

Strategy -

3e Fares and Ticketing Strategy

---

---

- Purpose of Report

The purpose of this report is to present to the Board the draft Fares and Ticketing Strategy for consideration. This draft strategy has been prepared through discussion at the Local Authority and Bus Operator Forum (LABOF) which includes representatives from Nestrans, the two Councils, First and Stagecoach.

- Background

The need for a joint fares and ticketing strategy that addressed the issues of integrated ticketing and smart ticketing was identified through feedback from a variety of different sources including the annual bus passenger satisfaction survey, consultation with stakeholders through the North East Transport Consultative Forum, feedback directly to bus operators and through Council run consultation forums and questionnaires. The issue of multi-operator tickets and smartcard ticketing is one that is raised frequently.

A LABOF task group was established to progress issues relating to fares and ticketing and in particular to develop a Draft Aberdeen City and Shire Fares and Ticketing Strategy. Preliminary discussions have also taken place regarding possible integrated ticketing arrangement(s) and the best way to deliver such ticketing products.

An Executive Summary of the proposed Strategy is provided in Appendix A, whilst the Draft Aberdeen City and Shire Fares and Ticketing Strategy forms Appendix B to this report.

Given the potential benefits of cross-boundary integrated ticketing and potential economies of scale in relation to e-ticketing it is considered that integrated and smart ticketing is best progressed at a regional level, rather than by any individual authority.

The Draft Strategy: outlines the complex and restrictive legislative background to integrated ticketing; describes the current individual and multi-operator ticketing products that are available; discusses the potential benefits of integrated and smart ticketing; highlights examples of leading practice; and, details an Action Plan to deliver the Strategy's aim and objectives.

Given the significant constraints placed upon transport authorities and operators in promoting integrated multi-operator ticketing arrangements and products, the Actions identified are considered both desirable and, importantly, deliverable. Short, medium and long term Actions are proposed reflecting the priority and complexity of the issue to be addressed.

- Recommendation

The Board is recommended to approve the draft strategy and refer it to the two Councils for their consideration and approval.

KM 30 Mar 2012