

TREN/A4/124-2/2009 Study on Public Transport Smartcards – Final Report

Key Recommendations

Key recommendations from the Study include a programme of measures by the European Commission (EC) to encourage greater adoption of smart ticketing within public transport.

A Vision and Action Plan involving the EC with key stakeholders will provide the necessary strategic guidance and help secure the 'institutional' support required to underpin the development of integrated smart ticketing.

Putting the Plan into action will require continuing engagement by the EC with those designing, implementing and operating schemes. Enhanced networking between stakeholders and the sharing of best practice, demonstrated projects and proven cost / benefit analyses, should all help in making the Vision of integrated smart ticketing a reality. The development and application of model designs, institutional / operational frameworks and quality indicators should also help in bringing forward the process of integration, with a potential for a common 'brand'..

Overall, such actions are likely to deliver a net benefit to the European Community, although some 'rebalancing' of costs between partners within the value chain, including the EC providing additional funding / including some up front 'pump priming' monies to support the business case for change will most likely be required.

The specific actions recommended, to provide strategic leadership in the development and roll out of smart ticketing include:

- Conducting detailed assessments of schemes, identifying and facilitating the sharing of best practice;
- Setting out 'model' scheme designs, business cases and model agreements between partners;
- Engaging with key stakeholders, and supporting relevant research into new technologies, seeking / supporting technological convergence;
- Providing incentives through the funding of seminars and workshops to stimulate further public and private collaboration, investment and delivery;
- Ensuring the right 'tools' are available (scheme architecture, standards and specifications) and encouraging their use.

The effectiveness of the funds directed towards these actions should be reviewed, after a period of 3 years to, confirm the appropriateness of this approach. Subject to the results of this later review, the EC should reassess / reconsider the merits of additional actions that might be taken. These would include:

- Providing additional funding for schemes that conform with the EC's Vision and Plan for smart ticketing, in particular schemes which include the delivery of relevant, enhanced user data / information
- Developing model Framework agreements for the supply of services and equipment
- Producing a Privacy Impact Assessment approach and related guidance, as a 'seal of approval' for schemes which comply with appropriate standards.
- Including smart ticketing requirements in all newly let franchises