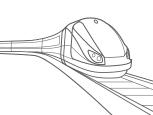
## **Fare Studies**



## » FARE SCENARIOS

## • CHALLENGES

Local authorities are facing growing budgetary restrictions which may lead them to question their pricing policy in order to help ensure the sustainability of their network's

Developing attractive, fair and user-friendly fare models financing. At the same time, partial or hull-fledges free-fare public transport are increasingly called for. However, changing the fare structure must be done with caution: it is important to ensure that the attractiveness of the network is maintained, while offering fair pricing

that complies with regulatory and political requirements and makes the use of transport and mobility services as easy as possible.



For almost 20 years, TTK has been providing its clients with the benefit of its experience in the field of princing to build fare evolution scenarios and to assess their impact before they are implemented. Our services cover monomodal (both urban and regional) and multimodal or integrated fare structures (on the model of German integrated pricing in particular), through the commercial aspects and through those of social and solidarity-based fares, by using simple and/or innovative tools (zonal fares, post-payment, payment via mobile, etc.)

We intervene through our studies: Analysis of the curent situation - Objectives and policy orientations - Definition of pricing scenarios - Evaluation of scenarios - Determination of implementation modalities

## Our expertises:

Urban pricing - Intercity pricing - Rail pricing - Multimodal pricing - Distribution schemes



