

300,000 passengers a day, 640 buses, 180 companies, but a limited budget We funded the solution

Torreón needed a strong partner to deploy and pay off an ambitious interoperable solution and become a showcase for public transport...



We provided the system, validators, recharging terminals and GPRS solution

The example of Torreón goes to show that even the most ambitious projects can be brought to fruition through “BOT” (Build, Operate, Transfer) contracts. It also goes to show that an exceptional number of different companies can be brought together in a single interoperable system that guarantees each one its revenue. Last but not least, it is a fine example of vehicle geolocation...

The Challenge

Torreón, in northern Mexico, is a city of a million people. Every day, 300,000 passengers use the services of... 180 local transport companies. Given this – exceptionally – multi-operator context, it is easy to understand why ticketing needed to be harmonised, but also how difficult it was to do so. Was the idea of a single ticket for the residents of Torreón just wishful thinking?

The Solution

We proved that it wasn't. In the space of just a few months, we did away with on-board cash payments and replaced them with the “Ecobus”, a single contactless card that could be purchased at four sales offices and 90 points of sale.

We deployed the central system, contactless validators and driver consoles in the 640 buses, along with 90 recharging terminals at retail outlets. Lastly, we equipped the fleet with a state-of-the-art locating system, featuring a GPRS device in each vehicle.

But a solution of this kind would have been unthinkable had we not provided Torreón with the means to fund it. Under the terms of a BOT (Build, Operate, Transfer) contract, we are responsible for operating the ticketing system

and managing financial flows on behalf of a “fideicomiso”, an organisation that comprises all the transport companies and redistributes revenue. Following the initial “Build” phase, during which we installed the equipment, we have taken over the operation of the ticketing services until 2015 (“Operate”), at which point we will hand everything over to Torreón (“Transfer”). In addition to maintaining and supervising the network, we collect cash from the sales offices and retail outlets and forward it together with all the corresponding data to the “fideicomiso”, which then distributes revenue to the various companies.

We also took charge of the marketing and public information campaigns. We offered the contactless card free of charge for the first few months, multiplied the number of outlets in the form of four sales offices decked out in the Ecobus colours, and via a partnership agreement with the Oxxo supermarket chain.

The Result

Guaranteed revenue, fare evasion slashed and smoother access to vehicles. The transport companies have signed an agreement with the city council, which is responsible for fixing fares and adjusting them for companies that replace outworn vehicles. Timetables are updated according to requirements, thanks to information collected in the vehicles and transmitted to the central system. Information can be monitored in real time and, in particular, any incident occurring on board a vehicle can be detected immediately. Thanks to the quality of service it offers and the rigour of its management procedures, Torreón has become a showcase for public transport in Central America.



Sector: Local Government

Solution: Fare Collection

Client: City of Torreón

Challenge: Integrating 180 companies

Result: A single contactless ticket

Key Figures

Network

- 640 buses
- 180 local transporters
- 4 Ecobus / ACS sales offices
- 90 retail outlets
- 300,000 passengers per day

Equipment

- 640 VPE 415 validators
- 640 CPE 020 driver consoles

Street-level vending and reloading equipment

- 90 retail vending terminals
- Ticketing system hosted by ACS Mexico
- Geolocation and fleet management system

In a nutshell...

In the space of just a few months, Torreón said goodbye to paper tickets and entered the age of modern ticketing, with an interoperable contactless card, geolocated

transport fleet and guaranteed revenue. All of which was made possible through a BOT, an effective public-private partnership offered exclusively by ACS.