

Public Transport

The Key to a Smart, Safe
and Sustainable Future



GUNNEBO®

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Introduction

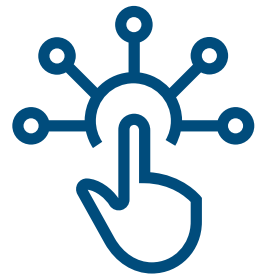
In the space of just one generation, the average person has gone from being introduced to the World Wide Web to becoming completely immersed in the Internet of Things. IoT devices are everywhere, with [127 new devices](#) being connected to the internet every second.

There are smart homes, smart cars, and even smart clothing. Experts forecast that there will be [75 billion connected devices](#) by 2025, and by 2030, the average person will own [15 connected devices](#).

This rise in connectivity has triggered the advent of smart cities and this means that the way we live, work, and travel is set to change. Already, in cities like Copenhagen, there are waste solution sensors being deployed on trash cans to facilitate cost-effective waste handling, and smart traffic lights helping to improve mobility and air quality.

Mobility is a growing problem within cities. In Britain alone, there are [600,000 more cars](#) on the road every year. And last year in New York City, [a bill was passed](#) to cap the number of ride-share services available to reduce the worsening traffic in the city that never sleeps.

But the real key to improving mobility in a cost-effective and sustainable way is **mass transit**. In the simplest of terms, mass transit is shared transport. This refers to anything from Metro, trams, buses, and even boats. In smart cities of the future, millions of people will rely on mass transit that is smart, safe, efficient, and convenient.



By 2030, the average person will own **15 connected devices**.



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The Importance of Sustainable Mobility

According to [The Global Sustainable Transport Conference](#) held by the UN, the transport sector alone is responsible for approximately a quarter of all greenhouse gas emissions.

By taking a quick glance at any main road, it's safe to estimate that private modes of transportation can largely be blamed for these emissions. But public transport is far from blameless. There are many reasons why people choose to drive over using public transportation. Mass transit has remained stagnant for decades, while driving has become more accessible and more convenient with the introduction of ride-share apps.

But, with roads growing increasingly crowded each year, the cutting edge that mass transit has over private vehicles is that a large number of people can be mobilised simultaneously. Additionally, people are becoming more aware of their carbon footprint and the impact that their actions have on the environment around them, making them more likely to use a sustainable form of mobility.

Mobility as a Service

The rise of smart technology has the potential to disrupt the mobility industry, transforming mass transit into the convenient, data-driven service that customers expect it to be.

As such, there is an increasing buzz around the term: Mobility as a Service (MaaS). MaaS is the process of bundling transportation systems together to create a more valuable service. Instead of customers switching between unconnected systems, like bus passes and train tickets, they are offered a tailor-made service based on their preferences and usages of the transport.



The transport sector is responsible for **a quarter** of all greenhouse gas emissions.



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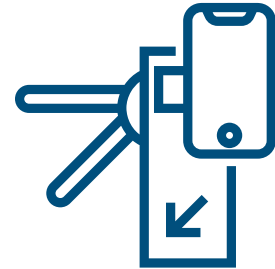
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Customers could pay for their transport through a simple direct debit from a private account, based on their usage of the transport. This could also be linked to their smartphone for added convenience. So, every time a person uses mass transit they just tap their smartphone against an automatic fare collection gate (or another target) and they are charged monthly for their usage of the transport.

This is already the case in some cities thanks to an app called [Whim](#). The MaaS app is currently in-use in Helsinki and Antwerp, and has released early-access for Birmingham.

With Whim, customers can plan all of their travel within one app. The app covers public transport, taxis and rental cars, and users can also pay through the app. So there's no need for multiple tickets and travel cards. Whim advertises itself as offering "Eco trips, not ego trips, with planet-friendly choices."

The end goal with MaaS is to make mass transit more convenient than owning a private car in order to work towards a more sustainable future.



With Mobility as a Service (MaaS), there's no need for multiple tickets and travel cards.



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The Customer Experience

The customer experience is central to many industries, and mass transit is no exception. Without customers—whether they're regular commuters or one-off travellers—there is no revenue stream, and without a revenue stream, there's no business.

According to a recent survey by the [American Public Transport Association](#), 74% of people support more mass transit spending. Yet, only [5% of commuters](#) travel by mass transit.

This creates a paradoxical situation in which more money must be invested in mass transit before commuters will agree to use it more regularly.

But it's not just about the money, customers also want convenience. According to the same [APTA study](#), two-thirds of Millennials say they would be more likely to use public transportation if it was more convenient and accessible.

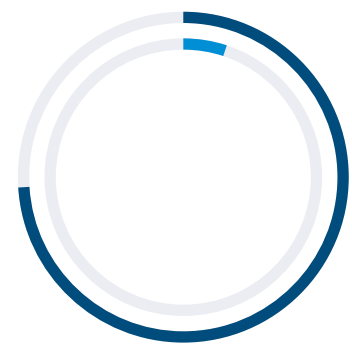
The Importance of Creating an Exceptional Customer Experience

Not only do customers want mass transit to be more convenient and accessible, they also want their experience to be comfortable, memorable and personalised. In other words, customer expectations have changed.

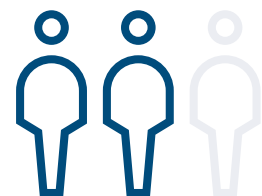
It's important to meet these changing expectations in order to keep customers happy and encourage more people to use mass transit. The better experiences that customers have on public transport, the more likely they are to use it and also encourage their friends, family, and colleagues to do the same. This will result in increased revenue, and reduced traffic and carbon emissions in the city.

People value fluidity and personalisation, and they're willing to pay more for it. [A Deloitte study](#) reported that 1 in 4 people are willing to pay more for a personalised service, and 22% of customers are happy to share some data in return for more personalisation.

74% of people support more mass transit spending.



Only **5%** of commuters travel by mass transit.



Two-thirds of Millennials say they would be more likely to use public transportation if it was more convenient and accessible.



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However, companies aren't yet offering the level of personalisation that customers now expect. According to [Forbes](#), 46% of companies say that legacy technologies are major barriers to their personalisation efforts, while 32% claim that lack of relevant technology is a major challenge.

In order to create an exceptional customer experience for mass transit users, smartphone-integrated technology, like automatic fare collection gates, can be used to enhance the seamlessness and personalisation of each person's trip.

How to Improve the Customer Experience

When it comes to mass transit, you don't know whether a customer is using the service for the first time or the four-hundredth time, so it is important to create an exceptional experience for all types of customers.

The regular commuters want speed, efficiency and convenience, and one-off travelers need the experience to be easy and seamless. Plus, all customers want to feel comfortable and safe. Automatic fare collection gates can help improve the experience for everybody.

Integrated Technology

It's estimated that more than [5 billion people carry a smartphone](#) or other mobile device. Gates integrated with technology that can recognise these devices as tickets are revolutionary for many reasons.

Not only does this instantly increase the speed and ease of the experience for customers, it means that data from the gates can be analyzed to monitor commuter habits and further improve services in the future.

Floor Management

Automatic fare collection gates facilitate ergonomic floor management. It's easy to direct people to where they need to go, and customers can travel through the gates in a continuous flow. Plus, there's the added value of heightened security.



46% of companies say that legacy technologies are major barriers to their personalisation efforts



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Revenue Collection

Tickets are the main source of revenue for mass transit companies, so it is of the utmost importance that everyone who travels has paid for a ticket. Yet, fare evasion remains a consistent problem within public transport.

According to the [BBC](#), fare evasion either by failing to touch in and out with Oyster cards or through the use of fraudulent tickets, costs Transport for London (TFL) **£100 million every year**.

The [Toronto Transit Commission \(TTC\)](#) in Canada has also fallen victim to fare dodgers and fraudsters. It is estimated that they lost \$61 million last year because of fare evasion, 5.4% of their total revenue.

Without the presence of automatic gates, fare evasion is estimated to be more than **15%**, and therefore has a huge impact on financial sustainability.

Automatic fare collection gates have been designed to reject fraud and ensure revenue. Without valid payment (whether that's a contactless card, a smartphone, or a paper ticket) the gates will not open. This barrier reduces the temptation for fraudsters and helps to ensure a consistent revenue stream for mass transit companies.

In addition to reducing fraud, gates also act as checkpoints that collect data from each customer that passes through. This data can then be analysed to improve cost structure. For example, by analysing how many passengers move through the gates at certain times, schedules can be adjusted to reduce costs and maximise efficiency.



Without the presence of automatic gates, fare evasion is estimated to be **15+%**.



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About Gunnebo

Mass transit is the key to a smart, safe, and sustainable future.
With Gunnebo's automatic fare collection gates, **the future is here.**

Our gates combine high passenger throughput and safety with reliability, robustness and effective prevention of fare evasion. Around **90 million people** pass through Gunnebo gates every single day, ensuring convenient and safe travel for all.

Just take a look at the stats:

Gunnebo has a global installed park in around **70,000** access control gates.



Around **90 million people** go through Gunnebo's access control doors every single day.



1 out of every 7 access control doors provided worldwide comes from Gunnebo.



1 out of every 4 access control doors provided in Europe comes from Gunnebo.



More than **200** Metro/BRT/Railway lines are equipped with Gunnebo solutions worldwide.



More than **35,000** Gunnebo gates have been installed in Mass Transit across: BRT, Bus, Metro, Railway, Tram, Ferry Terminals, Airports, and Stadiums.



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Gunnebo's mass transit systems are helping cities all over the world to improve mobility. Here are just some of the places equipped with Gunnebo AFC gate solutions:



[Contact an industry expert](#) to find out more.

With an environmental management system which fulfils international standard [ISO 14001](#), Gunnebo ensures the Group has systematic, structured environmental work in place.

In addition factories ISO 14001 certification, Gunnebo's quality assurance system is based on ISO 9001, which is a tool used to achieve continuous improvements in all processes and increased customer satisfaction.



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