



**Consideration of application for the introduction of
Bus Éireann's Leap card fares for Students and Children
and the rollout of the Leap card in Galway City**

Determination No. 3 – 2014

May 2014

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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 2013 saw the gradual introduction of the Leap card on Bus Éireann services in the eastern part of the country. The Leap card was introduced on Bus Éireann services in the Cork city red zone (the old city network zone) at the end of February and in the green zone (the Greater Cork Area) in March this year as part of the roll out of Leap in the Greater Cork Area.

The Leap card on Bus Éireann is currently available for adult fares only but this determination will see the introduction of both students and children fares on the Leapcard in the eastern region and the Greater Cork Area in June. The Leap card will be introduced in Galway city during quarter 3 later this year. Limerick city and Waterford city will follow in 2015.

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
- No need for the passengers to carry coins
- Time savings resulting from faster vehicle boarding
- Improved transferring to other forms of public transport that use Leap
- Enhanced opportunities to reduce fraudulent travel
- Greater use of public transport by tourists and visitors

2. Proposal by Operator

The Authority has funded and technically supported Bus Éireann to introduce the Leap card on a phased basis throughout its network. In 2013 it introduced adult Leap fares in the eastern region and on its stage carriage services and earlier this year Bus Éireann introduced the Leap card for adult fares in the greater Cork area. Now Bus Éireann propose to proceed with the next phase of the rollout of the Leap card by introducing student and child fares on the Leap card in the eastern region and the Greater Cork area. Bus Éireann also propose to roll out the Leap card in Galway city during quarter 3 later this year and in 2015 will roll it out in Limerick city and Waterford city.

When Bus Éireann rolled out the Leap card for adults the Authority set the discounts to be applied on cash adult single fares when paying with Leap card credit. It introduced 1-day and 7-day rolling products to replace one day and 10 journey tickets. Monthly and annual paper tickets were also transferred to the Leap card.

The 1-day and 7-day rolling fares can be compared to the current day-return and 10 Journey tickets. The Leap card 1-day rolling ticket will be valid for 24 hours rather than for one calendar day while the 7-day rolling ticket is valid for 7 days from date of first activation and this will offer greater flexibility to the public transport passenger who uses the Leap card.

Bus Éireann are now proposing to have Leap discount for children single fares and introduce 1-day and 7-day rolling Leap products in a number of the zones in the eastern region and the Greater Cork area for both students and children. Monthly tickets will also be available on the Leap card for students in the Greater Cork area. In Galway city Bus Éireann propose to roll out the Leap card by quarter 3 this year for adults, children and students with a range of products such as 1 day, 7-day rolling, monthly and annual products.

Bus Éireann are proposing that children using the Leap card to pay for a single journey receive a 10% discount off the cash price. The 1-day, 7-day and monthly fares Bus Éireann is proposing for the Eastern region and the Greater Cork area are outlined in the tables below.

Table 1. Greater Cork area – BÉ Student Proposed

Red Zone	Student Current	BÉ Student Proposed
1 Day	New product	5.00
7 Day	19.00	19.00
Monthly	65.50	65.50

Green Zone	Student Current	BÉ Student Proposed
1 Day	New product	7.50
7 Day	New product	30.00
Monthly	76.50	80.00

Table 2. Greater Cork area – BÉ Child proposed

Red Zone	Child Current	BÉ Child Proposed
1 Day	New product	3.50
7 Day	9.00	11.00
Monthly	35.50	35.50
Green Zone		
1 Day	New product	5.50
7 Day	New product	22.00

Table 3. Eastern Region - BÉ Student Proposed

Red Zone	Student Current	BÉ Student Proposed
1 Day	New product	7.50
7 Day	New product	35.00
Green Zone		
1 Day	New product	9.50
7 Day	New product	42.00
Blue Zone		
1 Day	New product	15.50
7 Day	New product	53.00
Yellow Zone		
7 Day	New product	58.00
Orange Zone		
7 Day	New product	61.00

Table 4. Eastern Region - BÉ Child proposed

Red Zone	Child Current	BÉ Child Proposed
1 Day	New product	5.00
7 Day	New product	25.00
Green Zone		
1 Day	New product	6.50
7 Day	New product	28.00

In Galway city Bus Éireann are proposing to transfer their current adult, student and child fares from their current paper format to the Leap card format and introduce a 16% discount on adult single journeys and 10% discount on child single journeys when using their Leap card.

3. Determination by the Authority

Recap

As referred to above, 2013 saw the introduction of the Leap card on Bus Éireann services in the eastern part of the country. Earlier this year the Leap card was rolled out in the Greater Cork Area on a phased basis. The next phase of the Leap card rollout will see the introduction of student and child Leap card in both the eastern region and the Greater Cork area. In quarter 3 later this year the next phase of the Leap card rollout will take place in Galway city when leap will be rolled out there for adults, children and students. It is expected that Bus Éireann will roll out Leap card in Limerick city and Waterford city in 2015.

The next phase includes child single product, child and student 1-day rolling product, child and student 7-day rolling product and student monthly products. Each product is based on the zonal system which Bus Éireann has introduced. In the eastern region there are five zones emanating out from Dublin as far as Newry on the northern side, Gorey on the southern side and as far as Tullamore and Granard to the west of Dublin. There are two zones in the Greater Cork area the red zone which is roughly the same as the old city network zone and the green zone which extends out about 15 to 20km from Cork city center. Galway city will have one zone, a red zone covering the city when it is launched in quarter 3 this year.

In quarter 3 when Leap is introduced to Galway city the current paper based tickets will be transferred to the Leap card. The current range of fare types in Galway is sufficient and no new products will be introduced but current tickets will become Leap card products which offer advantages as outlined above over the current tickets. However for the adult and child single journeys a discount will be available when paying with your Leap card.

These zonal tickets will allow holders to unlimited travel within the relevant zone(s) for the duration of the ticket. For example a current day return ticket allows two trips only between a defined origin and destination while a 1-day rolling zone ticket will allow unlimited trips within the zone in any 24 hours. Similarly a 10 Journey ticket allows 5 trips only in each direction between a defined origin and destination to be taken in a 7 day period while the new 7-day rolling zonal ticket will allow unlimited travel on any service in the appropriate zone for 7 consecutive days from date of first activation.

Content of this Determination

This determination is setting the fares for:

1. Child single Leap fares for the eastern region and Greater Cork area and child and adult single Leap fares for Galway city
2. Child 1-day rolling product and 7-day rolling product for the red and green zones in the Greater Cork area
3. Child monthly product for the red zone in the Greater Cork area
4. Child 1-day rolling product and 7-day rolling product for the red and green zones in the eastern region
5. Student 1-day rolling product, 7-day rolling product and monthly product for the red and green zones in the Greater Cork area
6. Student 1-day rolling product and 7-day rolling product for the red, green and blue zones in the eastern region and
7. Student 7-day rolling product in the yellow and orange zones, eastern region
8. The fares for Galway city.

A. Child single Leap fares for the eastern region and Greater Cork area and child and adult single Leap fares for Galway city

The current discount for adults using a Leap card to pay for a single Bus Éireann journey is 16% off the equivalent cash price. This discount is available to adults in the eastern region, on stage carriage services and since earlier this year in the Greater Cork area.

This means that when one pays for an adult single fare using credit on their Leap card they will pay 16% less than the adult cash fare. Bus Éireann have proposed to extend the 16% discount to adult Leap card users in Galway city. However Bus Éireann has proposed a 10% discount for children who pay for a single journey using a Leap card.

The Authority has determined that the child discount should be similar to the adult discount. The child discount and the adult discount when using a Leap card over the equivalent cash single fare is now determined at 16%.

B. Child 1-day rolling product and 7-day rolling product for the red and green zones in the Greater Cork area

Bus Éireann are introducing a new 1-day product in both the red and green zone in the Greater Cork area and offering a 7-day rolling product in the green zone along with the current 7-day rolling product in the red zone. These two new 1-day products for the red and green zone will offer great value to children who use Bus Éireann transport to take a number of trips each day. The 7-day rolling products offer value to the regular child passenger.

The fares approved by the Authority are shown in table 5 below.

Table 5. - Greater Cork area – Child Approved

Red Zone	Child Current	BÉ Child Proposed	Approved fare
1 Day	New product	3.50	3.50
7 Day	9.00	11.00	11.00

Green Zone			
1 Day	New product	5.50	5.50
7 Day	New product	22.00	22.00

C. Child monthly product for the red zone in the Greater Cork area

Currently there is a child monthly paper based ticket in the red zone in the Greater Cork area and the ticket will be transferred to the Leap card.

There will be no change to the cost of the product.

Table 6. - Greater Cork area – Child Approved

Red Zone	Child Current	BÉ Child Proposed	Approved fare
Monthly	35.50	35.50	35.50

D. Child 1-day rolling product and 7-day rolling product for the red and green zones in the eastern region

As in the Greater Cork region Bus Éireann are introducing 1-day and 7-day rolling tickets in the red and green zones in the eastern region.

The Authority has approved the prices for these products in table 7.

Table 7. - Eastern Region – Child Approved

Red Zone	Child Current	BÉ Child Proposed	Approved fare
1 Day	New product	5.00	5.00
7 Day	New product	25.00	22.00
Green Zone			
1 Day	New product	6.50	6.50
7 Day	New product	28.00	28.00

E. Student 1-day rolling product, 7-day rolling product and monthly product for the red and green zones in the Greater Cork area

The Authority considered that the new one day student products proposed by Bus Éireann did not offer a sufficient discount on the adult fare. A minimum discount of 10% should be offered to students compared to the equivalent adult fare and as such the Authority has approved a lower fare for these products than Bus Éireann proposed. Similarly with the 7-day rolling product for the red zone the Authority has reduced slightly the proposed fare.

The approved fares are set out in table 8 below.

Table 8. - Greater Cork area - Student Approved

Red Zone	Student Current	BÉ Student Proposed	Approved fare
1 Day	New product	5.00	4.50
7 Day	19.00	19.00	18.90
Monthly	65.50	65.50	65.50
Green Zone			
1 Day	New product	7.50	7.20
7 Day	New product	30.00	30.00
Monthly	76.50	80.00	80.00

F. Student 1-day rolling product and 7-day rolling product for the red, green and blue zones in the eastern region

Again the Authority considered that a number of the proposed student fares did not offer sufficient discount on the adult fare and therefore reduced the proposed student fare to ensure a 10% discount. The Authority also looked at the 7-day fare compared to the 1-day fare where the expected ratio would be no higher than 4.5:1. With this in mind the 7-day red zone fare is lower than Bus Éireann proposed.

The approved fares are set out in table 9 below.

Table 9. - Eastern Region - Student

Red Zone	Student Current	BÉ Student Proposed	Approved fare
1 Day	New product	7.50	7.20
7 Day	New product	35.00	32.00
Green Zone			
1 Day	New product	9.50	8.90
7 Day	New product	42.00	40.50
Blue Zone			
1 Day	New product	15.50	15.10
7 Day	New product	53.00	50.80

G. Student 7-day rolling product in the yellow and orange zones, eastern region

In the yellow and orange zones of the eastern region Bus Éireann are introducing a new 7 day product and the approved fares are outlined below. To ensure students received at least a 10% discount on the adult fare the Authority reduced the proposed adult fare slightly. The yellow and orange zones cover areas of the eastern region about 60km to 120km from Dublin city center and include such areas as Arklow, Portlaoise, Dundalk, Newry, Cavan, Tullamore and Gorey.

The approved fares are set out in table 10 below.

Table 10. - Eastern Region - Student

Yellow Zone	Student Current	BÉ Student Proposed	Approved fare
7 Day	New product	58.00	56.25
Orange Zone			
7 Day	New product	61.00	61.00

H. The fares for Galway city

As outlined above Bus Éireann are proposing to introduce the Leap card and associated Leap products in Galway city during quarter 3 later this year. The current range of 1-day, 7-day, monthly and annual tickets will transfer to Leap card products. There will be additional benefits with the Leap card products such as the 24 hour period of validity of the one day product as opposed to one day with the old ticket. However the current prices will remain the same.

See table 11 below for details of the product range and pricing as determined by the Authority. Note the adult monthly and annual products below are also available as tax saver products.

Table 11. - Galway City Approved

Red Zone	Adult current	BÉ Adult Proposed	Approved fare
1 Day	4.10	4.10	4.10
7 Day	20.20	20.20	20.20
Monthly	65.50	65.50	65.50
Annual	720.00	720.00	720.00
	Student Current	BÉ Student Proposed	Approved fare
7 Day	17.80	17.80	17.80
Monthly	56.50	56.50	56.50
	Child Current	BÉ Child Proposed	Approved fare
7 Day	8.20	8.20	8.20
Monthly	31.00	31.00	30.00

The Authority has determined that Bus Éireann can implement the child and student fares in the eastern region and Greater Cork area as outlined above from the 1st June 2014 and must implement them by the 1st July 2014, unless there are technical reasons as agreed by the Authority why this cannot be done.

The Authority has determined that Bus Éireann can implement the adult, child and student fares in Galway city as outlined above in quarter 3 2014 at a date to be agreed by the Authority.

There are a number of benefits to the new Bus Éireann Leap card proposals, including:

- Leap card single tickets are 16% cheaper than cash tickets.
- The 1-day Rolling Leap card tickets are valid for 24 hour instead of one calendar day.
- The 1-day & 7-day rolling Leap tickets will be available to purchase at a number of payzone outlets in selected shops throughout the cities.
- No need for the Leap card user to carry coins.
- Time savings resulting from faster vehicle boarding.
- The zonal system has the advantage of greater flexibility and 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 and expansion of Bus Éireann's Leap card to children and students and extending Leap to Galway city 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 the 1-day rolling ticket offering 24 hours travel compared to the current day return tickets. 7-day rolling tickets will allow all travel for one week beginning on the day of the week it is first validated.

The extension of the Leap card to Bus Éireann customers in Galway city 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 and additional outlets to purchase your tickets, the introduction and expansion of Bus Éireann's Leap card tickets will provide a better service and one that's easier to use.
