

Detailed Appraisal		D9: Integrated Ticketing						
Estimated total Public Sector Funding Requirement:		<i>Capital Costs/grant</i> <i>Annual Revenue Support Present</i> <i>Value of Cost to Gvt</i> <i>BCR/PVB</i>				£50m - £100m £1m - N/A		
Summary Impact on STAG Criteria	Environment Safety Economy Integration Accessibility and Social Inclusion	---	--	-	0	+	++	+++
(Judgement based on available information against a 7pt. scale.)								
Intervention Description:								
<p>This intervention involves the development of a national, integrated ticketing system for all modes of public transport and would support the objectives to promote seamless travel, improve the competitiveness of public transport and improve overall perception of public transport.</p> <p>It is likely that this would be delivered through smartcard technology, similar to schemes operating in London and other European cities, but probably using the ITSO standard (Integrated Transport Smartcard Organisation). The card would allow interoperability across different public transport services over all of Scotland, and would provide a robust, secure system for revenue allocation to operators.</p> <p>Such a system would require investment in fixed validation equipment at terminals and on buses/trams, sales facilities and smartcards and back office systems to undertake revenue allocation and provide management information. Further detailed consideration would be required to determine the type of product used.</p>								
Summary: Rationale for selection								
<p>Integrated ticketing is not an end in itself but a means of achieving the wider policy objectives of the Scottish Government.</p> <p>This intervention would provide greater integration and use of public transport as a real alternative to the car, in line with Scottish Government Key Strategic Outcomes. This intervention also offers the potential to reduce boarding times on bus services, since there would be a reduced requirement for drivers to sell tickets. Evidence suggests that upwards of 80 per cent of bus journeys in London are now made using a smartcard; this may be largely due to significant cost savings to the users of the card.</p> <p>From an environmental stand point, this intervention is expected to have a small positive impact. However, taken together with other proposed interventions there is the potential to reduce the overall level of emissions by encouraging car drivers to use public transport.</p> <p>This intervention could be taken forward in conjunction with those addressing service enhancements and the provision of strategic Park-&-Ride facilities.</p>								

Table D9.1.1 STPR Objectives

STPR Objectives	
<p><u>National Objective 1:</u> To promote 'competitive' inter-urban journey times.</p>	<p>1: Slightly Positive – The provisions made within this intervention would improve interchange and provide a slight improvement in promoting competitive inter-urban journey times. An integrated ticketing intervention could therefore encourage modal shift from car to public transport thus helping to reduce traffic on major roads.</p>
<p><u>National Objective 2:</u> To reduce inter-urban journey time on public transport.</p>	<p>2: Slightly Positive – Providing a national integrated ticketing system would help to reduce inter-urban journey time on public transport. This intervention will help to improve interchange between different modes of transport, thus helping to improve journey times by promoting more seamless travel options. It would also provide high quality data to assist in efficient service planning.</p>
<p><u>National Objective 3:</u> Promote journey time reduction on the trunk road network for prioritised vehicles and users (e.g. HOV, freight, bus) or provide improvements to journey time reliability.</p>	<p>3: Slightly Positive – The provisions made within this intervention would not have a significant effect on promoting journey time reduction on the trunk road network for prioritised vehicles and users (e.g. HOV, freight, bus). However, there may be some improvements to journey time reliability, due to better data, assisting in more efficient scheduling of public transport. An integrated ticketing intervention could encourage modal shift from car to public transport, thus helping to reduce traffic on major roads.</p>
<p><u>National Objective 4:</u> To promote journey time reductions between the Central Belt and Aberdeen/Inverness primarily to allow business to achieve an effective working day between these centres.</p>	<p>4: Slightly Positive – Providing a national integrated ticketing system could help to promote public transport journey time reductions between the Central Belt and Aberdeen/Inverness, primarily to allow business to achieve an effective working day between these centres. This intervention will help to improve interchange between different modes of transport, thus helping to improve journey times by promoting more seamless travel options. Improved journey data could also assist in more efficient scheduling of public transport.</p>
<p><u>National Objective 5:</u> Maximise the labour catchment area in city regions (favouring PT and HOVs and balancing with other policy measures that promote reduction in need to travel).</p>	<p>5: Positive – A national integrated ticketing system will help to maximise the labour catchment area in city regions by helping to improve interchange between different modes of transport across Scotland. This intervention will also help improve bus journey times by reducing dwell times at stops when passengers board. The provisions highlighted within this intervention will help to improve public transport accessibility thus making it more attractive and helping to improve travel between Scottish cities and labour catchment areas surrounding the cities.</p>
<p><u>National Objective 6:</u> Support the development and implementation of the emerging national development schemes.</p>	<p>6: Slightly Positive – A national integrated ticketing system will help to support the development and implementation of the emerging national development schemes, by helping to improve interchange between different modes of transport across Scotland. The provisions highlighted within this intervention will help to improve public transport accessibility, thus making it more attractive to the general public.</p>
<p><u>National Objective 7:</u> Reduce CO₂e emissions per person km.</p>	<p>7: Slightly Positive – This intervention will encourage use of public transport due to improved interchange between various modes of public transport and improved accessibility. This would reduce car use and therefore potentially reduce emissions.</p>
<p><u>National Objective 8:</u> Stabilise total CO₂e emissions.</p>	<p>8: Slightly Positive – This intervention will encourage use of public transport due to improved interchange between various modes of public transport and improved accessibility. This would reduce car use and therefore potentially help to stabilise emissions.</p>
<p><u>National Objective 9:</u> Reduce CO₂e emissions in line with expectations from the emerging climate change bill.</p>	<p>9: Slightly Positive – This intervention will encourage use of public transport due to improved interchange between various modes of public transport and improved accessibility. This would reduce car use and therefore potentially help to reduce emissions in line with expectations from the emerging climate change bill.</p>

<p><u>National Objective 10:</u> To promote continuing reduction in accident rates and severity rates across the strategic transport network, supporting the work of the Strategic Road Safety Plan.</p> <p><u>National Objective 11:</u> To promote seamless travel.</p> <p><u>National Objective 12:</u> Improve the competitiveness of public transport relative to the car.</p> <p><u>National Objective 13:</u> To improve overall perceptions of public transport.</p>	<p>10: Neutral – This intervention would not have any significant effect on promoting a continuing reduction in accident rates and severity rates across the strategic transport network.</p> <p>11: Strongly Positive – This intervention plays a significant role in promoting seamless travel by improving interchange between different modes of transport across Scotland and reducing interchange times. It will reduce the need to purchase a new ticket when changing public transport mode. The provisions highlighted within this intervention will help to improve public transport accessibility thus making it more attractive and helping to improve travel across Scotland.</p> <p>12: Positive – The introduction of a national integrated ticketing system will help to improve the competitiveness of public transport relative to the car by improving interchange between different modes of transport across Scotland, reducing interchange times and reducing bus dwell times. High quality data on journey patterns will assist significantly in the planning of efficient and effective services. The provisions highlighted within this intervention will help to improve public transport accessibility thus promoting modal shift from car to public transport.</p> <p>13: Positive – The introduction of a national integrated ticketing system will help to improve the overall perception of public transport, by improving interchange between different modes of transport across Scotland, and reducing interchange times. The provisions highlighted within this intervention will help to improve public transport accessibility, thus making it more attractive.</p>
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Table D9.1.2 STAG Criteria

STAG Criteria		
Criteria:	Assessment Summary:	Supporting Information:
Environment:	Minor benefit	This intervention could encourage more people to use public transport and therefore reduce trips by car. In turn it could contribute to a minor reduction in transport-related emissions.
Safety:	Neutral	This intervention would encourage some people to transfer from cars to public transport. However, any reductions in accident levels are likely to be negligible.
Economy:	Moderate benefit	<p>Transport Economic Efficiency (TEE): This intervention could provide more seamless interchange between services and therefore reduced journey times. Journey cost could also reduce for journeys using more than one service.</p> <p>Wider Economic Benefits (WEBs): Improved interchange between services could increase labour market catchments for particular areas.</p> <p>Economic Activity and Location Impacts (EALIs): This intervention could improve interchange between services, resulting in an increase in destinations available within a reasonable journey time for particular movements.</p>
Integration:	Major benefit	<p>Transport Integration: A smartcard based ticketing intervention will contribute towards seamless integrated travel as it will reduce the interchange time between services and provide common ticketing for all modes and services.</p> <p>Transport and Land-Use Integration: This intervention would not have any direct impact on land-use but would assist in improving links from some developments.</p> <p>Policy Integration: A strategy on integrated ticketing is currently being developed by Transport Scotland. The Regional Transport Partnerships also support the development of integrated ticketing.</p>
Accessibility and Social Inclusion:	Moderate benefit	<p>Community Accessibility: An integrated ticketing system would help reduce perceived barriers between transport modes and enable selected targeting of groups for discounts/concessions to facilitate social inclusion.</p> <p>Comparative Accessibility: This intervention would benefit a wide range of people, especially those who use more than one mode of transport or service on their trip.</p>

Table D9.1.3 Key Strategic Outcomes

Key Strategic Outcomes (KSO's)		
Objective:	Assessment Summary:	Supporting Information:
Improve Journey Times and Connections:	Moderate Benefit	A national integrated ticketing system would help to improve connections between different public transport modes, thus helping to improve journey times by promoting more seamless travel options, reducing interchange times and reducing bus dwell times. The high quality data on journey patterns would assist in minimising delays between multi-modal public transport journeys through enabling services to be planned more efficiently.
Reduce Emissions:	Minor Benefit	This intervention could encourage more people to use public transport and therefore reduce the volume of trips by car. In turn it could contribute to a minor reduction in transport-related emissions.
Improve Quality, Accessibility and Affordability:	Minor Benefit	The provisions highlighted within this intervention will help to improve public transport accessibility by making interchange between different modes of transport quicker and more efficient. They would also help in the efficient planning of services. This intervention could improve the affordability of public transport services for some users.

Table D9.1.4 Scottish Government's Strategic Objectives

Scottish Government's Strategic Objectives		
Objective:	Assessment Summary:	Supporting Information:
Safer and Stronger:	Neutral	This intervention would encourage some people to transfer from car to public transport. However, any reductions in accident levels are likely to be negligible. It would improve the quality, accessibility and affordability of public transport.
Smarter:	Minor Benefit	This intervention would enhance access to education facilities by improving journeys to these facilities where there is an interchange between modes.
Wealthier and Fairer:	Moderate Benefit	Transfer from car to public transport could result in increased disposable income through reduced travel costs. More efficient planning of public transport could result in reduced subsidies/increased profits. More efficient scheduling of public transport could result in more services. Integrated ticketing could enable selected targeting of groups for discount/concessions, thus providing fairer transport opportunities.
Greener:	Minor Benefit	This intervention would encourage the use of public transport over the private car and would also enable more efficient planning of public transport services, with consequent minor improvements to the local air quality and CO ₂ e emissions.
Healthier:	Minor Benefit	This intervention would improve accessibility to health services by improving journeys to these facilities where there is an interchange between modes. It would also encourage a shift from car to public transport.

Table D9.1.5 Implementability Appraisal

Implementability Appraisal	
Technical:	It is anticipated that there will be no significant technical issues with implementing this intervention.
Operational:	No adverse factors are anticipated to affect the operation of this intervention except in the early stages of implementation.
Public:	Transport Scotland is currently undertaking a consultation on an integrated ticketing strategy and it is anticipated that this would be positively received.