A Critical Evaluation of ITSO Smart Ticketing,

policy, practice and outcomes

The politics of Smart Ticketing



The politics of Smart Ticketing

Overview

1. What is ITSO Smart Ticketing?
2. Aims of the research
3. Literature Review
4. Methodology
5. Perth, Western Australia - Case Study and initial findings
6. England - fieldwork to date and initial findings
7. Conclusions so far ….

The politics of Smart Ticketing

What is ITSO?

- Formerly an acronym for the Independent Transport Smartcard Organisation – now Guardian of the Crown copyright for the ITSO specification
- “an inter-operable smartcard specification and supporting environment” (Blythe, 2004, p51)

What is Smart Ticketing?

- Like Oyster or the Key
- Smartcards are credit card sized pieces of plastic containing an embedded microchip
- Developments in Mobile Phones, EMV and BiBo



The politics of Smart Ticketing

Aims of the Research

- To critically analyse the process and policy delivery of ITSO Smart Ticketing through qualitative research focusing on the insights, views and perceptions of key industry and government personnel.
- To assess the impact of technology on key outcomes of a multi operator, multi modal, smart ticketing project – South West Smart Applications Ltd (SWSAL). The empirical study will specifically monitor boarding times, emissions and passenger use.

The politics of Smart Ticketing

Literature Review

"In the context of the UK Transport Policy Landscape, what are the role and scope of smart ticketing and ITSO?"

- UK Transport Policy – pre 1997 and post 1997
- Governance Framework – DfT and commitment to Partnership working
- ITSO Smart Ticketing
- Oyster in London
- Identification of areas requiring further study

The politics of Smart Ticketing

Methodology

- Philosophical foundations – adoption of a pragmatic approach
- Evaluation Research
- Ethical Research
- Research Methods
  - Interviews with “elite” participants,
  - Focus Groups
  - Pilot Study
  - Case Study
  - Principal fieldwork
- Coding and Analysis
- Timescale

The politics of Smart Ticketing

Perth Case Study

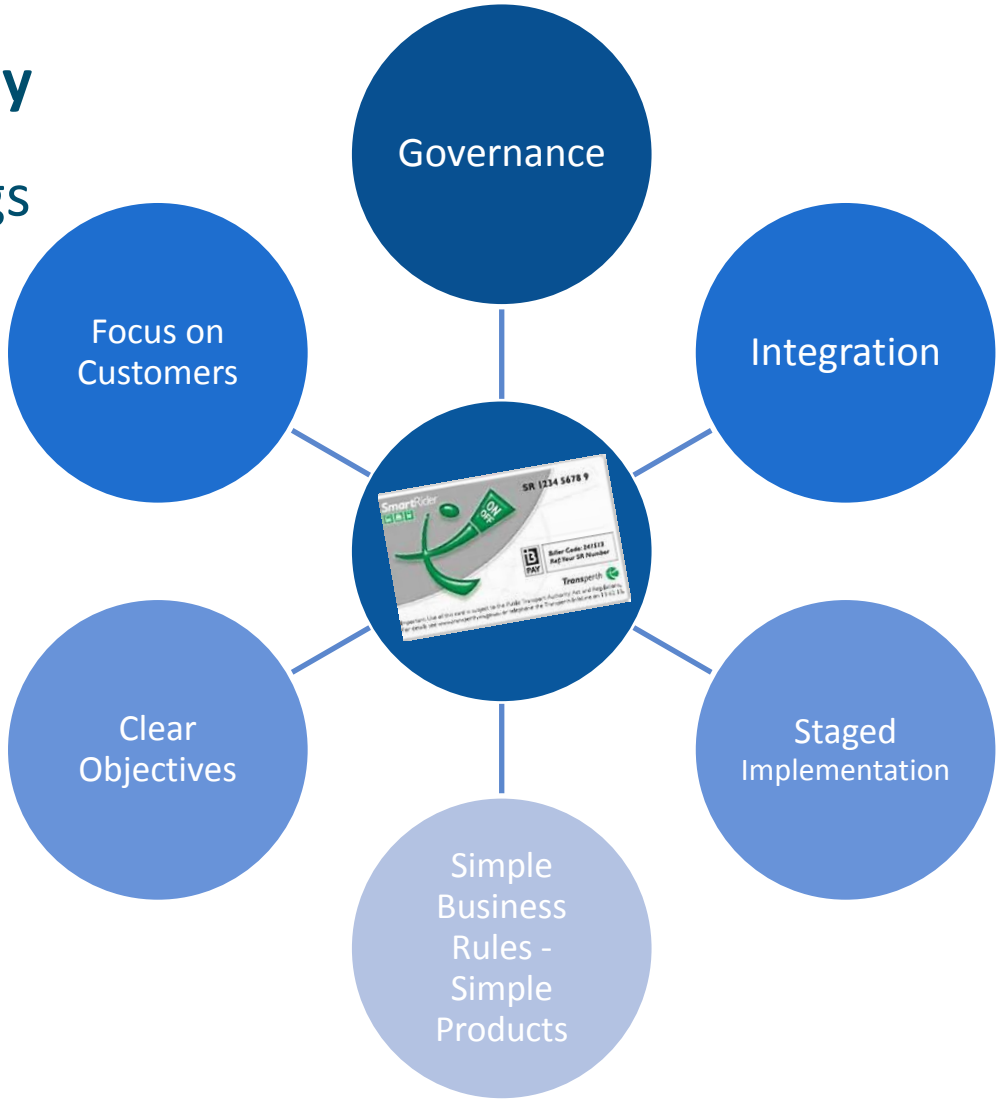
- Preparation
  - Scoping interview
  - Leaflet
- 7 Interviews
- Focus Group
  - Leaflet
  - Web advert



The politics of Smart Ticketing

Perth Case Study

- Initial Findings



The politics of Smart Ticketing

Perth Case Study

> “Clearly they work in other places, smart card systems, where you don’t have a fully integrated structure, I am just saying that’s a free kick, that just makes it so much easier to start with, where you are not arguing with a bus guy, a train guy a ferry guy and then there’s a separate ticketing corporation and a Department of Transport or whatever involved as well. The fact that we have got all that under one roof, that’s the first answer – that integrated structure.”

The politics of Smart Ticketing

England – Fieldwork

- Approximately 50 Interviews
  - "Elite" participant identification
    - Bus Operators, Local Authorities, Suppliers, Consultants, DfT, TfL and Academics
  - Geographical clusters
  - Emails and more emails
  - Appointments
  - Leaflet
  - Positionality of interviewer
  - Interview Guide



The politics of Smart Ticketing

England – Fieldwork

- Initial Findings



The politics of Smart Ticketing

England – Fieldwork

- Nvivo Top Tips Word cloud



The politics of Smart Ticketing

Governance

> We need to have some more teeth linked to the fat controller who is in charge idea, and somebody needs to settle some of the big pictures about ticketing …. what is, if any, the national perspective on national interoperability.

> Maybe they all need someone (speaking off the top of my head) from the DfT to actually start all these schemes off and make sure – almost like a smartcard Ombudsman – just to make sure they conform.

The politics of Smart Ticketing

Clear Objectives

> The main thing is to be absolutely clear what your objectives are, that is the first thing and part of that I guess is be absolutely clear what it is, what it is going to do for your users, your customers and for people who might be persuaded to use you

> You need to be absolutely clear on your objectives

The politics of Smart Ticketing

Partnership Working

“First of all I think you have got to have in partnership – you need history, you need to be able to draw on things that you trust.
Secondly to change, you still need to have bravery, to test that partnership”

“I don’t think you should ever work in partnership with anybody unless you understand what you get from it, what you are giving up and what you are getting in return”

The politics of Smart Ticketing

Conclusions so far …

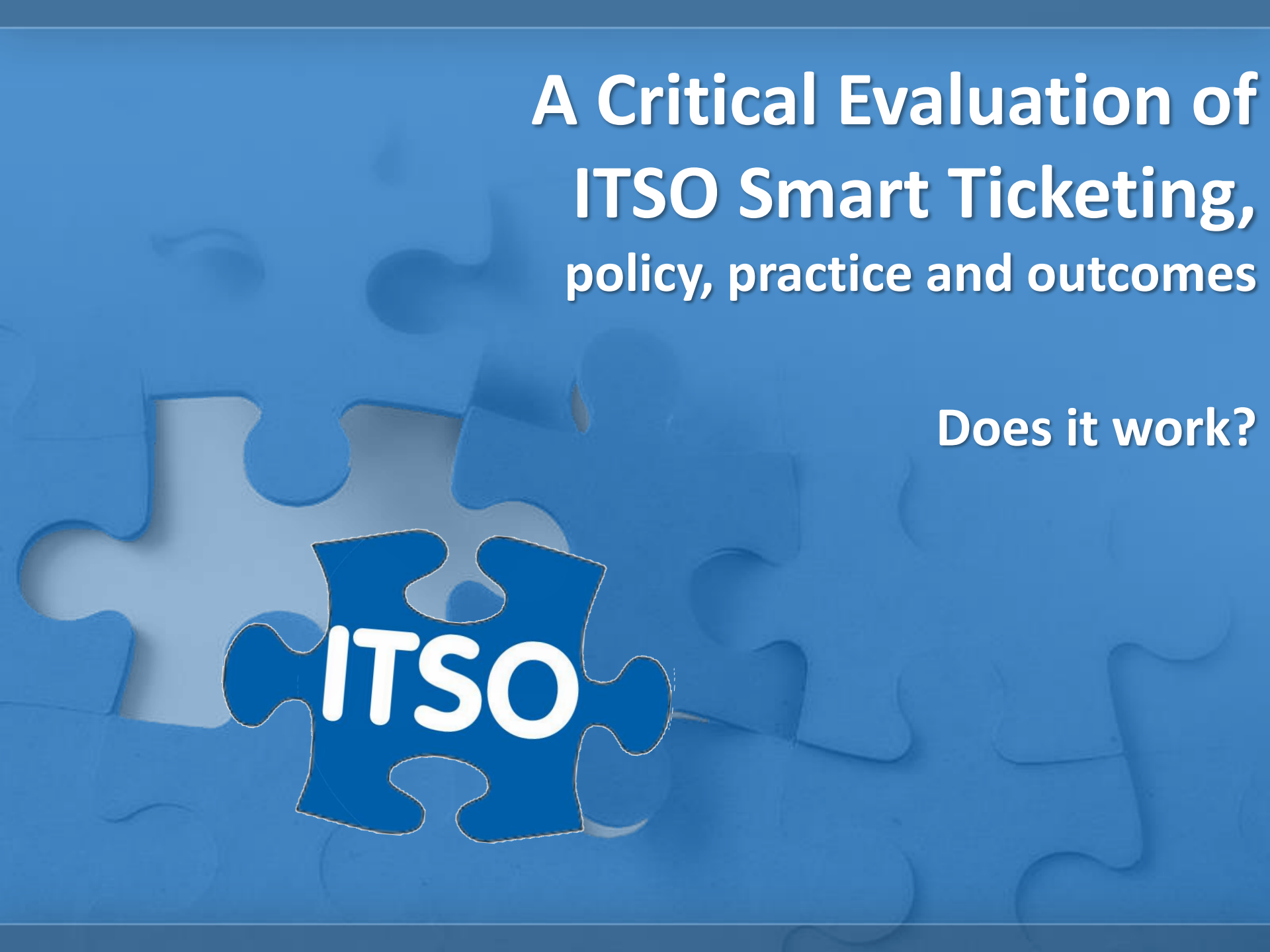
> “The deregulated bus industry is now so complex that the straightforward, low-tech solutions in place elsewhere for many years simply won’t work in the face of our plethora of disintegrated operators and equipment suppliers. Other than in Transport for London’s (TfL) regulated system, bus operators will generally not work together to offer a reasonably priced integrated ticket option.”

(Shaw and Docherty, 2014, p3)

A Critical Evaluation of ITSO Smart Ticketing,

policy, practice and outcomes

Does it work?



Thank you

Any questions?

The politics of Smart Ticketing

References

Blythe, P. T. (2004) *Improving public transport ticketing through smart cards.* Proceedings of the ICE - Municipal Engineer. vol. 157.

Shaw, J. (2014) *The transport debate.* ed. Docherty, I.,