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# Abstract

Gyeonggi-Do tries tagless bus fare system as a countermeasure against Covid 19. It is the first tried system in the country, which is suggested by Loca Mobility (Co). A pilot project was proceeded for premium buses launched in November of 2020. After then, 29 buses in 3 bus lines adopt this system.

This study examines proposals, pilot project, user satisfaction and project promotion of tagless bus fare system.

The result of user satisfaction survey shows that the degree of satisfaction 7.5, the degree of loyalty 8.1, and the degree of suggestion is 8.4. These are quite high scores. Technical evaluation committee evaluates the expansion of project quite positive.

Project model is proposed with the contents as follows; the purpose of project, operation method, system options, expected effect, customer service center operation and budget share. This project requires beacon facility expansion in order to advance bus fare systems for Gyeonggi-Do intra/inter-city buses, which should be proceeded by stages according to the market conditions. To keep this project sustainable, it is necessary to be driven by government through 「Facility Enhancement Budget for Intra/Inter Bus Subsidy」. This is because it is hard to expect for the private bus companies to invest spontaneously or preemptively. Also it is expected that bus card fare would be increased or other card companies would be excluded in case Loca Mobility(Co) take part in the investment.

The project plans to introduce the tagless fare system for the Gyeonggi-Do public buses and inter-city buses by the end of this year, for all the bus lines in the capital region by 2023, and for the expansion to the subways and light rails by 2025. Followings are essential for the

success of this project; advertisement and event promotion, cooperation networks between city governments, participation of bus companies and transportation corporations, stabilization of related technics and system advancement.

**Keyword** Tagless, Bus Fare Payment System, Beacon, Bluetooth