

Non-concessionary Public Transport

An opportunity

Jeremy Meal Director Smart Card and Ticketing Strategies | 29 November 2007



Agenda

Buses only

- Concessions – the story so far
- Smart Trials
- Back to Basics – issues and principles
- Do we have a platform to build on?
- STR research

Concessions on Bus - Background

Concessionary commitments so far

- Northern Ireland – non-ITSO smart card scheme, includes non-concessions and about to evaluate next-generation – 1,500 buses
- Scotland – ITSO Concessions including Youth Card, 7,000 buses being rolled out
- Wales – ITSO Concessions, 2,500+ buses
- London – ITSO Concessions deferred for 2 years [remain on Oyster]
- England – ITSO Concessionary Cards, but bus roll-out a 'local decision'

Smart Trials and Projects – Chronology

Early Trials

- Merseyside Stored Value [Southport]
- First Bradford – commercial and concessions

Legacy Projects [pre-ITSO with upgrade ambitions]

- Cheshire CC – Travelcard and STR
- Notts CC – interoperable concessions
- Southampton City – smart cities

Large Commercial Schemes

- London Oyster – Travelcard and Pay As You Go
- Translink NI – Smartlink Carnet and Travelcard

Some themes

- The two biggest schemes are in non-deregulated areas!
- Ticketing, and whether smart media is appropriate, interacts with the institutional arrangements and fares policy
- Need to be realistic about smart card potential (and note a key paradox)
 - Relative small number of holders are the regular travellers who generate the usages – travelcards, carnets
 - Irregular users need a new product for changing travel patterns – capped STR/stored-value

BUT

- Deregulation has encouraged
 - the rise of Day Tickets branded as operator-own tickets and Returns
 - operator-own travelcards priced below competing multi-modal/multi-operator tickets

Some conclusions

Smart media are appropriate for products with high usage volumes

- Metropolitan area multi-modal/operator travelcards
- Operator-own longer-period tickets
- Limited re-use tickets – eg weekly operator own tickets ('low-cost' media)
- Carnets – more attractive as fare-scales simplify
- STR (stored-value)

Note – STR is becoming the way forward that integrates a potential high user base with pricing flexibility because the media is smart enough to deliver such flexibility – capping, banding, modality

Here's a little problem....

Retailing/Distribution

- Expensive to provide a sales network with smart-card production capability, especially if personalised
- Anonymous cards can be more easily provided.....
- ...and STR can be topped up on the bus
- World trend is away from retailing and ticket distribution to auto top-up



The Platform – ITSO + Configurability

“Surely the industry hasn’t invented configurable ITSO products that can be downloaded into an ITSO SAM, without demanding a set of tools for POSTs (eg ETMs) in the hands of the user for configuring the business rules for sales and acceptance of those same products?”

Suppliers are now contractually committed to deliver this functionality under a number of contracts

This means switching on smart products can be as fast as paper



NoWcard (and CIVITAS) STR

Major piece of research undertaken by MVA jointly with operators in the NW of England to examine the viability of STR

Unprecedented co-operation in understanding 'the base case', including costs, and how they may be apportioned between Authorities and Operators

STR capability included in the ITSO-commissioned POSTs [ETM] – now 1,100 out of 1,800 buses live

Technical trial under discussion for early 2008