



[Session 5. From Vision to Delivery: Advancing Green Growth] “Advanced Public Transit Systems: Based on Public Transport Ticketing In Casablanca and Tunis”

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Summary

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- ❑ **Project:** “Public Transport Ticketing In Casablanca and Tunis”
- ❑ **Period:** November 17, 2025 – September 29, 2026
- ❑ **Scope**
 - Assessment of the current status of local urban public transit systems
 - Consultation on public transit operation management strategies and fare policies
 - Enhancement of the AFCS concept
 - Knowledge sharing and capacity building(~next week)

Background and objectives

Casablanca

- Demand for public transport in Casablanca is expected to reach 5.5 million daily trips by 2030 (up from 3.5 million today)
- Casablanca have decisions to make around the role of ticketing hardware in a modernized system.
- Ticketing in Casablanca is fragmented across services; the systems used by its multiple operators are poorly integrated affecting the affordability and competitiveness of public transport vis-à-vis other modes.

Tunis

- Passenger demand in Tunis has collapsed by 57% since 2010 as services became both less available and less attractive.
- TRANSTU (Tunis) experienced an effective reduction in purchasing power of 60% since 2010 (a product of TND depreciation and EUR inflation), leaving it in a weak position to arrest the decline in service quality.
- Modernized ticketing systems will target service quality improvement and modal shift in Tunis, though emphasis in Tunis will also be upon stemming revenue leakage (estimated at 50%) and contributing towards a more sustainable financial future for the operator.

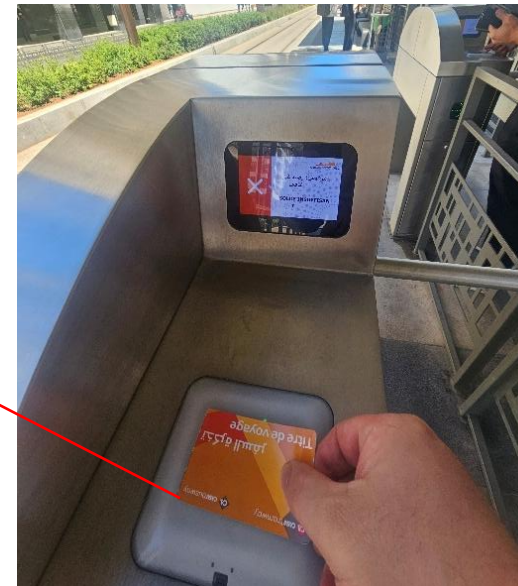
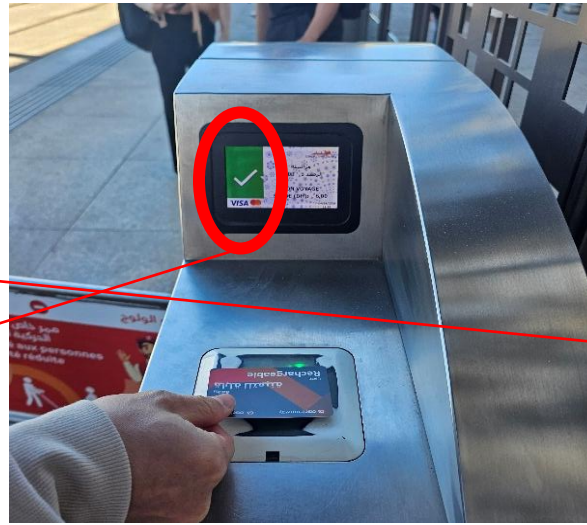
Status of Casablanca

QR of ONCF

EMV(Post-Paid)

Rechargeable(Prepaid)

Single Journey Ticket



Montant /Price / المبلغ

40,00 dh

N° BILLETTICKET NO: 1320413960334273036 رقم التذكرة



ALLER LE/DEPARTURE 17/04/2026 الذهاب يوم

CASA VOYAGEURS 07:30 الدار البيضاء المسافرين

2^{Classe} TL Train N° 600 رقم القطار

Voiture/Coach: 22 العربة:

Place/Seat: 83 المقعد:

00:58 GRAND PUBLIC /SEMI FLEX

RABAT AGDAL 08:28 الرباط أكداال

يرجى عدم طي الرمز!
NE FOLD THE QR CODE SVP!
DO NOT FOLD THE QR CODE PLEASE!

Grand Public /Public Price /تعريفية عامة/
SEMI FLEX/SEMI FLEX/نصف مرين

TL Train de Ligne/Line Train/الأطلس









Status of Tunis

Tunis' TRANSTU purchased equipment for an electronic ticketing system in 2009 designed around stored-value smart cards and magnetic-strip paper tickets.







Challenges

Operator Challenges

-  **Revenue Leakage & Fraud:** Hard to verify correct fare/zones. Lack of conductors leads to cheapest-ticket purchases. Paper tickets are reused and PASS cards are copied or informally shared.
-  **Rising Management Costs:** Staffed booths and manual cash counting costs may exceed actual ticket revenue. Revenue tracking heavily lacks transparency due to manual sales.
-  **Data Blind Spots:** Complete lack of passenger usage data—meaning no visibility into origin-destination (OD) patterns, time-of-day trends, or accurate boarding volumes.
-  **Technology Limits:** Static QR-codes risk duplication without secure paper or changing logic. A secure, app-based option should be positioned as a practical solution.

Passenger Inconveniences

-  **Time-Consuming:** Buying tickets for each individual trip takes time and adds friction.
-  **Limited Access:** Some bus stops completely lack ticket availability when vendor booths are closed.
-  **Repeated Payments:** Passengers must pay repeatedly at every single boarding without transfer benefits.
-  **Fragmented Experience:** Total lack of a seamless travel experience across different transit modes.

 **A digital, account-based, app-supported ticketing model** can improve revenue protection, operational visibility, and passenger convenience.

Case in Seoul

1. ACQUIRE A SMART CARD

Available at all 'Card Issuing & Recharging Kiosks'.
Select destination and pay fare.

(e.g., Fare + 500 KRW Deposit)



2. BOARD & ALIGHT

Tap your smart card at the reader (T-money) during boarding and alighting.



3. VALIDATE TRANSFER

Automatic validation for transfer discounts at transfer hubs.

Fare adjusted automatically (Distance-Based).



4. REFUND DEPOSIT

After alighting, deposit the used card into a "Deposit Refund Machine" to get your refund (e.g., 500 KRW).



Solution

BUILDING A MODERN TRANSIT FARE SYSTEM

Auto Fare Collection System in Casablanca & Tunis ACHIEVEMENTS & FUTURE ROADMAP

CURRENT ACHIEVEMENTS (WELL-DONE)

UNIVERSAL ACCEPTANCE



All Card Types Supported

SCALABLE INFRASTRUCTURE



Future-Ready Media Types
(Stored Value & Account-Based)

STATION CONVENIENCE



STATION CONVENIENCE
Every Station: Buy & Recharge

CITY-WIDE ACCESS



CITY-WIDE ACCESS
Widespread Sales Network

FUTURE IMPROVEMENTS (LESSONS FROM KOREA)

SEAMLESS NETWORK



One Card for All Modes

UNIFIED PAYMENT



Accepts All
Operator Cards

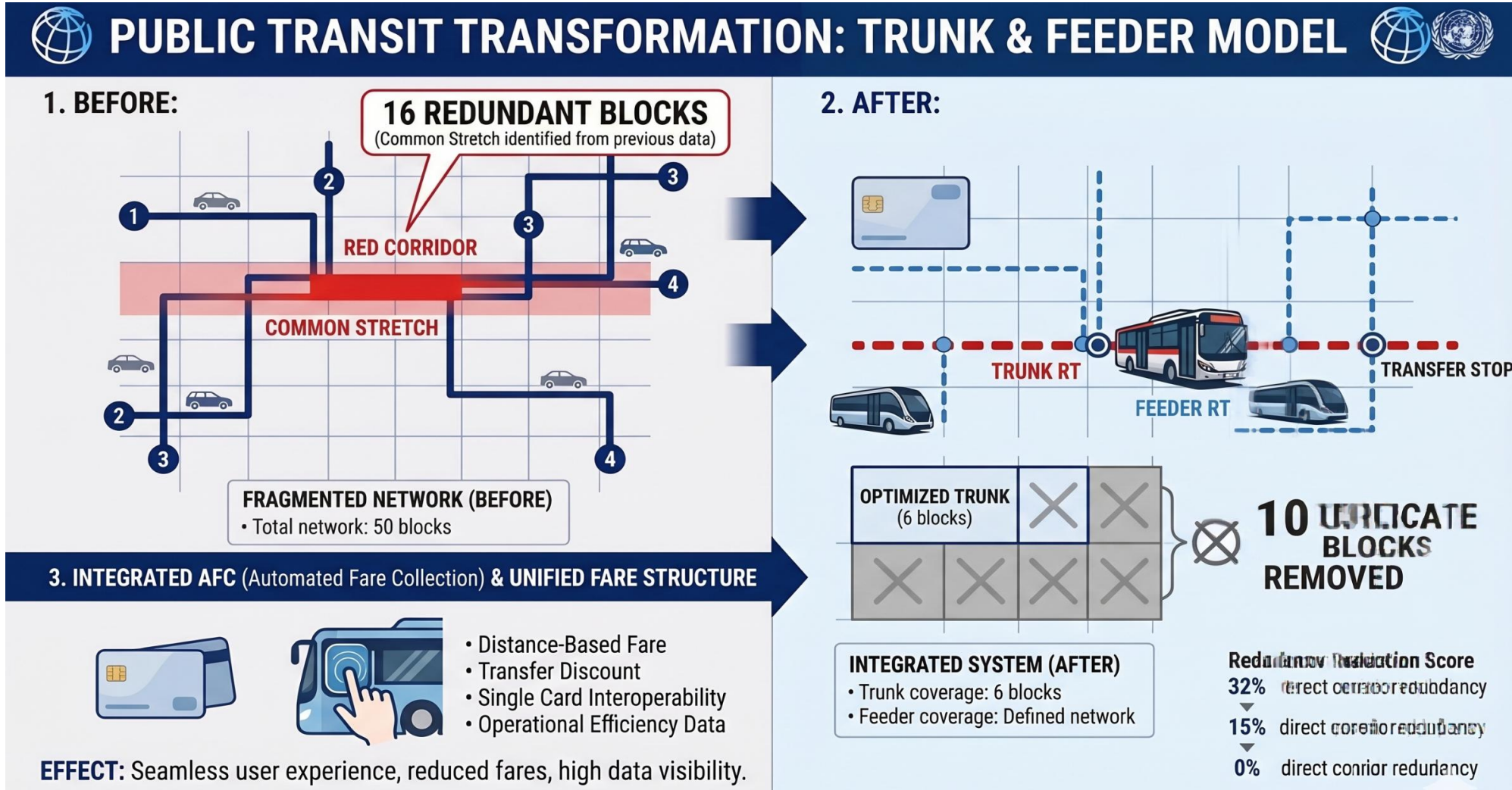
SUSTAINABLE CARDS



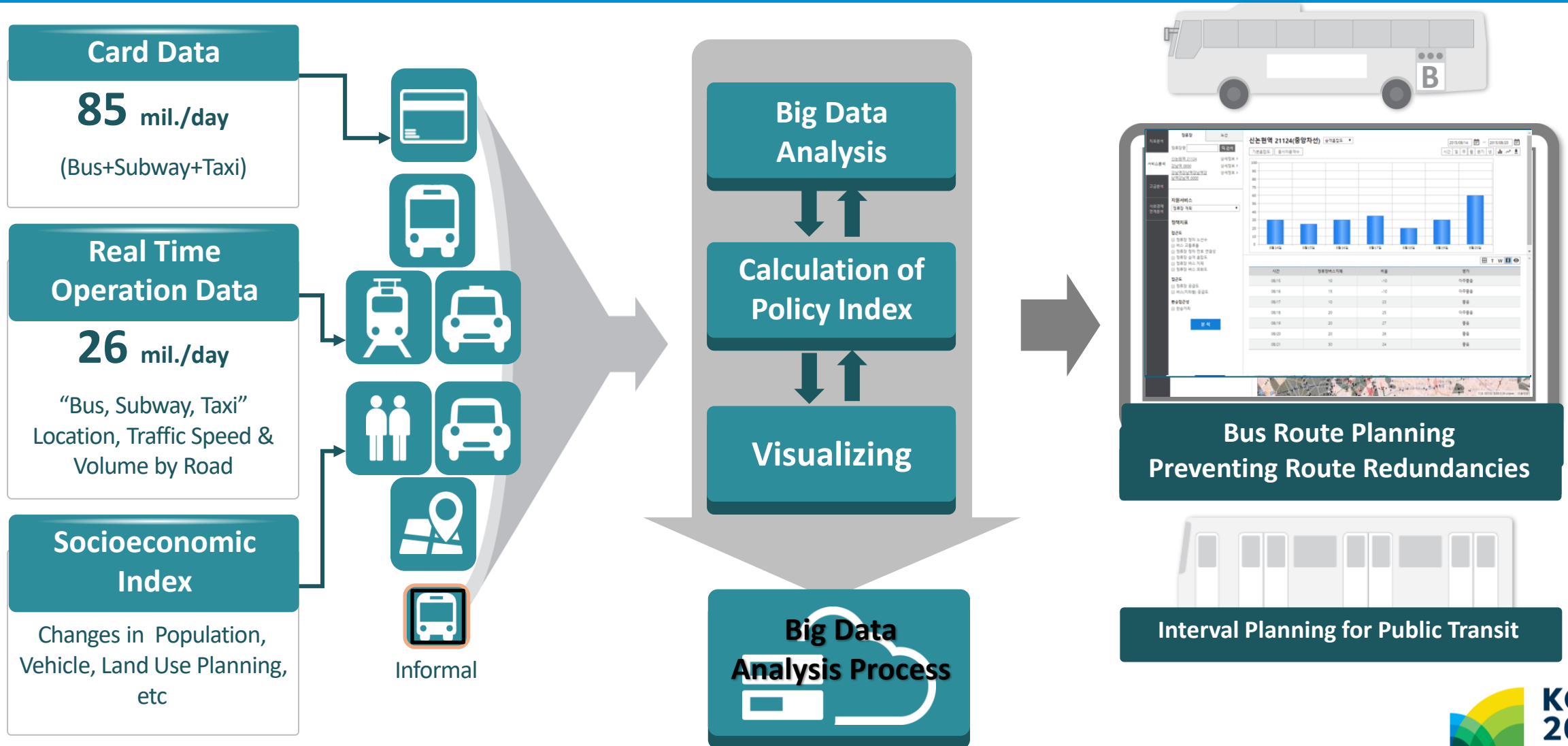
SUSTAINABLE CARDS
Reusable Plastic Card & Deposit

— EFFICIENT, CONVENIENT, & FUTURE-PROOF FARE COLLECTION. —

Key-point



Practical Use(1/3)



Practical Use(2/3)

대시보드

대중교통

따릉이

택시

융합분석

관리자

Analysis of bus demand

지도 정보

정류장 승-하차/재차인원 차트 (운행회사: 일전체)

순서 : 52
정류장 : [52] 서울성심병원
승차인원(명): 284
하차인원(명): -75
구간인원(명): 1882

회차별 승객수

운행출발일시	승객수 (명)
20200508042810	51
20200508043140	65
20200508044057	48
20200508044226	40
20200508044533	63
20200508045305	19
20200508045755	52
20200508050403	49
20200508051214	34
20200508051516	49
20200508051903	50

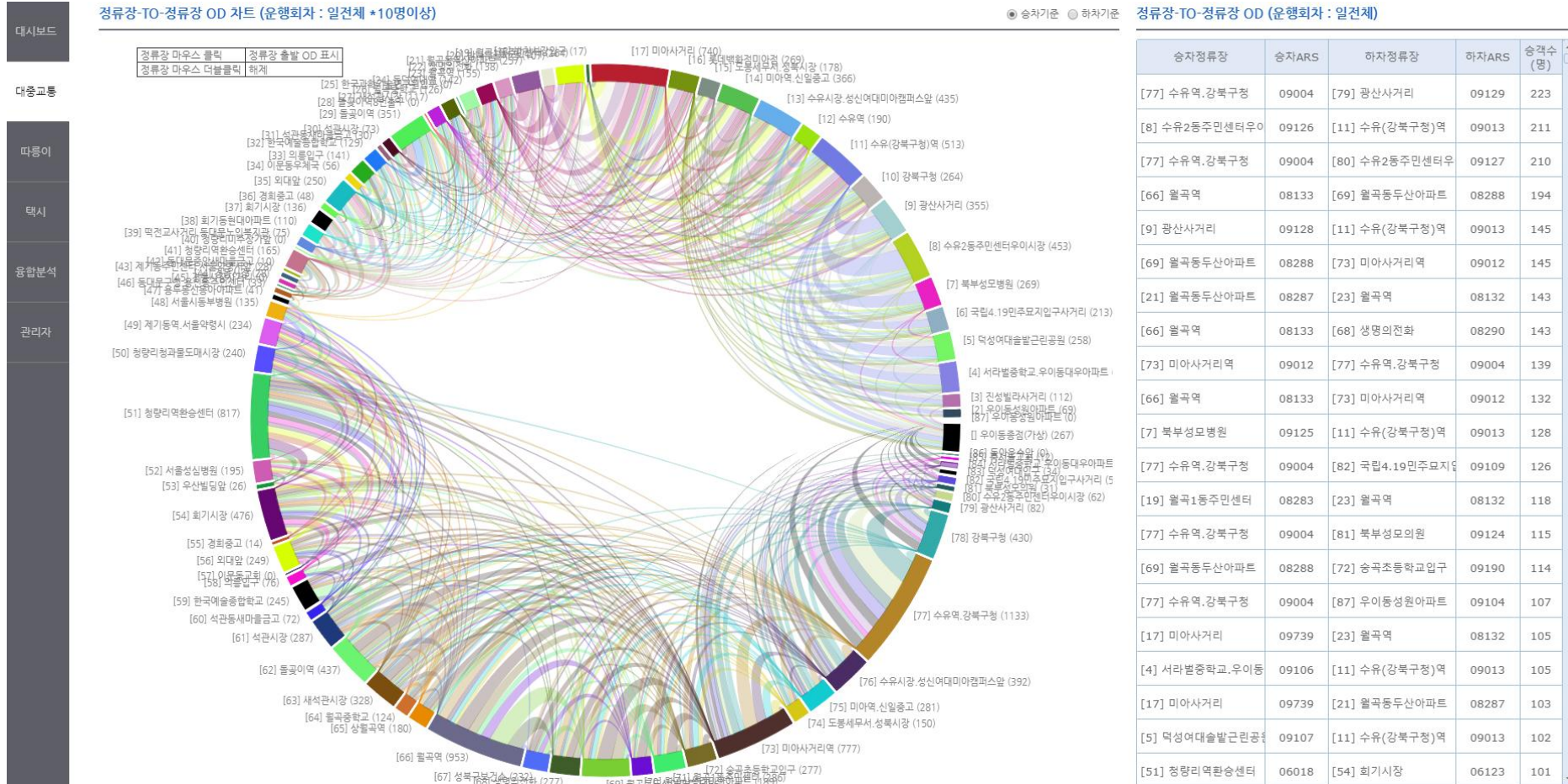
일자선택 2020/05/08

정류장 승하차/재차인원 (운행회사: 일전체)

순서	정류장	ARS	승차승객수 (명)	하차승객수 (명)	승하차승객합 (명)
-	합계/평균	-	22262 (총)	22047 (총)	44309 (총)
1	[1] 우이동도선사입구.북	09102	52	1	53
2	[2] 우이동성원아파트	09103	144	7	151
3	[3] 진성빌라사거리	09105	172	15	187
4	[4] 서라벌중학교.우이동	09106	341	30	371
5	[5] 덕성여대출발근린공	09107	312	43	355
6	[6] 국립4.19민주묘지입	09108	256	50	306
7	[7] 북부성모병원	09125	338	56	394
8	[8] 수유2동주민센터우이	09126	522	72	594
9	[9] 광산사거리	09128	422	129	551
10	[10] 강북구청	09146	348	420	768

For each bus stop, it is easy to identify the number of people getting on, getting off, and occupancy in the bus.

Practical Use(3/3)



It can show O/D by bus stop as network chart, it is possible to intuitively identify the demand by route

Thank you