

# Capturing More Value from Transport Delivery



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DHC and Loop Connections

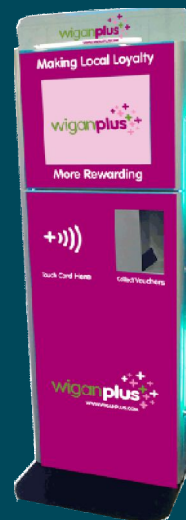
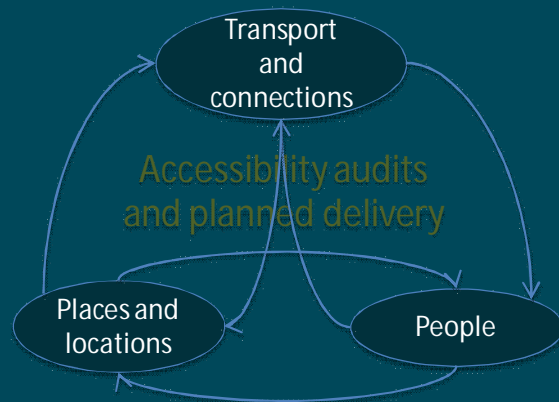
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# Making Connections

- Identifying the value...and willingness to pay
- System design ...making paying easier
- Practical examples and technology toolkits



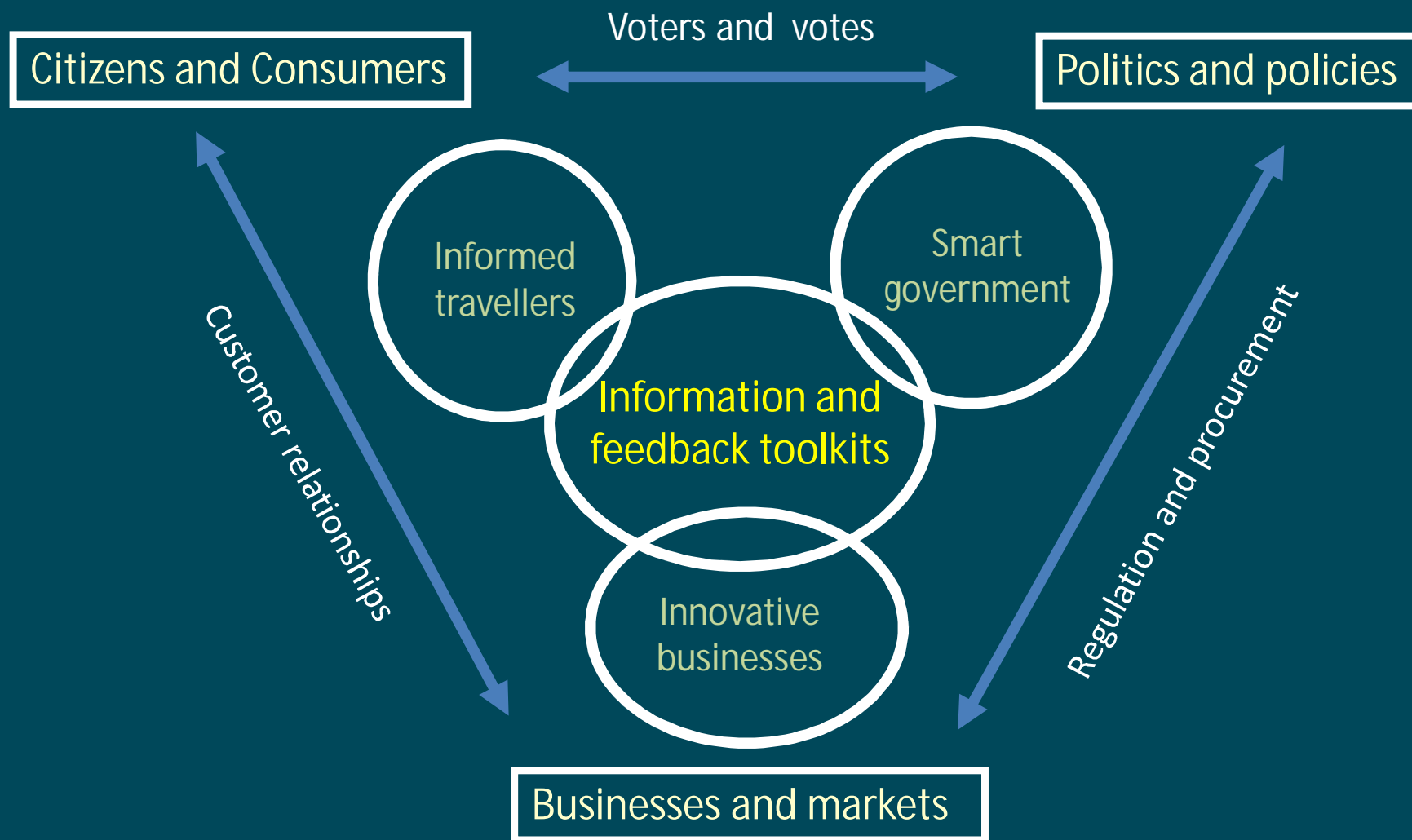
# People are both citizens and consumers -

economic, social and environmental progress requires that we close the behavioural and funding gap between these perspectives

	Citizen	Consumer
<b>Motivating factors</b>	Reasons and values	Preferences and desires
<b>Decision making structure</b>	Politics and debate	Market based mechanisms (public or private) eliciting and aggregating individual preferences
<b>Benefits and costs</b>	Public interest and the common good (£20bn)	Satisfying individual preferences (£200bn)

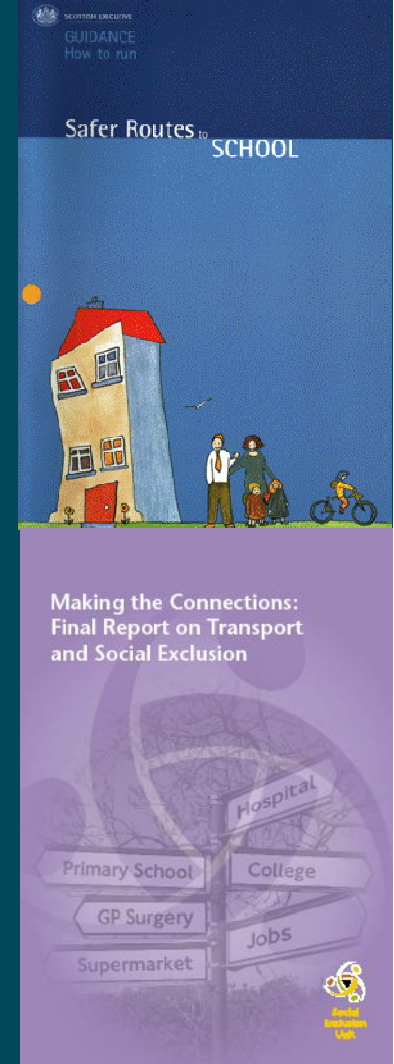
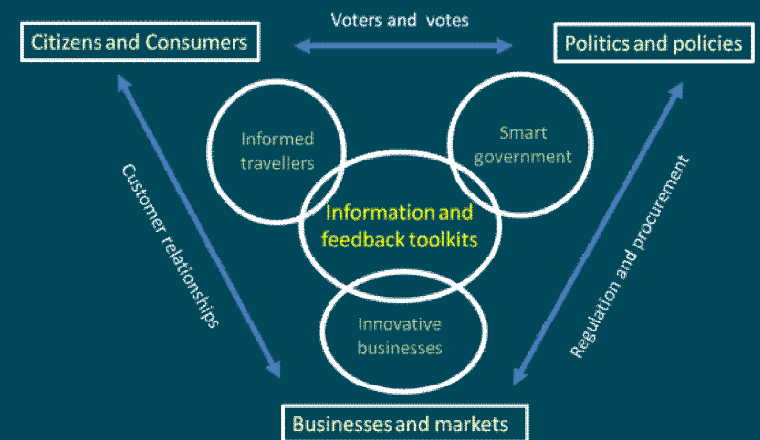
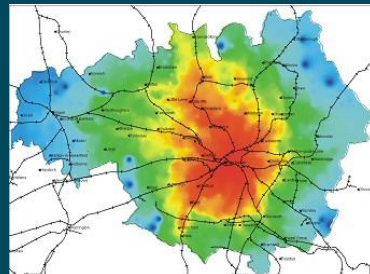
Information and marketing are associated with consumer choice but sustainable solutions also need to be marketed

# Information and Feedback Loops



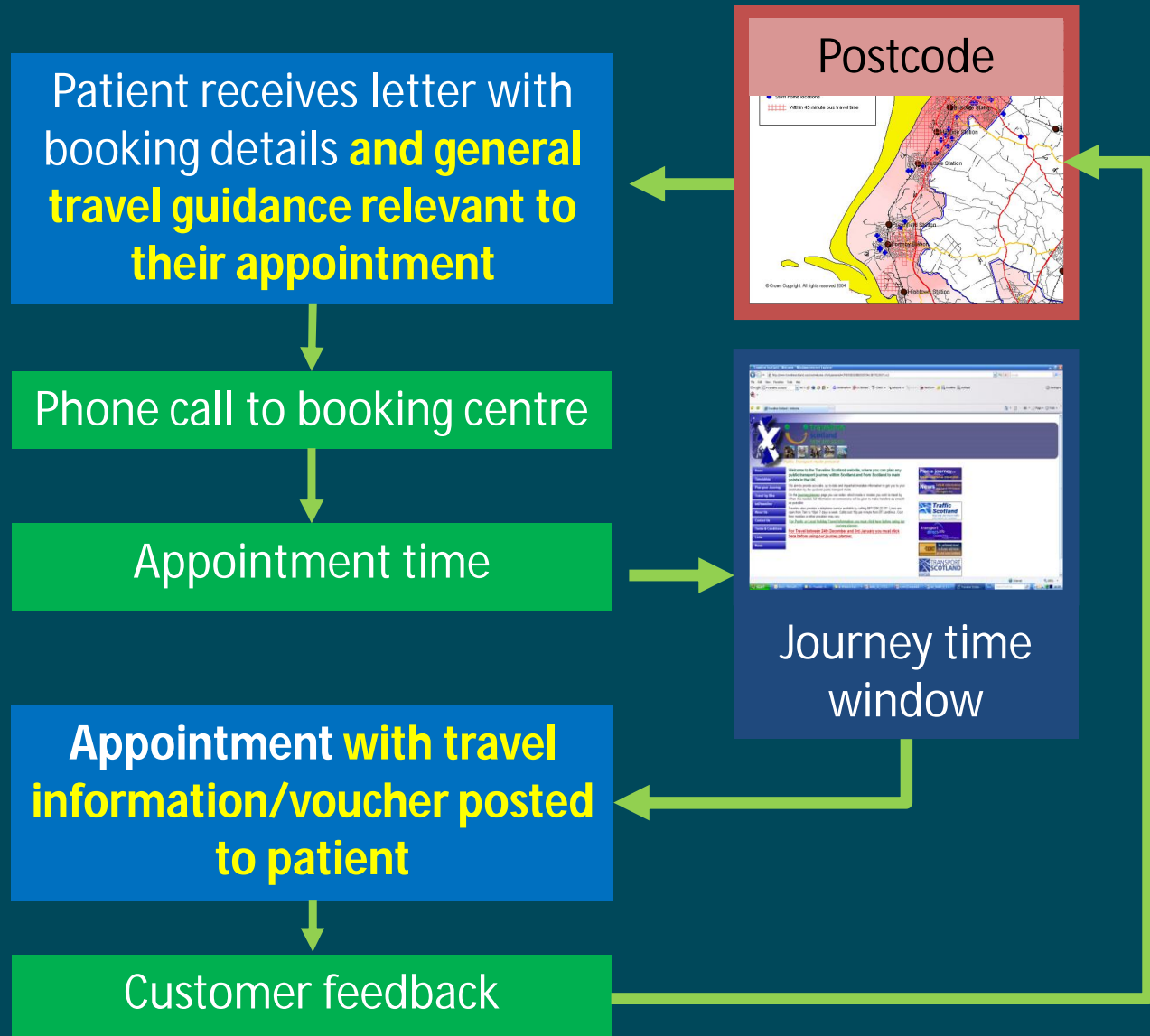
# Delivering for People - System Design

- Clarifying accountabilities
- Identifying capabilities and needs
- Organising and funding delivery
  - Technology to reduce costs



# The Glasgow Hospital Loop

Which community transport, taxi, public transport and parking costs should the NHS pay for?





# The Wigan Shopping Centre Loop

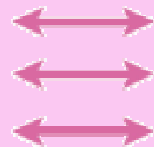
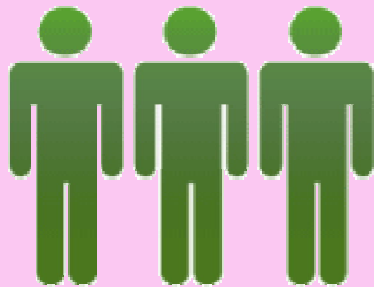
## Accountability

Partner infrastructure  
and branding

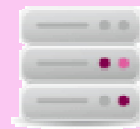
## Organising Change

Customer behaviour is  
relatively easy to change in  
small steps

### Partners



### The Platform

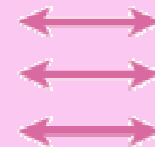
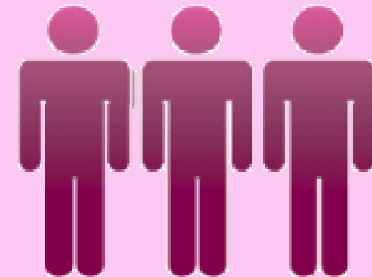


Server

Smartcard

wiganplus<sup>++</sup>

### Members



## Capability

Forward and backward  
compatible technology

## Connected

Feedback and dialogue  
through facebook page



Mobile



# Making your journeys more rewarding.

Sign up at  
[WiganPlus.com](http://WiganPlus.com)



It's  
**FREE**

Or call in to the  
WiganPlus community  
hub in the Galleries

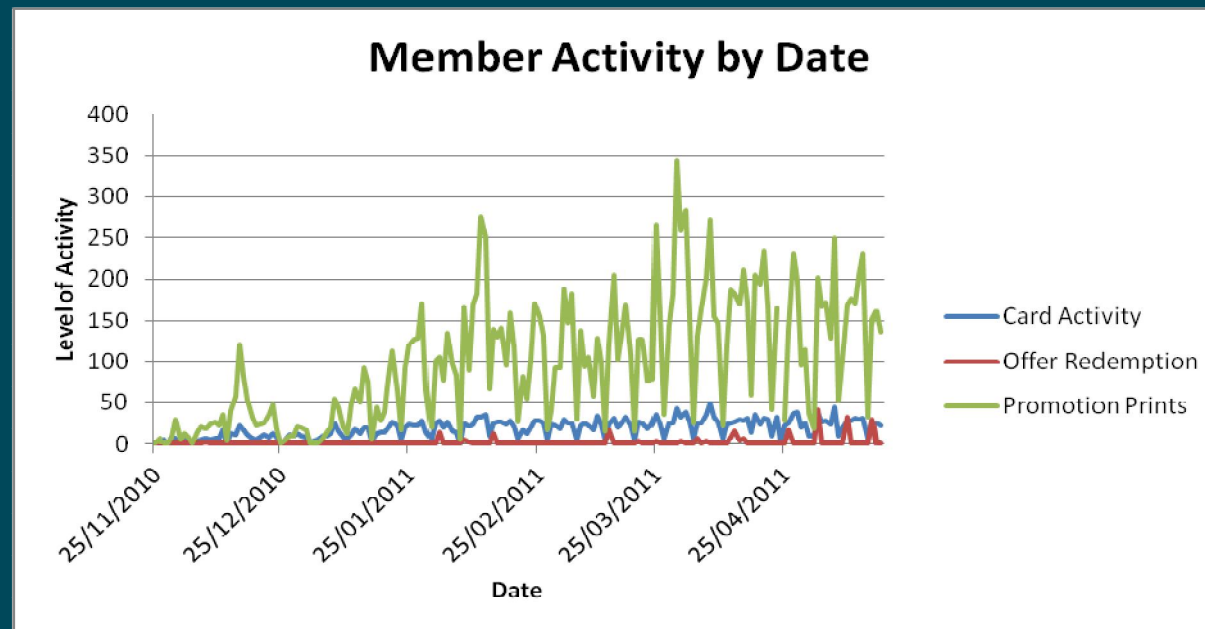


Travel into town by bus? Join WiganPlus today  
and get exclusive offers just for you.



# Relationships in Wigan

- Building trust – business community, council, NHS, sports, leisure, retail
- Bus and parking offers are more popular than retail offers – rewards chains to ration demand
- 50% of members would have gone elsewhere
- Integrated offers have more impact



# Adding Value in Partnership



# Information and Data Networks

## Data Sharing Networks

Mapping, networks, customer feedback, service locations, offers, travel speeds

## Campaigners

Promotion, marketing, niche market data

## Transport Operators

Patronage data, travel patterns, service performance

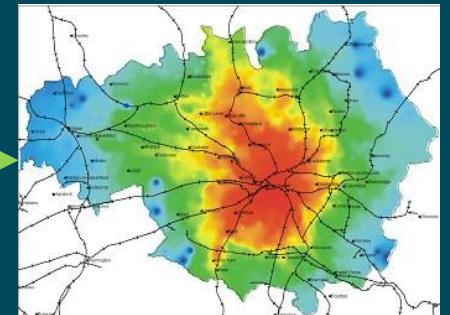
## Public Authorities

e.g. LATIS, Traveline

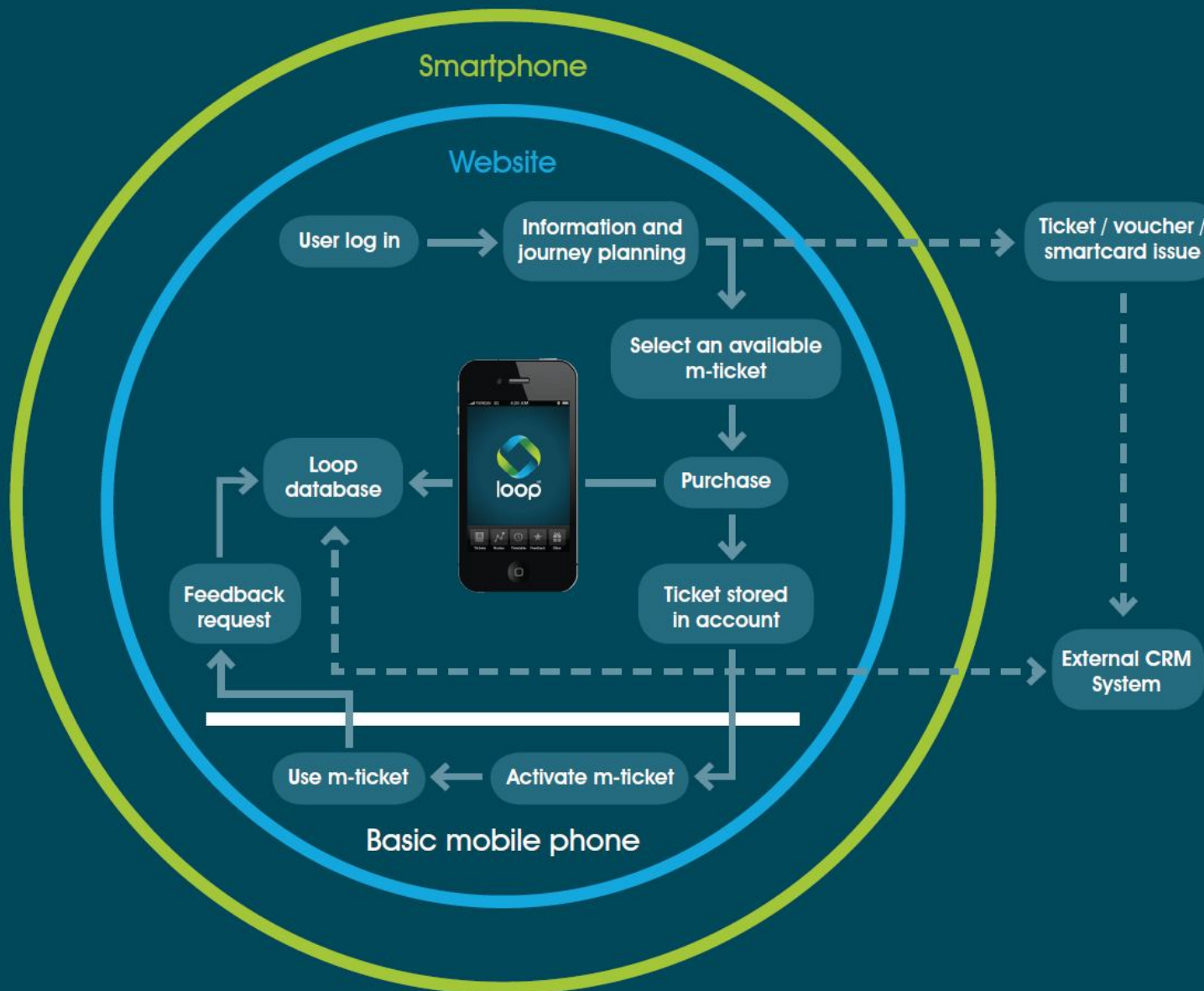
## Adding Value with Smarter Choices



## Informed Place making



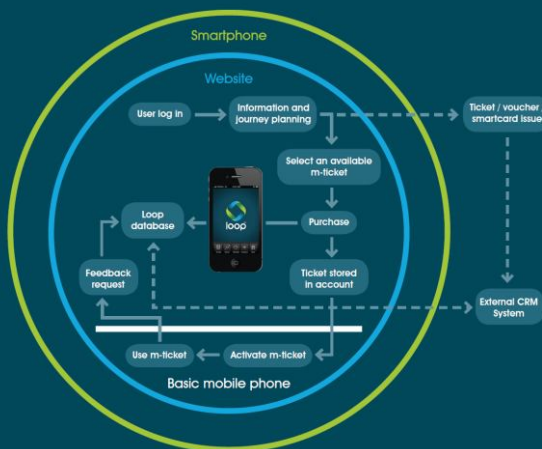
# Plug in for Connected Convenience



- An additional sales channel
- Link ticketing on multiple modes
- Convenient customer feedback
- Relevant timely information
- Delivering travel plan incentives
- Personalised travel marketing
- Managing customer rewards

# Add Value - Join the Loop

- Dynamic customer information
- Secure smart ticketing
- Rewarding profitable choices



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