

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 parking: Ian Newberg, Parkeon

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
- Serving Unbanked Consumers in the Transit Industry with Prepaid Cards
- Smart Cards and Parking
- Transit and Contactless Financial Payment: New Opportunities for Collaboration and Convergence
- Transit Payment System Security
- Transit and Retail Payment: Opportunities for Collaboration and Convergence

Member Comments

“It is important for all market participants to understand issues that each face in the use and adoption of contactless technology. The Transportation Council provides a forum for free exchange of ideas, a place to keep abreast of smart card projects in the transportation sector, and a place to talk with other key participants to move implementations forward.”

—*Christopher (Chris) C. Cipperly, Assistant Treasurer of the Washington Metropolitan Area Transit Authority (WMATA)*

“The strength of a professional organization lies in the quality and the contribution of the individual members. So, I am looking to see how Booz Allen can contribute to make the Alliance more successful. The Alliance provides a forum for the smart card industry to share ideas and solve problems to allow any industry associated with smart cards to progress, as demonstrated through the formation of the councils. The Alliance and its members provide a repository of smart card information and industry contacts that is frequently referenced during execution of a client assignment.”

—*Willy Dommen, Principal, Booz Allen Hamilton*

“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 Contactless 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, Assistant Chief Officer of MetroCard Sales Operations, MTA New York City Transit*

“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 Government Solutions*

“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

David deKozan, Cubic
Mike Dinning, U.S. Dept. of Transportation/
Volpe Center
Greg Garback, WMATA
Jennifer Garcia, Discover Financial Services
Scott Henderson, MBTA
Linh Huynh, INSIDE Contactless
Paul Korczak, MTA New York City Transit
Michael Laezza, Thales
Dennis Marshall, Chicago Transit Authority
Mike Nash, ACS
Martin Schroeder, APTA
Brian Stein, Giesecke & Devrient
Faye Surette, MasterCard Worldwide
Larry Weissbach, ERG Group

Council Members

ACS
American Express
APTA
ASK Contactless
ASSA ABLOY ITG
Booz Allen Hamilton
CardLogix
Chase Card Services
Chicago Transit Authority
City of Phoenix, Public Transit Dept.
Collis America
CoreStreet
Cubic Transportation Systems
Digital Identification Solutions
Discover Financial Services
ERG Transit Systems
First Data Corporation
Giesecke & Devrient
Gemalto
HID Global
IBM
Identification Technology Partners, Inc.
IDMachines
Infineon Technologies
INSIDE Contactless
Intel
ITC Systems
JC Simonetti Assoc., Inc.
Keycorp
LEGIC Identystems
Link2Gov, a Metavante company
MasterCard Worldwide
Massachusetts Bay Transportation Authority
METRO - SORTA
Metrolinx
Metropolitan Transportation Commission
Monitise
MTA Bridges & Tunnels
MTA New York City Transit
NXP
OTI America
Parkeon
Port Authority of NY/NJ
Scheidt & Bachmann
Southeastern Pennsylvania
Transportation Authority (SEPTA)
Texas Instruments
Thales e-Security
Thales Transportation Services
TransitCenter
Transport for London
Tri-County Metropolitan Transportation
District of Oregon (TriMet)
U.S. Department of Transportation/Volpe Center
USA Technologies
Utah Transit Authority
Venyon
VeriFone
Visa Inc.
ViVOtech
Washington Metropolitan Area
Transit Authority (WMATA)