Rabat and Casablanca wanted a modern ticketing system in record time. We deployed our solutions in a few months. We equipped the tramways of Morocco’s two largest cities with contactless ticketing within the extremely tight deadlines set by the organising authorities.

Rabat and Casablanca, the two main cities of Morocco, are growing fast. Rabat, the country’s administrative capital, has two million inhabitants and is continuing to expand into Salé, on the opposite side of the Wadi Bouregreg. Casablanca, the economic capital, is one of the largest cities in North-West Africa, with over three million inhabitants. Both suffer from severe congestion and pollution connected with automobile traffic. In seeking to remedy this situation, the local authorities have started to reorganise their public transport networks in the framework of ambitious urban development projects, with tramways being the key feature. Rabat inaugurated its tramway in May 2011 and Casablanca did the same in December 2012. To make the service more attractive, the two cities opted for the latest-generation contactless ticketing systems.

The Challenge
The Société du Tramway de Rabat Salé – STRS – and CasaTransports wanted to bring the networks into service very quickly in order to keep disturbance connected with the works to a minimum. This was a stiff challenge, particularly in Rabat, where the tram had to cross a new bridge to reach Salé, as part of a huge development project for the Bouregreg valley. The ticketing solutions had to be deployed within this extremely tight schedule. In addition, in both cities, they had to be potentially interoperable with the systems used on buses once these had been modernised. Lastly, they had to be sufficiently attractive to win over as many users as possible, including the middle classes, who generally travel around the city by car.

The Solution
Xerox deployed state-of-the-art ticketing systems in both cities. The ATLAS® system in Casablanca is 100% contactless, while the solution adopted in Rabat also accepts magnetic tickets for occasional users. Tickets are purchased at automatic vending machines. They can be paid for with coins, but also with banknotes in Rabat and credit/debit cards in Casablanca. To meet the stringent deadlines set by the organising authorities, Xerox sent ten engineers and technicians to the site throughout the commissioning period. They worked in close collaboration with the Moroccan company M2M Groupe, Xerox partner for the two projects.

The Result
Thanks to the operational excellence of the Xerox teams and the reliability of the systems they installed, it was possible to complete the two projects in record time: it took just fourteen months to deploy the ticketing system for the Rabat tramway and eighteen for the ATLAS® system in Casablanca – where it was necessary to install three times as many validators, four times as many automatic vending machines and six hundred platform access gates. Inaugurated on schedule, the country’s first two tramways are now the pride and joy of the local residents: just a few months after being commissioned, the Rabat tramway was carrying 2.6 million passengers a month and the Casablanca tramway 2.8 million, and ridership is steadily increasing. The bus ticketing system is currently being modernised to make it interoperable, so that users can travel anywhere on the public transport networks with a single contactless card.
In a nutshell…
Thanks to Xerox and the ATLAS® system, the cities of Rabat and Casablanca were able to obtain an upgradeable contactless ticketing system in just eighteen months.

Sector: Local authorities

Clients:
• STRS – Société du Tramway de Rabat-Salé
• Casa Transports (Casablanca)

Challenge: Deploy a modern ticketing system within a very short period for the first two tramway lines commissioned in Morocco.

Result: Thanks to the energetic mobilisation of its teams in the field and the partnership formed with local contractor M2M Groupe, Xerox commissioned the Casablanca ticketing system in 18 months and the Rabat system in 14.

Key Figures
Rabat Tramway
Network:
• 19 kilometres,
• 2 lines,
• 30 stations,
• 22 double cars.

Equipment:
• 48 DAS 400 automatic vending machines,
• 440 VPE 412 mixed validators

Casablanca Tramway
Network:
• 31 kilometres,
• 48 stations,
• 33 double cars.

Equipment:
• 200 DAS 400 automatic vending machines,
• 600 gate controllers,
• 1 200 CAS 420 contactless validators (two per gate).

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