



Draft Guidelines "Smart Ticketing"

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What is smart ticketing ?

*Ticketing System has been originally developed
to collect transport fares and control / reduce fraud.
Starting point remains the PT policy fare !*

"Smart" stands for integration of services & new technologies.

Smart Ticketing a basket for several tickets / services ?

*If you start by thinking about an integrated policy fare ...
you will need ONE ticket for your journey.*

*If you didn't manage to get an integrated policy fare ...
you will need ONE basket to put several tickets.*

Main issues of Smart Ticketing :

*Propose complementary services to users
in relation with their mobility.*

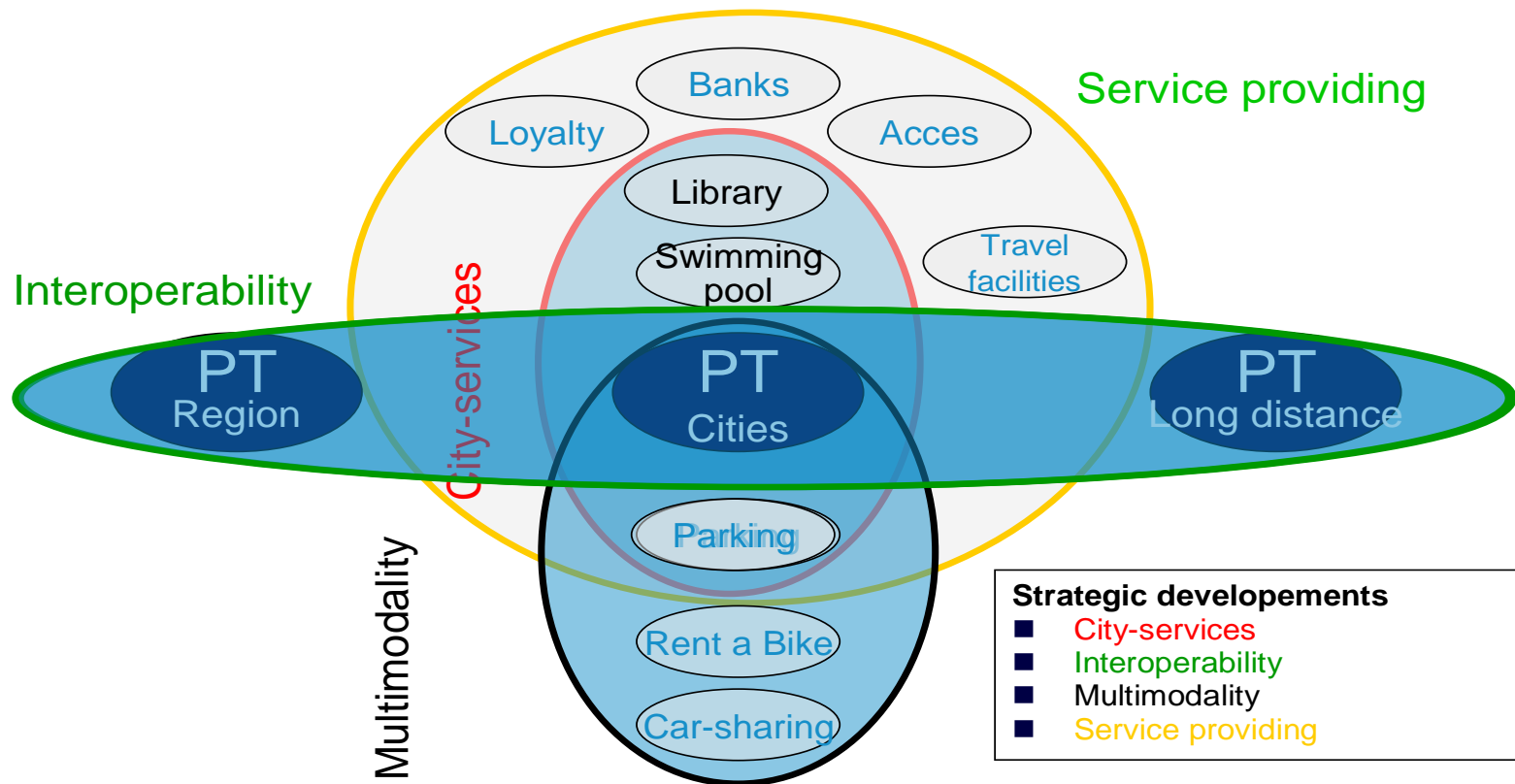
*Modify relationship between PT user and his/her ticket.
Modify relationship between PT operator and its ticket.*

*Improve overall efficiency, accessibility and image
of PT network as also the depth of
data created through usage.*

Potential implementation choices :

- 1/ Using a dedicated application and support
Smart Cards – Dongle / USB Key – NFC Phone*
 - 2/ Based on the virtualisation of tickets
Electronic Tickets (SMS – e-mail – Tag)*
 - 3/ Based on secure identity and back-office processing
Contactless Bankcards e.g.*
- Whatever the ticket itself is more and more personalised !*

A multimodal / multiservices approach :



Identification of main stakeholders :

- 1/ *Clients : that could be frequent PT users or occasional travellers*
- 2/ *Scheme providers : organisations that are responsible for the "ticket application"*
- 3/ *Industrial Suppliers : the ones that would provide the ITS solution*
- 4/ *PT Authorities & PT Operators : that define & provide the PT service*
- 5/ *Banks & Mobile Phone operators*
- 6/ *others : Lobby & Media*

Benefits of Smart Ticketing :

- 1/ *Integration of services in a single media*
- 2/ *Facilitate the interoperability between different PT networks' systems*
- 3/ *Deep modification of the distribution process :*
 - *reduction of distribution costs*
 - *smart payments & remote selling over the Internet*
- 4/ *Reduction of dwelling time (25%) ...
increase of PT commercial speed*
- 5/ *Reduction of maintenance costs ...
because less mechanical components*

Impact of Smart Ticketing :

- 1/ Contemporary image of the PT service ...
Smarter Public Transport !*
- 2/ Integration of other services ...
Promote other mobility services !*
- 3/ Easier access to fare information ...*
- 4/ Easier remote sales ... reduce queuing in selling points !*
- 5/ Integration of privacy protection*
- 6/ Impact on PT organisation and interfaces
with other stakeholders !*

Some recommendations (1/2)

- 1/ Smart Ticketing is not the replacement of trad. Ticketing
Needs to identify features & functions to be implem.*
- 2/ Smart Ticketing offers new choice of distribution channel
Increase speed, power and flexibility for final users*
- 3/ Smart Wallets and possibility to implem. post-payment
A new relation between the client and his ticket*
- 4/ Marketing issue & public support in order
to promote new benefits with simple messages*

Some recommendations (2/2)

- 5/ Integration with travel info. & traffic mngmt
can better ensure highest users expectation*
- 6/ Organisational and legal issues to overcome
geographical barriers and ensure a EU scheme*
- 7/ Protection of data privacy is a fundamental requirement
for the acceptance by the final users*
- 8/ Adopt standard & off-the-shelf technology
There are available and addressed by industry*

Thank you for your attention !

Contributions to the Smart Ticketing sub-group :

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