

The Smart Card Alliance Transportation Council is focused on promoting the adoption of interoperable contactless smart card payment systems for transit and other transportation services. Formed in association with the American Public Transportation Association (APTA), the Council is engaged in projects that support applications of smart card use. The overall goal of the Transportation Council is to help accelerate the deployment of standards-based smart card payment programs within the transportation industry.

Council Officers

Chair: Craig Roberts, Utah Transit Authority
 Vice Chair - Transit: Gerald Kane, Southeastern Pennsylvania Transportation Authority (SEPTA)
 Vice Chair - Tolling: Mike Nash, ACS, A Xerox Company

Transportation Council Activities

Transportation Council activities stimulate the understanding, adoption and widespread acceptance of single and multi-application smart card technology for all transportation-related elements of the marketplace (e.g., mass transit, tolling and parking) by bringing together, in an open environment, leading users and technologists from the public and private sectors to develop concepts and stimulate critical thinking to advance deployments of the technology.

The Transportation Council's activities include:

- Enabling targeted smart card demonstrations across transportation and other industries useful for advancement of technology and applications for smart card-based payments, credentialing, or other appropriate products or services;
- Identifying the challenges and opportunities in the evolving transportation marketplace for multiple smart card applications that can be supported by smart card technology;
- Serving as a technical resource for, and participating in the development of specifications at appropriate national and international - and voluntary - standards for smart card technology which can support multiple user applications in an efficient, secure manner;
- Providing educational and research resources for members, consumers and government organizations to foster deployment of smart cards in the transportation marketplace;
- Participating in other councils sponsored by the Smart Card Alliance for inter-market cross-over of concepts and technology between the Transportation Council and parallel markets.



Council Resources

- Annual Payments Summit meeting, where Alliance members focus on trends and projects that are accelerating the widespread acceptance, use and application of contactless and mobile technology for transportation applications and retail payments
- Co-Branded Multi-Application Contactless Cards for Transit and Financial Payment
- A Guide to Prepaid Cards for Transit Agencies
- Open Bank Card Payments for Transit Workshop
- Planning for New Fare Payment and Collection Systems: Cost Considerations and Procurement Guidelines
- Serving Unbanked Consumers in the Transit Industry with Prepaid Cards
- Smart Cards and Parking
- Smart.Transit LinkedIn Group
- Transit and Contactless Open Payments: An Emerging Approach for Fare Collection
- Transit Open Payments Resources
- Transit Payment System Security
- Transit and Retail Payment: Opportunities for Collaboration and Convergence

Member Comments

“As a transit agency that is travelling the long and winding road in exploring the use of emerging payments technologies, we have found in the Transportation Council an invaluable resource and trusted chaperone. Put simply, we could not have progressed to the point we are today without the Council’s leadership and work in assembling subject matter experts and industry leaders from across the broad spectrum of the payments ecosystem to engage in thought-provoking discussions that serve to inform and educate. Equally important is the work of the Transportation Council in sponsoring and publishing timely and extremely informative white papers on topics that grow the collective knowledge base of the membership at large, collaborative efforts that serve to provide an unbiased, consistent base understanding of the technologies and processes relevant to public transit’s development of new fare payment systems.”

—*Michael DeVitto, Vice President, AFC Program Management and Sales Operations, MTA New York City Transit*

“The Transportation Council is a leading proponent of open standards in the evolution of smart card technologies for transit systems. INSIDE Secure shares the same commitment, and our relationship with the Council has been mutually rewarding. We value the strong relationships among Council members and look forward to great advances in smartcard technologies as we move forward.”

—*Linh Huynh, VP Business Development, INSIDE Secure*

“The success and continuing growth of the Transportation Council reflect the enterprise and enthusiasm of its membership, who exchange ideas and share information in a variety of forums to promote innovation, increase knowledge, and return value to their organizations.”

—*Jerry Kane, Senior Project Planner, Southeastern Pennsylvania Transportation Authority (SEPTA)*

“As measured by its ever increasing membership and spirited, focused participation by representatives from a broad spectrum of interests, the Transportation Council is clearly well-established as a core resource for transit professionals. Its value rests in its membership and their work products, which are at the forefront of innovation, free exchange of ideas and accurate information, and responsiveness to real-world issues that have an immediate effect on business outcomes. This value has been further enhanced by the growing, collaborative efforts with the Payments Council, which is a natural extension of the broader mission of the Smart Card Alliance as well as testimony to the strength and utility of contactless smart card technology. With the pace of innovation surrounding smart card business applications and technology likely to continue at breakneck speed, I am confident that the contributions of the Council to transit and the business community at large will only increase.”

—*Paul Korczak, Consultant, Korczak & Associates*

“The Transportation Council of the Smart Card Alliance is a vibrant forum for the thought leaders in public transit to discuss issues and opportunities with smart card technologies.”

—*Michael Nash, VP Transportation Technology, ACS, A Xerox Company*

“The Smart Card Alliance and its Councils are valuable drivers for the market and the full adoption of interoperable smart card technology. G&D is proud to be an active participant, helping in thought leadership, education, and networking for total industry improvement.”

—*Brian Russell, Senior Vice President and General Manager, Payment, Giesecke & Devrient*

“The Council has been an extraordinary resource in providing information regarding trends and processes relating to overall transportation and smart card issues. The meetings have been forthright and targeted. The information provided is empirical and practical. The Council is recognized in the overall transportation industry and on multiple occasions we have quoted information provided by the Council. In addition, we have been able to network with industry peers and associates. The knowledge base and experience of the members provide a wonderful database of industry information.”

—*Thomas Wunk, Vice President of Operations for Scheidt & Bachmann USA Inc.*

About the Smart Card Alliance

The Smart Card Alliance is a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and widespread application of smart card technology. Through specific projects such as education programs, market research, advocacy, industry relations and open forums, the Alliance keeps its members connected to industry leaders and innovative thought. The Alliance is the single industry voice for smart cards, leading industry discussion on the impact and value of smart cards in the U.S. and Latin America. For more information please visit www.smartcardalliance.org.

The Smart Card Alliance Industry and Technology Councils are focused groups within the overall structure of the Alliance. Councils have been created to foster increased industry collaboration within a specified industry or market segment and produce tangible results, speeding smart card adoption and industry growth. Groups collaborate on specific deliverables, including reports, briefings and educational material. The Smart Card Alliance currently has five active Councils focusing on contactless and mobile payments, healthcare, identity, physical access and transportation industries. Council participation is open to any Smart Card Alliance member who wishes to contribute to the Council projects.

Council Steering Committee

Dave Blue, Cubic
Michael DeVitto, MTA NYC Transit
Mike Dinning, U.S. Dept. of Transportation/
Volpe Center
Margaret Free, Giesecke & Devrient
Greg Garback, WMATA
Linh Huynh, INSIDE Secure
Paul Korczak, Korczak & Associates
Mike Meringer, VeriFone
Bob Merkert, SCM Microsystems
Eric Reese, Chicago Transit Authority
Martin Schroeder, APTA
Brian Stein, Accenture
Faye Surrette, MasterCard Worldwide
Sandy Thaw, Visa Inc.

Council Members

ABnote Group
Accenture
ACS, A Xerox Company
Acumen
American Express
APTA
ASSA ABLOY ITG
Bell Identification B.V.
Booz Allen Hamilton
Capgemini
CardLogix
Chase Card Services
Chicago Transit Authority
Collis America
Connexem Consulting
Consult Hyperion
CSC
Cubic Transportation Systems
Dallas Area Rapid Transit (DART)
Dale Laszlig
Deloitte
DeviceFidelity, Inc.
Discover Financial Services
Double Diamond Group
ePay North America
FIME
First Data Corporation
Gemalto
Giesecke & Devrient
Heartland Payment Systems
HID Global
HP
IDMachines
Infineon Technologies
INSIDE Secure
JC Simonetti Assoc., Inc.
Keville Enterprises, Inc.
Korczak & Associates
Lenel Systems International
LF Consulting
LoyaltyOne, Inc.
LTK Engineering Services
MasterCard Worldwide
Metropolitan Transportation Commission
MTA New York City Transit
NXP Semiconductors
Oberthur Technologies
OTI America
Parkeon
Port Authority of NY/NJ
Probaris
Quadagno & Associates
Ready Credit Corporation
Regional Transportation Authority
Scheidt & Bachmann
SCM Microsystems
Southeastern Pennsylvania
Transportation Authority (SEPTA)
Thales e-Security
Thales Transportation Services
TransitCenter
U.S. Department of Transportation/Volpe Center
Utah Transit Authority
VeriFone
Visa Inc.
ViVOtech
Washington Metropolitan Area
Transit Authority (WMATA)