45.00	€47.50	5.6%
Blue Zone 3	7 Day	€56.50	€60.00	6.2%
Yellow Zone 4	7 Day	€60.00	€63.50	5.8%
Orange Zone 5	7 Day	€64.00	€68.00	6.3%

Bus Éireann have also requested the transfer of its current monthly and annual tax saver customers from the current range of point to point tickets to zonal monthly and annual Leapcard products for the eastern region.

The zonal monthly and annual Leapcard products will see improvements for customers, for instance they will potentially be able to travel along different routes to new or existing destinations with their zonal tickets once they stay within the zone(s) valid on their Leap card ticket. The zonal system and Leap card tickets are a further step in implementing the Authority's policy in having fare arrangements that facilitate multi-leg journeys. The proposed zonal monthly and annual Leapcard products will operate in a similar way to the current zonal one day and seven day tickets.

The fares proposed by Bus Éireann for the monthly and annual zonal tax saver tickets are shown in the table below.

Requested fares for monthly and annual zonal tax saver tickets		
	Monthly	Annual
Red Zone 1	€153.00	€1,710.00
Green Zone 2	€185.00	€2,075.00
Blue Zone 3	€245.00	€2,800.00
Yellow Zone 4	€260.00	€2,952.00
Orange Zone 5	€270.00	€3,050.00

3. Determination by the Authority

As referred to above, 2013 saw the gradual introduction of the Leap card on Bus Éireann services in the eastern part of the country. It has occurred on a phased route by route basis over the past few months. The rolling 1 day and 7 day Leap fares reward those who are regular users of Bus Éireann services within the relevant zone. The proposed zonal monthly and annual Leapcard products will operate in a similar way offering greater options to the ticket holder than are currently available with the point to point ticket which only allows travel between the two points printed on the ticket.

This determination is setting the fares for:

- 1 day and 7 day rolling tickets for each of the 5 zones in the eastern region and
- The zonal monthly and annual Leapcard tax saver tickets for each of the 5 zones in the eastern region.

Fare increases in respect of cash, Leap and prepaid tickets was dealt with in Determination no: 4 for period Nov/Dec 2013 to Nov/Dec 2014 published on our website in October last while the monthly and annual tax saver tickets were dealt with as part of Determination no: 1 for period Nov/Dec 2013 to Nov/Dec 2014 also published on our website in October.

The approved fares for the 1 day and 7 day rolling tickets and the approved fares for the new zonal monthly and annual Leapcard products can be implemented from 1st December 2013.

Leap Card 1 Day & 7 Day Rolling Ticket Fares

When considering the requested fare changes in the 1 day and 7 day rolling tickets the Authority considered the following:

- The current day return tickets cost on average 1.4 times the cash single tickets which represents good value compared to other transport operators.
- The current leap 1 day caps offer good value as they are in general less than twice the single cash ticket.
- The increase in fares for 1 Day & 7 Day Rolling Ticket between the green zone and the blue zone are slightly higher than might be expected.
- Fares in the yellow and orange zone represent good value based on distance travelled.
- The ratio of 7 day cap to 1 day cap for the 5 zones is currently between 3.1:1 and 5:1 and ideally these ratios would be closer to the average for each zone.

The approved fares are set out for each zone in the tables below. Fares in blue are only available when using a leap card.

Approved Bus Éireann Leap card fares for the listed locations and red zone

Leap card	Single Tickets		Day Return Ticket	Rolling		10 Journey Ticket	Rolling
Red Zone (Z1)	(Leap 16% cheaper)			(24 hour)		(24 hour)	
Locations*	Cash	Leap card		Leap 1 Day		Cash	Leap 7 Day
Celbridge	€4.00	€3.36	€7.30			€33.00	
Ashbourne	€5.80	€4.87	€8.00			€37.00	
Ratoath	€6.40	€5.38	€9.00			€41.00	
Kill	€5.80	€4.87	€8.00			€37.00	
Batterstown	€5.80	€4.87	€8.00	€8.00		€37.00	€38.00
Straffan	€5.00	€4.20	€7.50			€35.50	
Kilmacanogue	€4.60	€3.86	€7.50			€35.50	
Kilcock	€5.30	€4.45	€7.70			€36.00	
<i>Requested fare</i>				€8.00			€40.00
Range	€4.00 - €6.40	€3.36 - €5.38	€7.30 - €9.00	5.3% increase		€33.00 - €41.00	0.0% increase

*The locations listed above represent the main areas in the zones but the Leap card can be used to/from many nearby areas also.

Approved Bus Éireann Leap card fares for the listed locations and green zone

Leap card Green Zone (Z2)	Single Tickets		Day Return Ticket	Rolling		10 Journey Ticket	Rolling
	(Leap 16% cheaper)			(24 hour)		(24 hour)	
Locations*	Cash	Leap card		Leap 1 Day		Cash	Leap 7 Day
Kilmoon	€7.50	€6.30	€9.90			€44.00	
Dunshaughlin	€7.10	€5.96	€9.70			€43.50	
Naas	€7.50	€6.30	€9.90			€46.50	
Clane	€7.10	€5.96	€9.70	€9.90		€43.50	€45.00
Balbriggan	€6.70	€5.63	€9.70			€43.50	
Prosperous	€8.10	€6.80	€11.50			€51.00	
<i>Requested fare</i>				€9.90			€47.50
Range	€6.70 - €8.10	€5.63 - €6.80	€9.79 - €11.50	6.5% increase		€43.50 - €51.00	0.0% increase

*The locations listed above represent the main areas in the zones but the Leap card can be used to/from many nearby areas also.

Approved Bus Éireann Leap card fares for the listed locations and blue zone

Leap card	Single Tickets		Day Return Ticket	Rolling	10 Journey Ticket	Rolling
Blue Zone (Z3)	(Leap 16% cheaper)			(24 hour)		(24 hour)
Locations*	Cash	Leap card	cash	Leap 1 Day	Cash	Leap 7 Day
Duleek	€10.30	€8.65	€14.50		€57.50	
Enfield	€9.00	€7.56	€12.30		€54.00	
Trim	€12.20	€10.25	€16.50		€59.50	
Newbridge	€10.30	€8.65	€14.50		€47.50	
Rathnew	€9.00	€7.56	€12.30		€54.00	
Navan	€13.30	€11.17	€17.50	€16.80	€60.00	€56.50
Drogheda	€7.50	€6.30	€12.00		€47.50	
Wicklow	€10.30	€8.65	€14.50		€57.50	
Kildare	€13.30	€11.17	€17.50		€47.00	
Athboy	€13.80	€11.59	€18.50		€61.00	
<i>Requested fare</i>				€17.80		€60.00
Range	€7.50 - €13.80	€6.30 - €11.59	€12.00 - €18.50	0.0% increase	€47.00 - €61.00	0.0% increase

*The locations listed above represent the main areas in the zones but the Leap card can be used to/from many nearby areas also.

Approved Bus Éireann Leap card fares for the listed locations and yellow zone

Leap card	Single Tickets		Day Return Ticket	Rolling	10 Journey Ticket	Rolling
Yellow Zone (Z4)	(Leap 16% cheaper)			(24 hour)		(24 hour)
Locations*	Cash	Leap card	cash	Leap 1 Day	Cash	Leap 7 Day
Kells	€15.00	€12.60	€20.00		€61.50	
Dunleer	€9.50	€7.98	€14.00		€61.00	
Edenderry	€13.30	€11.17	€17.80		€60.00	
Arklow	€16.00	€13.44	€20.00		€64.00	
Mullingar	€16.00	€13.44	€21.50	€19.50	€66.00	€62.50
Dundalk	€9.50	€7.98	€14.00		€62.50	
Virginia	€16.00	€13.44	€20.00		€61.50	
Carrickmacross	€16.00	€13.44	€21.50		€61.50	
<i>Requested fare</i>				€20.00		€63.50
Range	€9.50 - €16.00	€7.98 - €13.44	€14.00 - €21.50	2.6% increase	€60.00 - €64.00	4.2% increase

*The locations listed above represent the main areas in the zones but the Leap card can be used to/from many nearby areas also.

Approved Bus Éireann Leap card fares for the listed locations and orange zone

Leap card	Single Tickets		Day Return Ticket	Rolling	10 Journey Ticket	Rolling
Orange Zone (Z5)	(Leap 16% cheaper)			(24 hour)		(24 hour)
Locations*	Cash	Leap card		Leap 1 Day	Cash	Leap 7 Day
Granard	€16.00	€13.44	€21.50		€64.00	
Gorey	€17.00	€14.28	€20.00		€65.00	
Tullamore	€18.00	€15.12	€23.50		€76.00	
Cavan	€16.00	€13.44	€20.00	€20.00	€61.50	€68.00
Monaghan	€16.00	€13.44	€20.00		€70.00	
Longford	€14.50	€12.18	€17.50		€77.50	
<i>Requested fare</i>				€20.50		€68.00
Range	€14.50 - €18.00	€12.18 - €15.12	€17.50 - €23.50	2.6% increase	€61.50 - €77.50	6.3% increase

*The locations listed above represent the main areas in the zones but the Leap card can be used to/from many nearby areas also.

In summary the new fare are as outlined in the table below.

Leap Card 1 Day & 7 Day Rolling Ticket Fares						
		Current fares	Proposed fares	Approved fare	Proposed % Increase	Approved % increase
Red Zone 1	1 Day	€7.60	€8.00	€8.00	5.3%	5.3%
Green Zone 2	1 Day	€9.30	€9.90	€9.90	6.5%	6.5%
Blue Zone 3	1 Day	€16.80	€17.80	€16.80	6.0%	0.0%
Yellow Zone 4	1 Day	€19.00	€20.00	€19.50	5.3%	2.6%
Orange Zone 5	1 Day	€19.50	€20.50	€20.00	5.1%	2.6%
Red Zone 1	7 Day	€38.00	€40.00	€38.00	5.3%	0.0%
Green Zone 2	7 Day	€45.00	€47.50	€45.00	5.6%	0.0%
Blue Zone 3	7 Day	€56.50	€60.00	€56.50	6.2%	0.0%
Yellow Zone 4	7 Day	€60.00	€63.50	€62.50	5.8%	4.2%
Orange Zone 5	7 Day	€64.00	€68.00	€68.00	6.3%	6.3%

The fare tables above illustrate the advantages of migrating to the Leap card:

- 16% saving for single journey ticket users who switch from using cash to the Leap card option;
- All cash day return ticket users who switch to the Leap card 1 Day-Rolling ticket option will gain from the new functionality meaning that tickets will be valid for 24 hours instead of the day of purchase only

- Leap card rolling tickets allow unlimited travel within their ticket zone(s) and
- The 7 Day-Rolling ticket will allow unlimited travel in the relevant zone(s) and will be valid for seven whole days, as opposed to the alternative 10 Journey ticket which only allows 10 single trips.

Zonal monthly and annual Leapcard tax saver tickets

Bus Éireann's request to transfer its current monthly and annual tax saver customers from the current range of point to point tickets to zonal monthly and annual Leapcard products for the eastern region is a further development of the Leap card product. These new zonal monthly and annual Leapcard products will see improvements for customers, for instance they will potentially be able to travel along different routes to new or existing destinations with their zonal tickets once they are staying within the zone(s) valid on their Leap card ticket. The zonal system and Leap card tickets are a further step in implementing the Authority's policy in having fare arrangements that facilitate multi-leg journeys and offer the customer more choice in their travel patterns.

When the Authority were considering this request they are mindful that within each zone there are currently a number of different priced annual and monthly fares depending on the point to point locations chosen. The new zones which were set up earlier this year are roughly based on distance from Dublin city center. When setting a fare for a zone where previously the fares were based on point to point destinations there will be winners and losers with a number of the lower point to point fares within a zone having to increase slightly and some of the higher fares dropping slightly so as an average fare can be set for the zone. Some of the current point to point fares have traditionally had lower fares than other point to point fares a similar distance from Dublin city center and these locations will face a greater increase in the cost of the new zonal fares. The Authority has endeavored to keep all fare increases to a reasonable level however those point to point fares which have traditionally been quite low will be subject to larger increase than other point to point fares.

These new monthly and annual zonal fares are available as tax saver tickets on your Leap card. Customers who purchase these tickets through the tax saver scheme can make savings from 31% to 52% of the total cost of the tickets, depending on their particular tax circumstances. There are tax savings for employers as well.

The table below outlines the annual and monthly zonal taxsaver fares applicable from 1st December 2013.

Monthly and annual zonal taxsaver tickets				
	<u>Proposed monthly fare</u>	<u>Approved monthly fare</u>	<u>Proposed annual fare</u>	<u>Approved annual fare</u>
Red Zone 1	€153.00	€144.00	€1,710.00	€1,692.00
Green Zone 2	€185.00	€177.00	€2,075.00	€2,075.00
Blue Zone 3	€245.00	€205.00	€2,800.00	€2,409.00
Yellow Zone 4	€260.00	€245.00	€2,952.00	€2,870.00
Orange Zone 5	€270.00	€252.00	€3,050.00	€2,960.00

The Authority has determined that Bus Éireann can implement the annual and monthly zonal taxsaver fares outlined above from the 1st December 2013 and must implement them by the 1st January 2014 unless there are technical reasons as approved by the Authority why this cannot be done, otherwise the monthly fares will revert to the 2013 point to point fares.

There are a number of benefits to the annual and monthly zonal taxsaver tickets, including:

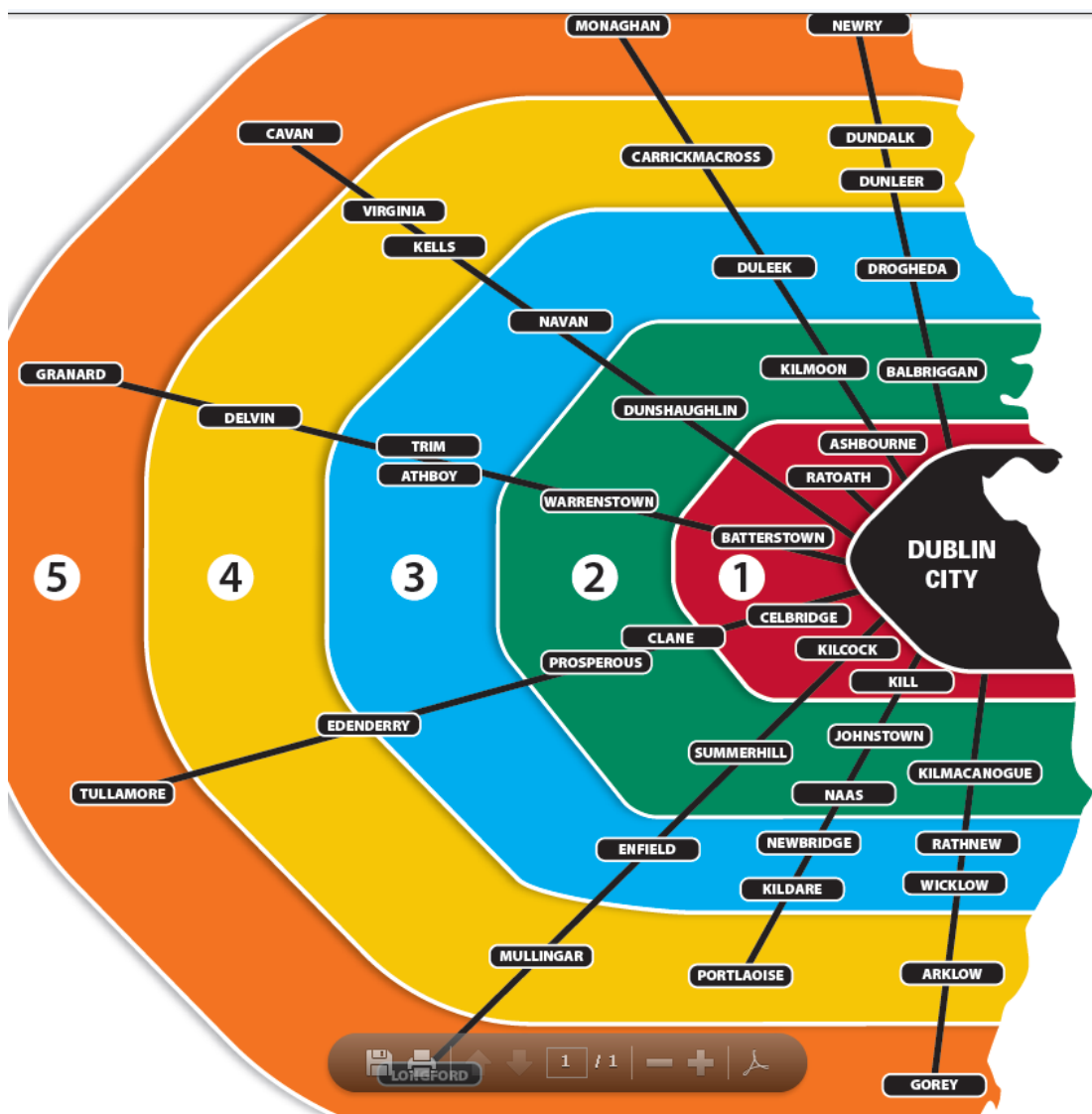
- The advantage of unlimited travel within the zone(s) valid on the ticket.
- The zonal fare system will be easier to understand and more customer friendly.
- Customers can potentially travel different routes to their destination with zonal tickets.

4. Conclusion

The introduction of Bus Éireann's annual and monthly zonal taxsaver fares is a positive development for customers. It will see cheaper fares for a number of customers; it will facilitate multi-leg journeys and allow unlimited travel within a customer's ticket zone(s).

The extension of the Leap card to Bus Éireann customers over the past few months will ensure that they can reap the benefits of the Leap card enjoyed on other public transport modes as well as the specific new features of the Bus Éireann Leap card tickets. In providing cheaper tickets, better value and added functionality the introduction of Bus Éireann's Leap card tickets will provide a better service and one that's easier to use.

Appendix A – Bus Éireann's Leap card Zonal system



Note: Kilmacanogue which is in the red zone is shown in the wrong zone on the map above.