



# TfN research on smart ticketing-

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# Research objectives – two phases

- The overall aim of the research was to understand current experiences of public transport in the North and the attitudes of those using it (and those choosing not to). In particular the research needed to establish preferences and requirements with regards the future of public transport, specifically in terms of smart ticketing
- To gain a broad understanding of smart technology and a more specific understanding of attitudes towards smart ticketing schemes
  - current awareness and usage / attitudes towards different smart technology and existing smartcard schemes in the north and further afield
  - perceptions of smartcard use for travel on public transport services, and in particular key motivations / barriers for take up, the implications of doing so, and most particularly the effects on use of current / potential ticketing products.

# There is a clear role for a Northern wide smart ticketing scheme

- Current behaviour is as expected. **Passengers are generally satisfied** with the current experience, although **value for money perceptions are more variable**
- **Single mode and paper ticketing is the norm.** Where Smartcards and multimode tickets are used, this tends to be in more urban locations
- **Areas for improvement centre around top of mind, default responses; price and service performance.** It comes back to a need to fix the here and now and improve the day to day experience using public transport
- As seen in both phases of the research, **ticketing is not top of mind or an explicit inhibitor of public transport use.**
- That said, **Smart ticketing is welcomed by a large majority.** It seems like a natural progression give developments in other industries in terms of Smart technology as well as the success of Oyster
- There are **a minority for whom Smart ticketing doesn't appeal** and there is resistance to uptake. However, these are individuals you would perhaps expect this; **over 60s, retired, without smartphones, based in more rural areas**

Communication needs to provide reassurances about effectiveness, ease of use and value for money

- Key elements of appeal with Smart ticketing are the **practical benefits in terms of speed and convenience as well as economic benefits**. Perceived concerns focus on **executional elements regarding the mechanics of the scheme** as opposed to the fundamental principles of smart ticketing
- In terms of the specific mechanics of the scheme there seems **no issue with a registration process and personal profile**. However, **there is concern about linking a bank account** highlighting the need to provide assurances around safety and security
- **A standardised and ideally better value fare structure is desired**. The **PAYG model and fare capping are important** parts of this. Both would alleviate worries about value for money and provide an element of control for the passenger
- **Smartcards are the preferred choice of payment media**, particularly amongst younger passengers living in urban locations, but this probably reflects an element of conditioning

# The brand identity is of secondary interest to the practical aspects of Smart ticketing

- Whilst a **brand identity plays a role, it is secondary at this stage**. Qualitatively there was no clear consensus about the branding. Quantitatively, the majority opt for a Northern wide identity, however a third claim it is more important that the scheme works on a day to day basis than what identity it has
- As seen, **both appeal and likelihood to use increased with simple education about the mechanics of the scheme**. The focus should be on delivering clear statements about how Smart ticketing in the North will work
- Communication needs to provide detail about **day-to-day scheme operation and reassurance on robustness and reliability**. Key benefits to stress :
  - **Practical improvements** in terms of simplicity and multimodal capabilities
  - **Financial advantages** in terms of value for money