# ARE MULTI-OPERATOR TICKETS NEEDED?

Between May and July 2004  DHC and Atkins reviewed the needs and opportunities for developing multi-operator tickets (MOTs) based on user needs. The work was commissioned by DfT as part of a work programme being overseen by the National Bus Partnership Forum. The focus of the work was on bus, bus integration with rail, tram. Other modes were also included when relevant to bus ticketing.

The research team contacted many local authorities and operators to discuss experiences of current schemes and any new proposals. A database of existing schemes was developed and summarised in terms of MOT:

- Pricing
- Marketing
- Market share
- Re-imbursement
- Technology

The research showed that MOTs are important tools for marketing public transport and widening its attractiveness to more people.

In particular MOTs:
- May be a more suitable product for corporate purchase e.g. as part of workplace travel plans
- Can attract new bus travellers by reducing uncertainty about paying for bus travel
- Widen availability of bus tickets generally with a potentially greater number of sales outlets prepared to sell MOTs.
- Are perceived positively by users and non-users and could act as an incentive/ benefit for users to move to smartcard ticketing technology.

The scoping study has been completed and further work is being undertaken to investigate successful schemes across the country and to understand in more detail the factors affecting user perceptions and success locally.

## TYPES OF PUBLIC TRANSPORT TICKET

| Criterion | Types available |
|---|---|
| Geographic coverage | Service specific |
| | Local area |
| | Specified zones |
| | Regions |
| Modes | Bus |
| | Tram/metro/etc. |
| | Train |
| Period and restrictions | Service specific |
| | Defined hours |
| | Day |
| | Multiple days |
| | Week/month/annual |
| | Restricted to off peak |
| | Night service restrictions |
| People | Child |
| | Student |
| | OAP |
| | Adult |
| | Club/group/organisation/employer restricted |
| Operators | Single operator |