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**THE SIGNATURE TEAM**  
FOR PUBLIC TRANSPORT

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**SYSTRA**

# OVERVIEW

**THE SIGNATURE PUBLIC TRANSPORT TEAM AT SYSTRA UNDERSTAND EVERY ASPECT OF PASSENGER TRANSPORT OPERATION, FROM FARES STRATEGY AND TICKETING TECHNOLOGY TO THE MASTER PLANNING OF BUS SERVICES AND RESTRUCTURING OF OPERATOR BUSINESS MODELS. THE DEPTH OF OUR EXPERIENCE MEANS WE ARE UNIQUELY POSITIONED TO HELP FIND PRACTICAL SOLUTIONS TO THE TRANSPORT CHALLENGES OF TODAY AND TOMORROW.**

## **OUR EXPERTISE**

Our highly skilled team have extensive hands on expertise in designing, managing and delivering public transport services within both the private and public-sector environment and several individuals have worked in all of these sectors bringing insight and perceptions which can only gained with that experience.

This blend of skills, expertise and knowledge means we are ideally placed to provide support to local and central government, regional bodies and transport operators.

In addition to these skills we can draw on the significant resources and skills within SYSTRA to cover issues around air quality, demand and revenue forecasting and traffic management and highway design.





# BUS OPERATIONS



SYSTRA have a complete understanding of the challenges as well as the opportunities faced by passenger transport operators and managers who find themselves under considerable pressure in an increasingly challenging economic environment.

Our dedicated team, several of whom come from the bus industry have direct experience of network design, scheduling tendering and franchising. These are all critical elements in ensuring that public transport continues to not only provide accessibility for those that have no alternative but also provides an environmentally sustainable alternative to the car.

SYSTRA have developed our own strategic planning tool ItSim that allows routes and networks to be designed and costed with estimations of potential patronage based on access to stops. Our experience can help you understand the unique cost profiles of your routes and the affect of service changes on your networks. We also use GIS mapping to highlight pinch points in networks to ensure all routes preform to maximum capacity and profitability.

It is unlikely that public transport networks as we knew them before the COVID-19 crisis will look the same in the future. Many previously commercial routes will no longer be viable, and operators will seek to redraw their networks to ensure the viability of what remains. Local authorities will have a far greater role in providing the network through supported services and this will need to be done efficiently to maximise the use of resources.

Whatever the circumstances, SYSTRA can help to deliver the chosen solution because we have people with experience of managing transition and the confidence that comes from a long track record of successful implementations.



# FARES STRATEGY, TICKETING AND INTELLIGENT TRANSPORT TECHNOLOGY



SYSTRA have unrivalled experience in fares strategy, payments and ticketing technology advice. Our team of ticketing experts have worked for over 20 years providing support and a range of services from strategic advice on ticketing and fares policies to the introduction and delivery of multi-operator and multi-model ticketing agreements, zonal ticketing, revenue forecasting and more recently contactless payment.

SYSTRA have considerable experience of helping to develop fares policies and ticketing strategies that help towards integrated transport networks by allowing greater freedom to make multi-modal journeys whilst at the same time ensuring that revenue levels are protected and can be properly allocated between operators. We work with many major schemes to help design new fares and tariff structures and have the capabilities to model these to evaluate the impacts of changes both network change or tariff structures.

In addition to product strategy and definition we work closely with clients to turn these into operational products based on a range of technologies that include ITSO, QR codes and contactless payment. Increasingly we are involved in the concepts around both Account

Based Ticketing and Mobility as a Service and are helping our clients to explore how these concepts can deliver a better customer experience when using public transport.

Our technical advice covers all stages of schemes ranging from feasibility and business case advice, through specification, procurement and contract award to implementation, testing and validation. Our hands-on technical experience can also provide the support and expertise to help local authorities and operators to test and implement modern ticketing and information management systems in a manner that ensures that their own staff can gain knowledge and experience to work with the equipment on a day to day basis.

# CONCESSIONARY TRAVEL

Our Concessionary Fares team have been responsible for defining best practice and helping to implement many concessionary smart card schemes from both a technical and scheme administration perspective.

The ITSO based schemes across England, Scotland and Wales were all supported by SYSTRA advice on the application of the specification and our subsequent support around Scheme Administration and Review services draws heavily on our understanding of the data being collected and how it can ensure that concessionary claims from operators are both valid and accurate.

SYSTRA's experts can assist with negotiations and review or benchmark any topics of concern

such as requests for higher reimbursement rates. We are fully up to speed with the DfT Calculator approach and the scope for flexibility in scheme set-up and spreadsheet parameter setting.

SYSTRA can also offer more specialist services around the ITSO card environment such as implementing ENCTS card hot-listing to remove the substantial risk of card misuse or performing health-checks on operator ITSO set-ups so that their claims are being properly compiled.



# SUMMARY

**WHATEVER YOUR CIRCUMSTANCES, WE WILL IDENTIFY AND DEVELOP DELIVERABLE SOLUTIONS THAT OFFER COST-EFFECTIVE, ENHANCED TRAVEL OPPORTUNITIES. WE WILL SET OUT THE IMPLICATIONS OF EACH OPTION, TO HELP YOU CHOOSE THE BEST SOLUTION.**

We can help to deliver the chosen solution because we have people with experience of managing transition and the confidence that comes from a long track record of successful implementation.

Neill Birch  
Business Director -  
Public Transport  
T: +44 (0)141 343 9967  
E: nbirch@systra.com

Brian Drury  
Director - Bus and  
Public Transport  
Operations  
T: +44 (0)113 360 9234  
E: bdrury@systra.com

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## SYSTRA

[systra.com/ireland](https://systra.com/ireland)

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