TFI – RFI (Rewards for Ireland)

[3]

[2]

"RFI: Free Rewards for You and I"

Project Goal

The proposed TFI – RFI rewards system's goal is to incentivize public transport use by offering benefits to Leap Card users. After a designated number of journeys (e.g., 10), users would earn a free trip. Additionally, a daily, free "spin-the-wheel" feature could provide prizes such as free trips or Leap Card credit. These rewards would be integrated into the already existing TFI app, displaying progress toward free trips and featuring the spin-the-wheel feature. The system would be linked to Leap Cards rather than user accounts, simplifying implementation and continuity.

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[3] IStock, "Spin-The-Wheel Game", istockphoto.com, accessed Mar 10, 2025. [Online], Available: https://www.istockphoto.com/photos/spin-the-wheel-game?page=5

[4] BusConnects, "New Bus Livery", busconnects.ie, accessed Mar 10, 2025. [Online], Available: https://busconnects.ie/cities/dublin/new-bus-livery/

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Project Motivation

According to a 2022 survey by the Central Statistics Office (CSO), **33%** of students over the age of 19 take public transport to college (**25%** by bus and **8%** by train, DART or LUAS). While, in our opinion, this is not a particularly negative figure, we do think that it can still be improved upon. [1]

If the number of people using methods of public transport as a means of travelling to and from college increased to around 50%, not only would it have its environmental benefits, but it would also reduce traffic on roads and therefore reducing commute times for everyone.

By incentivizing students to take advantage of the TFIs vast existing network, The mentioned above could be achieved and everyone would benefit as a result.

Project Implementation

Our idea as to how this project will work is that with a small increase in the price of a fare, the free fare that is available after 10 trips will be covered and therefore the TFI will not lose money. The price of a fare would increase from €1 to €1.05 (€0.05 extra every trip will equal to €0.50). Due to this half of the fare will be covered and the other half would be covered by increased use of public transport.

As well as this due to the increased number of people using the TFI network, the prizes from the daily 'spin-the-wheel' would be covered.

[4]

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