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Submission: To encourage the best mode of transport to be used rather than encouraging customers to save money by staying on one mode some ideas are:

1. Make all trips in the city a flat rate e.g. \$1.50. Will encourage people to change from bus to train for inner city trips
2. When changing transport mode, this counts as 0.5 of a trip. Customers can reach their 8 trips faster even though a single journey may be more expensive
3. When customer uses multiple modes - the lower fares are charged at half price