TAP, PAY, RIDE, GO

TAP TAG
CONTACTLESS PAYMENT ON DUBLIN PUBLIC TRANSPORT
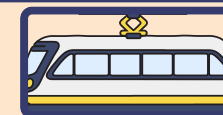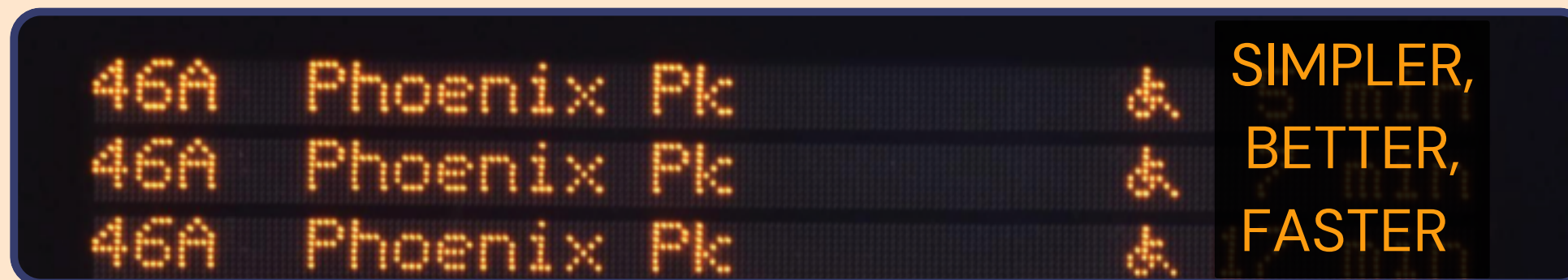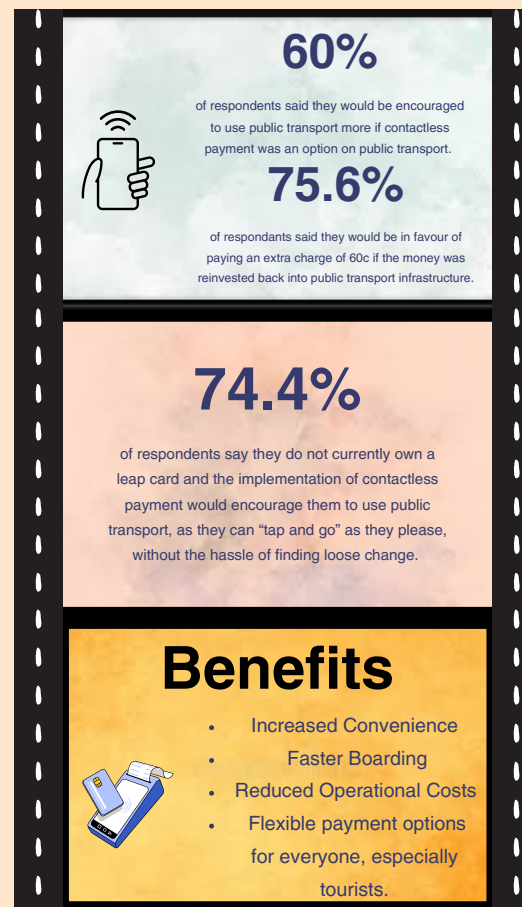
Making your day easier, one tag at a time.

Background Information

- **In Dublin it is currently impossible to pay with contactless payment on all public transport (Dublin Bus, Dart and Luas).**
- **Tap Tag will give people the option to pay for public transport in Ireland using debit cards, Apple/Google Pay or smartwatches.**
- **There will be an additional fare of 60c to be charged to use contactless payment, in order to still incentivise the use of the leap card, while still providing an alternative.**
- **This extra charge will be reinvested into improving public transport infrastructure in ways such as electric buses, or additional digital timetables.**

60%
of respondents said they would be encouraged to use public transport more if contactless payment was an option on public transport.

75.6%
of respondents said they would be in favour of paying an extra charge of 60c if the money was reinvested back into public transport infrastructure.

74.4%
of respondents say they do not currently own a leap card and the implementation of contactless payment would encourage them to use public transport, as they can "tap and go" as they please, without the hassle of finding loose change.

Benefits

- Increased Convenience
- Faster Boarding
- Reduced Operational Costs
- Flexible payment options for everyone, especially tourists.

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SIMPLER,
BETTER,
FASTER

TFI TRANSPORT FOR IRELAND

UCD DUBLIN

A Project by Conor, Conor, David and David
Category 1:Engineering & Innovation

Smarter Travel
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