

## Aberdeen City and Shire Fares and Ticketing Action Plan 2017-2022

ACC= Aberdeen City Council; AC = Aberdeenshire Council

Timescales: Short-term = by April 2018; Medium-term = by April 2019; Long-term = by June 2022

Action	Benefits	Time-Scale	Responsibility	Comments	Status July 2017
<b>1 Supported Bus Service Fares</b>					
1.1 Review supported bus service fare structures to identify any desirable opportunities to further simplify.	Ease of issue; Ease of promotion. Potential to assist in implementation of multi-operator tickets and any on-street ticket machines	Short to medium term	AC ACC	Be aware that simplification may create significant 'jumps' in fare levels. There may be 'winners' and 'losers' upon implementation.	<b>Ongoing.</b> AC – to complete review prior to tendering services in 2018 and 2019.  ACC – To be considered in conjunction with the Council's policy on supported bus services in Autumn 2017
<b>2 Supported Bus Service Tickets</b>					
2.1 Review range of return and other multi-journey tickets. Set attractive and simple levels of discount.	Encourage greater passenger use	Short to medium term	AC ACC	Be aware that differential discounts between supported and commercial services add to operational complexities and passenger confusion.	<b>Ongoing.</b> AC – to complete review prior to tendering services in 2018 and 2019.  ACC – To be considered in conjunction with the Council's policy on supported bus services in Autumn 2017

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<b>3 Multi-Operator Smart Ticketing</b>					
3.1 Provide support for the introduction of smart GrassHOPPER tickets: (i) Student Day and Weekly Passes; and (ii) Adult and Student 28-Day Passes.	Reduce cost of multi-operator travel; potential improved boarding times; improved passenger convenience and ease of use; potential improved information for transport planning; improved image for public transport; and potential to assist with modal shift.	Short term	AC ACC Nestrans	AC to: Update ETM back-office software, revise procedures etc on behalf of smaller operators. As Scheme Administrator, update documents, procedures and marketing as necessary. (Also refer to sections 5 & 6).  AC & ACC to participate in GrassHOPPER Management Committee.  All to provide funding as appropriate.	<b>Ongoing.</b>  Operators and AC working towards introduction of: Student Passes in Summer 2017; and 28-Day (Adult & Student) Passes in early 2018.
3.2 Facilitate the sale of GrassHOPPER tickets via other modes.	Customer convenience and potentially more seamless travel.	Short term	AC	Day and Weekly Passes can be sold onto ScotRail smartcards from 31 May 2017.	<b>Ongoing</b>  Discussions continuing with NorthLink Ferries.
3.3 Provide support for the introduction of additional smart GrassHOPPER products.	As 3.1 above.	Long term	AC ACC Nestrans	As 3.1 above.  Tickets not yet identified.	<b>N/A</b>

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<b>4 E-ticketing</b>					
4.1 Investigate options and benefits of smart ticketing for travel bursary students at North East Scotland College (NESCOL). Deliver if appropriate.	Potential to reduce back office processing time	Short to medium term	AC ACC	The potential replacement of paper tickets with smartcard passes using NESCOL matriculation cards.	<b>In progress</b>
4.2 Investigate options and benefits of smart ticketing opportunities for Council staff	Financial benefits for Council staff could encourage greater use of public transport. May reduce back office processing time	Short to medium term	AC ACC	This could involve business travel and/or salary sacrifice personal travel	<b>In progress</b>
4.3 Introduce smart ticketing for Council staff if appropriate.	As 4.2 above.	Medium to long term	AC ACC	Dependent upon outcome of 4.2 above.	<b>N/A</b>
4.4 Monitor commercial ticketing developments and identify options and benefits of developing initiatives for other operators.	Potential to increase convenience for passengers. Potential to improve attractiveness of public transport.	Short to long term	AC ACC Nestrans	First and Stagecoach are increasing their customer options including mobile ticketing, apps and e-purse.  First introduced on-bus contactless payments in summer 2017.	<b>Ongoing</b>
4.6 Consider opportunities to	Potential to improve attractiveness of	Medium to long	AC ACC	MaaS initiatives, such as the Whim app in the West	<b>N/A</b>

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include ticketing within any local Mobility as a Service (MaaS) initiative	public transport.	term	Nestrans	Midlands, are more likely to succeed in urban environments.	
4.5 Ensure smaller operators can participate in any Scotland-wide ITSO compliant interoperable e-purse.	Increase in passenger convenience due to reduced need to carry cash.	Long term	AC ACC Nestrans	Awaiting development by Transport Scotland.	<b>N/A</b>
<b>5 Administrative Issues</b>					
5.1 Investigate the provision of a Card Management System (CMS) for use by smaller operators to enable on-line sales, e.g. of GrassHOPPER tickets.	Potential to improve customer service, e.g. convenience of being able to purchase tickets at any time, replacement of lost/stolen period passes.	Medium to long term	AC	A CMS will support the development of longer-term tickets, e.g. 28 Days, through action listing and hotlisting.	<b>In progress</b> Discussions ongoing with Transport Scotland
5.2 Introduce a CMS for smaller bus operators	As per 5.1 above.	Medium to long term	AC	As per 5.1 above.	<b>N/A</b>
<b>6 Information and Promotion</b>					
6.1 Promote and	Greater passenger	Medium	AC	Continue to work with	<b>Ongoing.</b>

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publicise multi-operator tickets and single operator discounted ticket products where applicable.	knowledge of available ticketing options; improved perception of value for money	-term	ACC	partners to promote Grasshopper throughout the region. Explore opportunities to tie in with other local organisations as appropriate (e.g NHS, AECC) Include promotion of fares and ticketing in promotion of supported local bus services.	