



**Consideration of application for the introduction of
Bus Éireann's Leap card fares in specific locations in the
eastern part of the country**

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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 it is now the Authority's intention to begin 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

Bus Éireann has written to the Authority requesting approval for the introduction of their Leap card fares in specific locations in the eastern part of the country. Following discussions with the Authority, the request from Bus Éireann involves the introduction of Single tickets on the Leap card e-Purse that will operate just like cash tickets, and 1 Day-Rolling and 7 Day-Rolling tickets on the Leap card.

The Bus Éireann request also includes the establishment of a zonal fare system for commuter services in the eastern part of the country using Leap card tickets. The zonal system will facilitate the

various Leap card Day-Rolling tickets and these tickets 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 customers are always 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 and multi-modal journeys.

3. Determination by the Authority

As referred to above, 2013 will see the beginning of the gradual introduction of the Leap card on Bus Éireann services in the eastern part of the country. It will occur on a phased route by route basis over the next few months and where the Leap card can be used, customers who choose this option will be able to avail of the fares that are highlighted in blue in the table below.

Approved Bus Éireann Leap card fares for the listed locations and zones

Leap card Red Zone (Z1)	Single Tickets (Leap 10% cheaper)		Day Return Ticket	Rolling (24 hour)	10 Journey Ticket	Rolling (24 hour)
	Cash	Leap e-Purse				
Ashbourne	€5.50	€4.95	€7.60	€7.60	€35.00	€38.00
Ratoath	€6.00	€5.40	€8.50		€38.50	
Celbridge	€3.80	€3.42	€6.90		€31.00	
Straffan	€4.70	€4.23	€7.10		€33.50	
Kilcock	€5.00	€4.50	€7.30		€34.00	
Kill	€5.50	€4.95	€7.60		€35.00	
Batterstown	€5.50	€4.95	€7.60		€35.00	
Kilmacanogue	€4.30	€3.87	€7.10		€33.50	
Range	€3.80 - €6.00	€3.42 - €5.40	€6.90 - €8.50		€31.00 - €38.50	

Leap card Green Zone (Z2)	Single Tickets (Leap 10% cheaper)		Day Return Ticket	Rolling (24 hour)	10 Journey Ticket	Rolling (24 hour)
	Cash	Leap e-Purse				
Kilmoon	€7.10	€6.39	€9.30	€9.30	€41.00	€45.00
Balbriggan	€6.00	€5.40	€9.20		€41.00	
Dunshaughlin	€6.70	€6.03	€9.20		€41.00	
Clane	€6.70	€6.03	€9.20		€41.00	
Prosperous	€7.60	€6.84	€10.80		€48.00	
Naas	€7.10	€6.39	€9.30		€44.00	
Range	€6.00 - €7.60	€5.40 - €6.84	€9.20 - €10.80			

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

The Authority has determined that Bus Éireann can implement their Leap card fares outlined above from the 20th May 2013 and must implement them by the 17th of June 2013 unless there are technical reasons why this cannot be done. Furthermore, the introduction of 30 Day-Rolling tickets, as well as additional new Leap card zones that will extend the Leap card to other areas, will be announced at a later date.

There are a number of benefits to this new Bus Éireann Leap card proposal, including:

- Leap card Single tickets are 10% cheaper
- Customers can continue to buy their existing cash tickets at the same price
- There is new functionality from using the new 1 & 7 Day-Rolling Leap card tickets
 - With improvements such as 24 hour tickets instead of day tickets
 - The advantage of unlimited travel within the zone(s) valid on the ticket
 - After customers' commute, these 1 & 7 Day Leap zonal tickets will facilitate evening and weekend travel at no additional cost, once they stay within the ticket's valid zones
- A zonal fare system for the Leap card Rolling tickets is being introduced
 - 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
 - Single Leap card tickets will operate the same as cash Single tickets currently do
 - It will facilitate the new feature of unlimited travel within the zone(s) valid on the ticket.

The fare tables illustrate the advantages of migrating to the Leap card, such as the 10% saving for Single ticket users who switch from using cash to the Leap card e-Purse option; that 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 for the day of purchase only and that they will benefit from the new feature of unlimited travel within their ticket zone(s); and the 7 Day-Rolling ticket will equally 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.

No fares increases

It is important to point out that there have been no fare increases in this fares determination **with all existing fares staying the same price**. Some Day Return cash tickets are slightly cheaper than for the Leap card 1 Day-Rolling tickets and some 10 Journey tickets are slightly cheaper than the Leap card 7 Day-Rolling tickets; however, these tickets are clearly not the same products with the added functionality and features referred to above.

4. Conclusion

The introduction of Bus Éireann's Leap card is a positive development for customers. It will see cheaper fares for a number of customers migrating to the Leap card, there will be added functionality with 24 hours tickets instead of day tickets, there will be the new feature of unlimited travel within a customer's Rolling-Day ticket zone(s) and customers choosing a 7 Day-Rolling ticket instead of a 10 journey ticket will effectively get two free days of travel each week.

The extension of the Leap card to Bus Éireann customers will ensure that they can reap the benefits of the existing scheme as well as the specific new features of the Bus Éireann Leap card tickets. In providing cheaper tickets, better value, added functionality and improved ticketing interchange with other public transport operators, 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: This determination has considered the red and green Leap card zones only. The details in respect of the other Leap card zones will be dealt with in a future determination.